

events have changed fundamentally. Sports fans can consume the sports content of their choice, on the platform they prefer and at the time they want. Furthermore, thanks to electronic devices and Internet, content can now be created and distributed by every sports fan. As a result, it is argued that media regulation which traditionally contains rules safeguarding access to information and diversity would become redundant. Moreover, it is sometimes proposed to leave the regulation of the broadcasting market solely to competition law. This book, illustrating that media law is still needed, even in an era of abundance, to guarantee public's access to live and full sports coverage. Dealing with the impact of new media on both media and competition law this book will greatly appeal to academics and stakeholders from various disciplines, such as legal and public policy, political science, media and communications studies, journalism and European studies. Additionally it contains valuable information and points of view for policy makers, lawyers and international and intergovernmental organisations, active in media development. The book contains an up-to-date analysis and overview of the different competition authorities' decisions and media provisions dealing with the sale, acquisition and exploitation of sports broadcasting rights. Katrien Lefever is Senior Legal Researcher at IBBT - The Interdisciplinary Centre for Law and ICT (ICRI), KU Leuven, Belgium. The book appears in the ASSER International Sports Law Series, under the editorship of Prof. Dr. Robert Siekmann, Dr. Janwillem Soek and Marco van der Harst LL.M.

Sports Law in Ireland - Laura Donnellan 2017-02-24

Derived from the renowned multi-volume International Encyclopaedia of Laws, this practical analysis of sports law in Ireland deals with the regulation of sports activity by both public authorities and private sports organizations. The growing internationalization of sports inevitably increases the weight of global regulation, yet each country maintains its own distinct regime of sports law and its own national and local sports organizations. Sports law at a national or organizational level thus gains a growing relevance in comparative law. The book describes and discusses both state-created rules and autonomous self-regulation regarding the variety of economic, social, commercial, cultural, and political aspects of sports activities. Self-regulation manifests itself in the form of by-laws, and encompasses organizational provisions, disciplinary rules, and rules of play. However, the trend towards more professionalism in sports and the growing economic, social and cultural relevance of sports have prompted an increasing reliance on legal rules adopted by public authorities. This form of regulation appears in a variety of legal areas, including criminal law, labour law, commercial law, tax law, competition law, and tort law, and may vary following a particular type or sector of sport. It is in this dual and overlapping context that such much-publicized aspects as doping, sponsoring and media, and responsibility for injuries are legally measured. This monograph fills a gap in the legal literature by giving academics, practitioners, sports organizations, and policymakers access to sports law at this specific level. Lawyers representing parties with interests in Ireland will welcome this very useful guide, and academics and researchers will appreciate its value in the study of comparative sports law.

European Communications Law and Technological Convergence - Pablo Ibáñez Colomo 2011-12-14

This book presents a thorough critical examination of the European regulatory reaction to technological convergence, tracing the explicit and implicit mechanisms through which emerging concerns are incorporated into regulation and competition law, and then goes on to identify the patterns that underlie these responses so as to establish the extent to which the issues at stake, and the implications of intervention, are fully understood and considered by authorities. Focusing on 'conflict points' - areas of tension inevitably arising among overlapping regimes - the analysis covers such elements as the following: the provision of 'multiple-play' services; the advent of 'convergent devices'; the interchangeability of transmission networks; subscription-based ('pay television') services; the diversification of television services (such as on-demand and niche-theme channels); the relative scarcity of (premium) content; the 'migration' of television content with cultural and social relevance to pay television; and the emergence of 'bottleneck' segments in the communications value chain. Endorsing the adjustment of existing rules to meet pluralist objectives, the author outlines a single, coherent regulatory approach. He shows how a careful analysis of the implications of technological convergence helps to solve conflicts between regimes. Specifically, the analysis addresses the level - national or EU - at which particular regulatory responses should emerge, the objectives guiding

action, and the tools through which these objectives may be pursued. These conclusions command the attention of policymakers, regulators, and lawyers active in the ongoing development of communications law. *Sports Marketing Agreements: Legal, Fiscal and Practical Aspects* - Ian S. Blackshaw 2013-06-05

