

FUBO FOR BUSINESS

FUBO FOR BUSINESS REPRESENTS A GROUNDBREAKING APPROACH TO BUSINESS ENTERTAINMENT AND ADVERTISING SOLUTIONS, LEVERAGING THE POWER OF LIVE SPORTS AND A DIVERSE RANGE OF CHANNELS. WITH THE RISE OF STREAMING AND THE CHANGING LANDSCAPE OF MEDIA CONSUMPTION, BUSINESSES CAN SIGNIFICANTLY BENEFIT FROM FUBO'S OFFERINGS. THIS ARTICLE WILL EXPLORE THE FEATURES OF FUBO FOR BUSINESS, ITS ADVANTAGES, THE TYPES OF BUSINESSES THAT CAN BENEFIT FROM IT, AND HOW TO IMPLEMENT IT EFFECTIVELY. BY THE END OF THIS ARTICLE, READERS WILL HAVE A COMPREHENSIVE UNDERSTANDING OF HOW FUBO CAN ELEVATE THEIR BUSINESS OPERATIONS.

- INTRODUCTION
- UNDERSTANDING FUBO FOR BUSINESS
- KEY FEATURES OF FUBO FOR BUSINESS
- ADVANTAGES OF USING FUBO FOR BUSINESS
- TYPES OF BUSINESSES THAT CAN BENEFIT
- IMPLEMENTATION STRATEGIES
- CONCLUSION

UNDERSTANDING FUBO FOR BUSINESS

FUBO FOR BUSINESS IS A TAILORED SOLUTION DESIGNED TO MEET THE NEEDS OF COMMERCIAL ESTABLISHMENTS THAT REQUIRE RELIABLE AND ENGAGING CONTENT DELIVERY. UNLIKE TRADITIONAL CABLE PACKAGES, FUBO PROVIDES A STREAMING SERVICE THAT INCLUDES LIVE SPORTS, NEWS, AND ENTERTAINMENT CHANNELS. THIS PLATFORM IS PARTICULARLY APPEALING TO BUSINESSES LIKE RESTAURANTS, BARS, GYMS, AND WAITING AREAS WHERE CUSTOMERS SEEK DYNAMIC VIEWING EXPERIENCES.

THE SERVICE IS BUILT ON THE FOUNDATION OF FUBO TV, WHICH IS KNOWN FOR ITS EXTENSIVE LIBRARY OF SPORTS PROGRAMMING. BUSINESSES CAN TAKE ADVANTAGE OF A WIDE RANGE OF CHANNELS, INCLUDING MAJOR NETWORKS THAT BROADCAST LIVE EVENTS. THIS ALLOWS ESTABLISHMENTS TO CREATE AN ENGAGING ATMOSPHERE THAT ATTRACTS CUSTOMERS AND KEEPS THEM ENTERTAINED.

KEY FEATURES OF FUBO FOR BUSINESS

EXTENSIVE CHANNEL LINEUP

ONE OF THE MOST SIGNIFICANT ADVANTAGES OF FUBO FOR BUSINESS IS ITS EXTENSIVE CHANNEL LINEUP. BUSINESSES CAN ACCESS HUNDREDS OF CHANNELS, INCLUDING:

- MAJOR SPORTS NETWORKS (ESPN, NBC SPORTS, ETC.)
- LOCAL CHANNELS FOR REGIONAL EVENTS

- NEWS NETWORKS FOR CURRENT AFFAIRS
- ENTERTAINMENT CHANNELS FOR DIVERSE CONTENT

THIS VARIETY ENSURES THAT BUSINESSES CAN CATER TO DIFFERENT AUDIENCES, PROVIDING SOMETHING FOR EVERYONE, WHETHER THEY ARE SPORTS ENTHUSIASTS OR CASUAL VIEWERS.

FLEXIBLE PACKAGES

FUBO FOR BUSINESS OFFERS FLEXIBLE SUBSCRIPTION PACKAGES THAT CAN BE TAILORED TO THE SPECIFIC NEEDS OF EACH ESTABLISHMENT. THIS FLEXIBILITY INCLUDES:

- DIFFERENT TIERS OF SERVICE BASED ON CHANNEL SELECTION
- OPTIONS FOR ADD-ON PACKAGES, SUCH AS PREMIUM CHANNELS OR ADDITIONAL SPORTS NETWORKS
- SCALABILITY TO ACCOMMODATE GROWING BUSINESSES

THESE CUSTOMIZABLE PACKAGES EMPOWER BUSINESSES TO CHOOSE THE BEST SOLUTION FOR THEIR CUSTOMER BASE WHILE MANAGING COSTS EFFECTIVELY.

HIGH-QUALITY STREAMING

WITH A FOCUS ON DELIVERING HIGH-QUALITY STREAMING, FUBO FOR BUSINESS ENSURES THAT BUSINESSES CAN PROVIDE AN UNINTERRUPTED VIEWING EXPERIENCE. THIS IS PARTICULARLY IMPORTANT DURING LIVE SPORTS EVENTS WHERE A LAGGING STREAM CAN LEAD TO CUSTOMER DISSATISFACTION. FUBO UTILIZES ADVANCED STREAMING TECHNOLOGY TO ENSURE RELIABLE CONNECTIVITY AND HIGH-DEFINITION VIDEO QUALITY.