Sports marketing is not only a global phenomenon, but also a major industry in its own right. This book breaks new ground in that it combines the theory and the practice of sports marketing agreements, which are at the heart of the commercialisation and marketing of sport. A particular feature of this book is the wide-ranging collection of precedents of sports marketing agreements, including, inter alia, sponsorship, merchandising, TV rights and new media, sports image rights and endorsements, event management and corporate hospitality, that are included and are explained and commented on in the text of the book. The book also covers the EU aspects, which are particularly important in this context, especially collective selling, of Sports TV rights and the drafting of the corresponding agreements; as well as the fiscal aspects of sports marketing agreements in general and sports image rights agreements in particular, which need to be taken into account in order to reduce the tax burden on the resulting revenues. With so much money at stake in sports marketing, the book also deals with the important topic of dispute resolution and, again, provides the reader with some useful corresponding clauses for settling disputes by ADR, particularly through the Court of Arbitration for Sport (CAS). As the author remarks in his Preface, the aim of the book is to provide a leading resource for all those engaged in any way in the money-spinning field of sports marketing, combining - as this book uniquely does - both the theory and the practice of drafting, interpreting and enforcing a variety of sports marketing agreements, especially those with an international dimension.

The European Union and Sport - Robert C. R. Siekmann 2005

With a Foreword by Viviane Reding, EU Commissioner for Education and Culture *The European Union and Sport: Legal and Policy Documents* is the first volume in the T.M.C. Asser Institute series of collections of documents on international sports law containing material on the intergovernmental (interstate) element of international sports law. Previous volumes have dealt with the Statutes and Constitutions of universal sports organizations, their Doping as well as their Arbitral and Disciplinary Rules. The legal and policy texts in the present book are arranged in thematical, alphabetical order and are chronologically subordinated per theme. They cover the period since the Walrave judgement in 1974 when the European Court of Justice established that sport is subject to Community law to the extent that it constitutes an economic activity. The book in fact gives a detailed insight into what could be called the 'EU Sport Acquis' for the present and future (candidate) Member States. This acquis has been developed over the years in numerous decisions and policy documents by, in particular, the Council, Commission, European Parliament and Court of Justice. The contents of this book are divided into three parts totalling twenty chapters and covering all themes which the EC/EU has dealt with so far. The General part contains general policy documents such as, for example, the European Model of Sport and the so-called Helsinki Report on Sport. Specific Subjects concern Boycott, Broadcasting (in particular the Television without Frontiers Directive), Community Aid and Sport Funding (for example, the Eurathlon Programme), Competition (central selling of tv rights regarding the UEFA Champions League, the German Bundesliga, the English Premier League, etc., Formula One, World Cup ticketing arrangements, players' agents), Customs, Diplomas (Heylens), Discrimination (Walrave, Dona, Kolpak, and including Women in sport), Doping (Community Support Plan and Pilot Project for Campaigns to Combat Doping in Sport), Education / Youth (European Year of Education through Sport 2004, and documents concerning child protection in sport and trafficking in young footballers), the freedom of establishment to provide services (Deliege) and of movement of workers (Bosman, Lehtonen), the Olympic Games, State Aid, Tax, Tobacco Advertising, Trade Marks (Arsenal/Reed), Vandalism and Violence (football hooliganism) and Miscellanea (Fishing, Horses, Hunting, etc.). *The European Union and Sport: Legal and Policy Documents* provides an invaluable source of reference for governmental and sports officials, legal practitioners and the academic world. With the increasing public interest in the legal aspects of sports, this collection of documents is a timely and welcome contribution to enhancing the accessibility of basic texts on international sports law and policy.

Leading Cases in Sports Law - Jack Anderson 2015-05-20

This book accounts for over 25 of the most influential cases in

international sports law, as written by some of the leading authorities in the area. Authors from Europe, the United States, Australia, South Africa, Canada and New Zealand trace the evolution of this emerging discipline of law through an analysis of individual cases, as discussed under a number of key debates and themes in contemporary sports law, including: the “public” nature of legal disputes in sport; player employment mobility litigation; doping and the spirit of sport; TV rights holding proceedings; and enduring themes in sports law such as on-field violence, spectator safety, animal welfare and gender equality. Valuable for sports law academics, arbitrators and practitioners, sports administrators and governing bodies, but also for students (postgraduate and undergraduate) and all those with an interest in international sports law.

Media Law in Bulgaria - Boris E. Kolev 2019-02-08

Derived from the renowned multi-volume International Encyclopaedia of Laws, this analysis of media law in Bulgaria surveys the massively altered and enlarged legal landscape traditionally encompassed in laws pertaining to freedom of expression and regulation of communications. Everywhere, a shift from mass media to mass self-communication has put enormous pressure on traditional law models. An introduction describing the main actors and salient aspects of media markets is followed by in-depth analyses of print media, radio and television broadcasting, the Internet, commercial communications, political advertising, concentration in media markets, and media regulation. Among the topics that arise for discussion are privacy, cultural policy, protection of minors, competition policy, access to digital gateways, protection of journalists' sources, standardization and interoperability, and liability of intermediaries. Relevant case law is considered throughout, as are various ethical codes. A clear, comprehensive overview of media legislation, case law, and doctrine, presented from the practitioner's point of view, this book is a valuable time-saving resource for all concerned with media and communication freedom. Lawyers representing parties with interests in Bulgaria will welcome this very useful guide, and academics and researchers will appreciate its value in the study of comparative media law.

TV Rights and Sport - Ian Blackshaw 2009

With a Foreword by Dr Alexander Scheuer, Managing Director of the Institute of European Media Law (EMR), Saarbrücken/Brussels. It is fair to say that our lives in the twenty-first century are, in many respects, dominated by the media and sport; and, when combined, they are a very powerful force and mix indeed. Without the commercial exploitation of broadcasting rights and the resulting spectacular revenues generated, many sports events would never see the light of day. The first part of *TV Rights and Sport: Legal Aspects* contains several contributions on the very important European Law aspects of sports broadcasting rights in the digital age as well as TV rights relating to major sports events. The second part of the book consists of 27 country studies within and beyond Europe. The authors of the various chapters are all media law and sports law experts and address, from the point of view of the law and practice in their respective countries, amongst others, the following intriguing legal issues: the ownership of broadcasting rights; the commercial exploitation of those rights; and, with sport being such big business nowadays, the impact of competition law, including the vexed questions of the collective sale and purchase of sports broadcasting rights. The book is a veritable mine of useful information and one that can heartily be recommended to all those involved in the creation, promotion, exploitation and protection of sports broadcasting rights around the world. A subject that will continue to challenge sports administrators, event managers, sports marketers, broadcasters and media service providers themselves and regulators, as well as their legal and other professional advisers, for many years to come. The editing team consisted of Prof. Ian Blackshaw, Member of the Court of Arbitration for Sport, Prof. Steve Cornelius, Director of the Centre for Sports Law, University of the Witwatersrand, Johannesburg, and Dr. Robert Siekmann, Director of the ASSER International Sports Law Centre. The book appears in the ASSER International Sports Law Series, under the editorship of Dr. Robert Siekmann and Dr. Janwillem Soek.

Sports Law in the European Union - Andrea Cattaneo 2020-09-22

Derived from the renowned multi-volume International Encyclopaedia of Laws, this practical analysis of sports law in the European Union deals with the regulation of sports activity by both public authorities and private sports organizations. The growing internationalization of sports inevitably increases the weight of global regulation, yet each country maintains its own distinct regime of sports law and its own national and local sports organizations. Sports law at a national or organizational level

thus gains a growing relevance in comparative law. The book describes and discusses both state-created rules and autonomous self-regulation regarding the variety of economic, social, commercial, cultural, and political aspects of sports activities. Self-regulation manifests itself in the form of by-laws, and encompasses organizational provisions, disciplinary rules, and rules of play. However, the trend towards more professionalism in sports and the growing economic, social and cultural relevance of sports have prompted an increasing reliance on legal rules adopted by public authorities. This form of regulation appears in a variety of legal areas, including criminal law, labour law, commercial law, tax law, competition law, and tort law, and may vary following a particular type or sector of sport. It is in this dual and overlapping context that such much-publicized aspects as doping, sponsoring and media, and responsibility for injuries are legally measured. This monograph fills a gap in the legal literature by giving academics, practitioners, sports organizations, and policy makers access to sports law at this specific level. Lawyers representing parties with interests in the European Union will welcome this very useful guide, and academics and researchers will appreciate its value in the study of comparative sports law.

Sports Law - Patrick K. Thornton 2010-02-04

Sports Law looks at major court cases, statutes, and regulations that explore a variety of legal issues in the sports industry. The early chapters provide an overview of sports law in general terms and explore its impact on race, politics, religion, and everyday affairs. Later chapters address hot button issues such as gender equity, drug testing, and discrimination. Written from a sport management perspective, rather than from a lawyer's, this text covers all the major areas presented in sports law today including: cases relating to torts, contracts, intellectual property, and agents. Factual scenarios throughout the text allow students to critically examine and apply sport management principles to legal issues facing the sports executive. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.

Sport, Public Broadcasting, and Cultural Citizenship - Jay Scherer 2013-08-15

This book examines the political debates over the access to live telecasts of sport in the digital broadcasting era. It outlines the broad theoretical debates, political positions and policy calculations over the provision of live, free-to-air telecasts of sport as a right of cultural citizenship. In so doing, the book provides a number of comparative case studies that explore these debates and issues in various global spaces.

Digital Media Sport - Brett Hutchins 2013-09-05

Live broadband streaming of the 2008 Beijing Olympics accounted for 2,200 of the estimated 3,600 total hours shown by the American NBC-Universal networks. At the 2012 London Olympics, unprecedented multi-platforming embraced online, mobile devices, game consoles and broadcast television, with the BBC providing 2,500 hours of live coverage, including every competitive event, much in high definition and some in 3D. The BBC also had 12 million requests for video on mobile phones and 9.2 million browsers on its mobile Olympics website and app. This pattern will only intensify at future sport mega events like the 2014 FIFA World Cup and 2016 Summer Olympics, both of which will take place in Brazil. Increasingly, when people talk of the screen that delivers footage of their favorite professional sport, they are describing desktop, laptop, and tablet computer screens as well as television and mobile handsets. *Digital Media Sport* analyzes the intersecting issues of technological change, market power, and cultural practices that shape the contemporary global sports media landscape. The complexity of these related issues demands an interdisciplinary approach that is adopted here in a series of thematically-organized essays by international scholars working in media studies, Internet studies, sociology, cultural studies, and sport studies. .

The Routledge Companion to Global Television - Shawn Shimpach 2019-11-12

Featuring scholarly perspectives from around the globe and drawing on a legacy of television studies, but with an eye toward the future, this authoritative collection examines both the thoroughly global nature of television and the multiple and varied experiences that constitute television in the twenty-first century. Companion chapters include original essays by some of the leading scholars of television studies as well as emerging voices engaging television on six continents, offering readers a truly global range of perspectives. The volume features multidisciplinary analyses that offer models and guides for the study of global television, with approaches focused on the theories, audiences,

content, culture, and institutions of television. A wide array of examples and case studies engage the transforming practices, technologies, systems, and texts constituting television around the world today, providing readers with a contemporary and multi-faceted perspective. In this volume, editor Shawn Shimpach has brought together an essential guide to understanding television in the world today, how it works and what it means – perfect for students, scholars, and anyone else interested in television, global media studies, and beyond.

Sports Law in China - Junxin Kang 2017-04-21

Derived from the renowned multi-volume International Encyclopaedia of Laws, this practical analysis of sports law in China deals with the regulation of sports activity by both public authorities and private sports organizations. The growing internationalization of sports inevitably increases the weight of global regulation, yet each country maintains its own distinct regime of sports law and its own national and local sports organizations. Sports law at a national or organizational level thus gains a growing relevance in comparative law. The book describes and discusses both state-created rules and autonomous self-regulation regarding the variety of economic, social, commercial, cultural, and political aspects of sports activities. Self-regulation manifests itself in the form of by-laws, and encompasses organizational provisions, disciplinary rules, and rules of play. However, the trend towards more professionalism in sports and the growing economic, social and cultural relevance of sports have prompted an increasing reliance on legal rules adopted by public authorities. This form of regulation appears in a variety of legal areas, including criminal law, labour law, commercial law, tax law, competition law, and tort law, and may vary following a particular type or sector of sport. It is in this dual and overlapping context that such much-publicized aspects as doping, sponsoring and media, and responsibility for injuries are legally measured. This monograph fills a gap in the legal literature by giving academics, practitioners, sports organizations, and policy makers access to sports law at this specific level. Lawyers representing parties with interests in China will welcome this very useful guide, and academics and researchers will appreciate its value in the study of comparative sports law.

Economic Efficiency - Ben Van Rompuy 2012-08-01

Over the past decade, we have witnessed an apparent convergence of views among competition agency officials in the European Union and the United States on the appropriate goals of competition law enforcement. Antitrust policy, it is now suggested, should focus on enhancing economic efficiency, which we are to believe will promote consumer welfare. Recent EU Commission Guidelines on the application of Article 101 TFEU appear to banish considerations that cannot be construed as having an economic efficiency value – such as the environment, cultural policy, employment, public health, and consumer protection – from the application of Article 101 TFEU. Arguing that the professed adoption of an exclusive efficiency approach to Article 101 TFEU does not preclude, but rather obfuscates the role of non-efficiency considerations, the author of this timely contribution accomplishes the following objectives: traces the genesis of the shift to an efficiency orientation in EU and US antitrust policy and dispels several ingrained misconceptions that underpin it; demonstrates the close interrelationship between evolving images of the purpose of antitrust, the development of related enforcement norms, and enforcement output; provides in-depth analyses of a number of analytically rich cases in the audiovisual sector (and particularly those related to sports rights); and explores what the role of non-efficiency considerations in the application of Article 101 TFEU could and should be under the modernized enforcement regime.

The Law of the Olympic Games - Alexandre Miguel Mestre 2009-12-17

I am deeply honoured and very pleased indeed to have been invited to write the Foreword to this book, especially as the great success of and excitement generated by the Beijing Olympics last Summer is still fresh in all our minds! This is the first work on this important subject – the Olympic Games having been well described as ‘the greatest sporting show on earth’ – and the author, Alexandre Miguel Mestre, a distinguished Portuguese international sports lawyer, is to be warmly congratulated on producing it. The book covers the historical development of ‘Olympic Law’ and the current legal status of the International Olympic Committee (IOC) as an NGO (non-governmental organisation) under Public International Law, and its various constituent members and organs. The UN resolutions on the Olympic Truce of which the latest one is published in the book, are of a recommendatory nature (‘soft law’), but well illustrate the wide range of international legal instruments, which constitute the corpus of so-called ‘Olympic Law’,

including the inter-State Nairobi Treaty on the Protection of the Olympic Symbol – the famous five interconnected rings. The book also addresses some contemporary legal issues affecting the Olympic Movement, including eligibility criteria, dual participation in the Olympics and the Paralympics as well as environmental concerns and the protection of the so-called ‘Olympic Properties’ – in other words the valuable intellectual property rights of the IOC including TV rights – without which the Olympic Games could not be financed and staged.

Ambush Marketing & the Mega-Event Monopoly - Andre M. Louw 2012-06-06

This book undertakes a critical examination of commercial rights to sports mega-events (focusing on sponsorship), the exclusivity of such rights and the legal implications of the modern mega-event sponsorship model. It examines ambush marketing of events and the law’s treatment of ambushing (specifically in the form of sui generis event legislation) in a review of 10 major jurisdictions selected on the basis of the importance of the events they are to host in the near future or have hosted recently, and the relevant domestic legislation. It critically examines the legitimacy of such commercial rights protection by means of the use of laws in the context of accepted principles of intellectual property law, competition law and human rights law. Specifically, it questions the legitimacy of the creation of statutory ‘association rights’ to mega-events, and considers potential future developments in respect of the law’s treatment of mega-event commercialisation. Valuable for practitioners and academics (in the fields of sportslaw/sponsorship/marketing/intellectual property law); sports administrators (sports governing bodies); corporate sponsors of sports and other events; potential mega-event host governments and law-makers; civil rights organisations.

European Sports Law - Stephen Weatherill 2013-12-21

European Sports Law: Collected Papers 2nd edition contains the collected works (1989-2012) of Stephen Weatherill, Jacques Delors Professor of European Community Law, Somerville College, University of Oxford, United Kingdom, with an extensive introduction on the background and rationale for the selected papers. Stephen Weatherill is a leading academic and author on the subject of European Union law and professional sport. His work is of the highest academic standard and practice-oriented at the same time, which has a strong impact on major court cases and the development of international sports law in general. The updated 2nd edition is a vademecum for those involved with international sport and the challenges European law and sport provide and is an indispensable tool for administrators, managers, researchers, academics, marketers, broadcasters, advisers and practitioners. The book appears in the ASSER International Sports Law Series (ISSN: 1874-6926), under the editorship of Dr. David McArdle, Dr. Ben Van Rompuy and Marco van der Harst LL.M.

Legal Aspects of Sports - John J. Miller 2017-02-15

Written for courses within Sports Law, Legal Aspects of Sports, Second Edition provides a modern, case-based approach to this changing area of sports management and administration. The text provides a breadth of coverage that is specifically written for Sport Management majors who need to understand the relationship between sport administration and the law and as such provides an accessible level of detail. It urges students to think critically about course material and apply material to an in-depth study of legal aspects of sport through the use of cases to real-world scenarios and questions at the end of each chapter. The Second Edition has been reorganized to improve the flow of content and all case studies have been added to Navigate 2 to help students stay organized and prepare for class. The topic of discrimination in sports has been updated and expanded to include age, race, religion, and gender discrimination.

Sports Law in Bulgaria - Boris E. Kolev 2022-08-20

Derived from the renowned multi-volume International Encyclopaedia of Laws, this practical analysis of sports law in Bulgaria deals with the regulation of sports activity by both public authorities and private sports organizations. The growing internationalization of sports inevitably increases the weight of global regulation, yet each country maintains its own distinct regime of sports law and its own national and local sports organizations. Sports law at a national or organizational level thus gains a growing relevance in comparative law. The book describes and discusses both state-created rules and autonomous self-regulation regarding the variety of economic, social, commercial, cultural, and political aspects of sports activities. Self-regulation manifests itself in the form of by-laws, and encompasses organizational provisions, disciplinary rules, and rules of play. However, the trend towards more

professionalism in sports and the growing economic, social and cultural relevance of sports have prompted an increasing reliance on legal rules adopted by public authorities. This form of regulation appears in a variety of legal areas, including criminal law, labour law, commercial law, tax law, competition law, and tort law, and may vary following a particular type or sector of sport. It is in this dual and overlapping context that such much-publicized aspects as doping, sponsoring and media, and responsibility for injuries are legally measured. This monograph fills a gap in the legal literature by giving academics, practitioners, sports organizations, and policy makers access to sports law at this specific level. Lawyers representing parties with interests in Bulgaria will welcome this very useful guide, and academics and researchers will appreciate its value in the study of comparative sports law.

CAS and Football: Landmark Cases - Alexander Wild 2011-11-16
FIFA has accepted the jurisdiction of the CAS as from 11 November 2002. This date does not mark the beginning of the arbitration of the CAS in football matters, however it has to be stated, that from this date on football disputes in front of the CAS increased enormously. This book is dedicated to the most important decisions of the CAS in football disputes. These awards are analyzed by experts, practicing all over the world. Most of the authors have been directly involved in the proceedings before the CAS. The commentaries cover a broad spectrum of disputes, inter alia, disputes concerning the contractual stability, protection of young football players, doping, football hooliganism, match fixing, players release, multiple club ownership, player agents and the stays of execution. This book provides a wide range of valuable information and is a useful tool for those whose main concern is professional football, such as sports lawyers, sports managers and sports agents, but also academics and researchers. The book appears in the ASSER International Sports Law Series, under the editorship of Dr. Robert Siekmann, Dr. Janwillem Soek and Marco van der Harst LL.M.

How To Watch Television - Ethan Thompson 2013-09-16
Examines social and cultural phenomena through the lens of different television shows. We all have opinions about the television shows we watch, but television criticism is about much more than simply evaluating the merits of a particular show and deeming it 'good' or 'bad.' Rather, criticism uses the close examination of a television program to explore that program's cultural significance, creative strategies, and its place in a broader social context. *How to Watch Television* brings together forty original essays from today's leading scholars on television culture, writing about the programs they care (and think) the most about. Each essay focuses on a particular television show, demonstrating one way to read the program and, through it, our media culture. The essays model how to practice media criticism in accessible language, providing critical insights through analysis—suggesting a way of looking at TV that students and interested viewers might emulate. The contributors discuss a wide range of television programs past and present, covering many formats and genres, spanning fiction and non-fiction, broadcast and cable, providing a broad representation of the programs that are likely to be covered in a media studies course. While the book primarily focuses on American television, important programs with international origins and transnational circulation are also covered. Addressing television series from the medium's earliest days to contemporary online transformations of television, *How to Watch Television* is designed to engender classroom discussion among television critics of all backgrounds.

Sports Marketing Agreements: Legal, Fiscal and Practical Aspects - Ian S. Blackshaw 2011-10-20
Sports marketing is not only a global phenomenon, but also a major industry in its own right. This book breaks new ground in that it combines the theory and the practice of sports marketing agreements, which are at the heart of the commercialisation and marketing of sport. A particular feature of this book is the wide-ranging collection of precedents of sports marketing agreements, including, inter alia, sponsorship, merchandising, TV rights and new media, sports image rights and endorsements, event management and corporate hospitality, that are included and are explained and commented on in the text of the book. The book also covers the EU aspects, which are particularly important in this context, especially collective selling, of Sports TV rights and the drafting of the corresponding agreements; as well as the fiscal aspects of sports marketing agreements in general and sports image rights agreements in particular, which need to be taken into account in order to reduce the tax burden on the resulting revenues. With so much money at stake in sports marketing, the book also deals with the

important topic of dispute resolution and, again, provides the reader with some useful corresponding clauses for settling disputes by ADR, particularly through the Court of Arbitration for Sport (CAS). As the author remarks in his Preface, the aim of the book is to provide a leading resource for all those engaged in any way in the money-spinning field of sports marketing, combining - as this book uniquely does - both the theory and the practice of drafting, interpreting and enforcing a variety of sports marketing agreements, especially those with an international dimension.

Lex Sportiva: What is Sports Law? - Robert C.R. Siekmann 2012-01-19
The important theme "What is Sports Law?" was the topic of the international Conference on "The Concept of Lex Sportiva Revisited", which took place in Jakarta in late 2010. Academics and practitioners are still in debate to agree on this concept as is evident in this book. This book not only contains the worked out contributions of this Conference, but also other related chapters on the subject. It produces a reassessment of the content of Sports Law and its terminology keeping a close eye on the current literature. The book appears in the ASSER International Sports Law Series, under the editorship of Prof. Dr. Robert Siekmann, Dr. Janwillem Soek and Marco van der Harst LL.M.

Sports Law in Slovakia - Tomáš Gábriš 2022-08-20
Derived from the renowned multi-volume International Encyclopaedia of Laws, this practical analysis of sports law in Slovakia deals with the regulation of sports activity by both public authorities and private sports organizations. The growing internationalization of sports inevitably increases the weight of global regulation, yet each country maintains its own distinct regime of sports law and its own national and local sports organizations. Sports law at a national or organizational level thus gains a growing relevance in comparative law. The book describes and discusses both state-created rules and autonomous self-regulation regarding the variety of economic, social, commercial, cultural, and political aspects of sports activities. Self-regulation manifests itself in the form of by-laws, and encompasses organizational provisions, disciplinary rules, and rules of play. However, the trend towards more professionalism in sports and the growing economic, social and cultural relevance of sports have prompted an increasing reliance on legal rules adopted by public authorities. This form of regulation appears in a variety of legal areas, including criminal law, labour law, commercial law, tax law, competition law, and tort law, and may vary following a particular type or sector of sport. It is in this dual and overlapping context that such much-publicized aspects as doping, sponsoring and media, and responsibility for injuries are legally measured. This monograph fills a gap in the legal literature by giving academics, practitioners, sports organizations, and policy makers access to sports law at this specific level. Lawyers representing parties with interests in Slovakia will welcome this very useful guide, and academics and researchers will appreciate its value in the study of comparative sports law.

New Media and Sport - Katrien Lefever 2012-10-04
During the past decade, the media landscape and the coverage of sports events have changed fundamentally. Sports fans can consume the sports content of their choice, on the platform they prefer and at the time they want. Furthermore, thanks to electronic devices and Internet, content can now be created and distributed by every sports fan. As a result, it is argued that media regulation which traditionally contains rules safeguarding access to information and diversity would become redundant. Moreover, it is sometimes proposed to leave the regulation of the broadcasting market solely to competition law. This book, illustrating that media law is still needed, even in an era of abundance, to guarantee public's access to live and full sports coverage. Dealing with the impact of new media on both media and competition law this book will greatly appeal to academics and stakeholders from various disciplines, such as legal and public policy, political science, media and communications studies, journalism and European studies. Additionally it contains valuable information and points of view for policy makers, lawyers and international and intergovernmental organisations, active in media development. The book contains an up-to-date analysis and overview of the different competition authorities' decisions and media provisions dealing with the sale, acquisition and exploitation of sports broadcasting rights. Katrien Lefever is Senior Legal Researcher at IBBT - The Interdisciplinary Centre for Law and ICT (ICRI), KU Leuven, Belgium. The book appears in the ASSER International Sports Law Series, under the editorship of Prof. Dr. Robert Siekmann, Dr. Janwillem Soek and Marco van der Harst LL.M.

Individualism and Collectiveness in Intellectual Property Law - Jan Rosén

2012

This title embraces fundamental, eternal and yet very contemporary elements in IP law dealt with in all parts of the world.

Sports Law - Mark James 2017-04-26

This textbook provides a comprehensive overview of the ways in which the law has impacted on how sport is played, administered and consumed. The author writes in a clear and engaging manner, tracing the origins and sources of this rapidly evolving subject and drawing examples from a wide range of professional and amateur sports to illustrate the important current debates and topics of interest. The book covers a wide-range of topics from participant and non-participant liability, fighting sports and their legality, and liability for stadium safety and disasters. The final section of the book takes in the very latest developments in mass-event sport and the growing but fundamental area of sports commercialisation. New to this Edition: - Fully updated and includes analyses of the Pechstein and Sharapova decisions - Includes details on the state aid rulings on financial support for Spanish and Dutch football clubs - The author includes a review of the Rio 2016 Olympics

Introduction to International and European Sports Law - Robert C.R. Siekmann 2012-04-23

The book is an introduction to sports law, in particular International (worldwide) and European (EU) sports law. The chapters are all put in the perspective of the innovative sports law doctrine that is developed and presented in the opening chapter on what sports law is. After a general coverage of the core concept of "sport specificity" (that is whether private sporting rules and regulations can be justified notwithstanding they are not in conformity with public law), the book covers the following specific main themes of International and European Sports Law (capita selecta): comparative sports law; competition law and sport; the collective selling of TV rights; sports betting; Social Dialogue in sport; sport and nationality; professional football transfer rules; anti-doping law in sport; transnational football hooliganism in Europe; international sports boycotts. In this book association football ("soccer") is the sport that is by far most on the agenda. It is the largest sport in the world and most popular all over the globe. The elite football in Europe is a day-to-day commercialized and professionalized industry, which makes it a perfect subject of study from an EU Law perspective.

Principles and Practice in EU Sports Law - Stephen Weatherill 2017-08-11

Principles & Practice in EU Sports Law provides an overview of EU Sports Law. In particular it assesses sporting bodies' claims for legal autonomy from the 'ordinary law' of states and international organisations. Sporting bodies insist on using their expertise to create a set of globally applicable rules which should not be deviated from irrespective of the territory on which they are applied. The application of the *lex sportiva*, which refers to the conventions that define a sport's operation, is analysed, as well as how this is used in claims for sporting autonomy. The *lex sportiva* may generate conflicts with a state or international institution such as the European Union, and the motives behind sporting bodies' claims in favour of the *lex sportiva*'s autonomy may be motivated by concern to uphold its integrity or to preserve commercial gain. Stephen Weatherill's text underlines the tense relationship between *lex sportiva* and national and regional jurisdictions which is exemplified with specific focus on the EU. The development of EU sports law and its controversies are detailed, reinforced by the example of relevant legal principles in the context of the practice of sports law. The intellectual heart of the text endeavours to make a normative assessment of the strength of claims in favour of sporting

autonomy, and the comparison between different jurisdictions and sports is evident. Furthermore the enduring dilemma facing sports lawyers running throughout the text is whether sport should be regarded as special, and in turn how (far) its special character should be granted legal recognition.

International Sports Law: An Introductory Guide - Ian S. Blackshaw 2017-08-09

This book, written by an expert in the field, covers some of the following issues, namely high-profile WADA cases such as that of Maria Sharapova, the Bosman ruling, decisions by the Court of Arbitration for Sport (CAS), and footballers' employment contracts and transfers for enormous amounts. These issues have led to sport no longer being confined to the back pages of traditional media such as newspapers, but increasingly finding its way onto the front pages and into new media. Since ancient times sport has been practised but today it is a multi-billion dollar 'industry', and Sports Law as a discipline in its own right is developing apace and is increasingly being studied and practiced at all levels of interest and competency. Thereby creating a need amongst students, lawyers, accountants, sports marketers, promoters, agents, sports broadcasters, sports administrators and managers for some basic and general knowledge of the legal aspects of sport. This introductory guide to international sports law will serve to satisfy the needs currently not being met in present-day sports law literature, and should also be of interest to researchers and the general reader. Although the topics covered are necessarily selective, sports law being such a vast subject, they are representative of the main legal issues facing the world of sport today. Throughout the book, the reader is referred to articles, publications and other materials that provide further information on the various subjects treated in the text, thus enhancing its value and usefulness. The Law is stated as at 1 January 2017, according to the sources available at that date. Prof. Ian S. Blackshaw is an International Sports Lawyer, a Solicitor of the Supreme Court of England and Wales, and a Visiting Professor at several Universities, including Anglia Ruskin University, Cambridge, United Kingdom, and The University of Pretoria, South Africa. He is also a member of the Court of Arbitration for Sport, Lausanne, Switzerland.

Sport and the Media - Matthew Nicholson 2015-06-12

Successful media relations and a sound communication strategy are essential for all sport organizations. Any successful manager working in sport must have a clear understanding of how the media works, as well as the practical skills to manage the communication process. Now in a fully revised and updated second edition, *Sport and the Media: Managing the Nexus* is still the only textbook to combine in-depth analysis of the rapidly developing sport media industry with a clear and straightforward guide to practical sport media management skills. The book explains the commercial relationships that exist between key media and sport organisations and how to apply a range of tools and strategies to promote the achievements of sport organisations. This updated edition includes a wider range of international examples and cases, as well as four completely new chapters covering new and social media, managing the media at major sports events, the work of the sports journalist, and the role of the sport media manager. The book's online resources have also been updated, with new lecture slides and teaching notes providing a complete package for instructors. *Sport and the Media* is an essential textbook for any degree level course on sport and the media, sport media management or sport communication, and invaluable reading for any sport media or sport management practitioner looking to improve their professional skills.