ADVANTAGES OF USING FUBO FOR BUSINESS

ENHANCED CUSTOMER EXPERIENCE

BY INTEGRATING FUBO FOR BUSINESS INTO THEIR OPERATIONS, ESTABLISHMENTS CAN SIGNIFICANTLY ENHANCE THE CUSTOMER EXPERIENCE. THE ABILITY TO SHOWCASE LIVE SPORTS AND POPULAR SHOWS CREATES AN INVITING ATMOSPHERE THAT ENCOURAGES CUSTOMERS TO STAY LONGER AND SPEND MORE. HAPPY CUSTOMERS ARE MORE LIKELY TO RETURN AND RECOMMEND THE ESTABLISHMENT TO OTHERS.

COST-EFFECTIVENESS

COMPARED TO TRADITIONAL CABLE SERVICES, FUBO FOR BUSINESS CAN BE MORE COST-EFFECTIVE. BUSINESSES CAN AVOID HIDDEN FEES AND LONG-TERM CONTRACTS ASSOCIATED WITH STANDARD CABLE PACKAGES. THE TRANSPARENT PRICING MODEL ALLOWS BUSINESSES TO BUDGET EFFECTIVELY, MAKING IT AN ATTRACTIVE OPTION FOR SMALL TO MEDIUM-SIZED ENTERPRISES.

LEGAL COMPLIANCE

FUBO FOR BUSINESS ALSO PRIORITIZES LEGAL COMPLIANCE BY ENSURING THAT BUSINESSES HAVE THE APPROPRIATE LICENSES TO BROADCAST CONTENT IN A COMMERCIAL SETTING. THIS ELIMINATES THE RISK OF LEGAL ISSUES THAT MAY ARISE FROM UNAUTHORIZED BROADCASTING, PROVIDING PEACE OF MIND FOR BUSINESS OWNERS.

TYPES OF BUSINESSES THAT CAN BENEFIT

RESTAURANTS AND BARS

RESTAURANTS AND BARS ARE PRIME CANDIDATES FOR FUBO FOR BUSINESS. THE ABILITY TO SHOW LIVE SPORTS CAN SIGNIFICANTLY ENHANCE THE DINING AND DRINKING EXPERIENCE, ENCOURAGING PATRONS TO GATHER FOR GAMES AND EVENTS. THIS CAN LEAD TO INCREASED FOOT TRAFFIC, HIGHER SALES, AND IMPROVED CUSTOMER LOYALTY.

GYMS AND FITNESS CENTERS

GYMS AND FITNESS CENTERS CAN ALSO LEVERAGE FUBO FOR BUSINESS BY SHOWCASING LIVE SPORTS AND FITNESS PROGRAMMING ON SCREENS THROUGHOUT THE FACILITY. THIS CAN MOTIVATE MEMBERS DURING WORKOUTS, CREATING A MORE ENGAGING ENVIRONMENT.

WAITING AREAS AND LOBBIES

BUSINESSES WITH WAITING AREAS, SUCH AS DENTAL OFFICES OR SALONS, CAN UTILIZE FUBO FOR BUSINESS TO KEEP CUSTOMERS ENTERTAINED WHILE THEY WAIT. PROVIDING QUALITY CONTENT CAN ENHANCE CUSTOMER SATISFACTION AND CREATE A POSITIVE IMPRESSION OF THE BUSINESS.

IMPLEMENTATION STRATEGIES

ASSESSING BUSINESS NEEDS

BEFORE IMPLEMENTING FUBO FOR BUSINESS, IT IS CRUCIAL FOR BUSINESSES TO ASSESS THEIR SPECIFIC NEEDS. THIS INCLUDES UNDERSTANDING THE DEMOGRAPHIC OF THEIR CUSTOMER BASE, THE TYPE OF CONTENT THAT WILL RESONATE MOST, AND THE IDEAL NUMBER OF SCREENS REQUIRED.

CHOOSING THE RIGHT PACKAGE

ONCE NEEDS ARE ASSESSED, BUSINESSES SHOULD CHOOSE THE RIGHT FUBO FOR BUSINESS PACKAGE. EVALUATING DIFFERENT TIERS AND ADD-ON OPTIONS CAN HELP ENSURE THAT THE SELECTED PACKAGE ALIGNS WITH CUSTOMER PREFERENCES AND BUSINESS GOALS.

TRAINING STAFF

TRAINING STAFF ON HOW TO OPERATE THE FUBO SYSTEM IS ESSENTIAL FOR SEAMLESS INTEGRATION. EMPLOYEES SHOULD UNDERSTAND HOW TO NAVIGATE THE PLATFORM, SWITCH CHANNELS, AND TROUBLESHOOT COMMON ISSUES TO PROVIDE A SMOOTH VIEWING EXPERIENCE FOR CUSTOMERS.

CONCLUSION

FUBO FOR BUSINESS IS TRANSFORMING HOW ESTABLISHMENTS DELIVER ENTERTAINMENT AND ENGAGE CUSTOMERS. WITH ITS EXTENSIVE CHANNEL LINEUP, FLEXIBLE PACKAGES, AND HIGH-QUALITY STREAMING, BUSINESSES CAN CREATE AN INVITING ATMOSPHERE THAT ENHANCES CUSTOMER EXPERIENCES. AS THE DEMAND FOR STREAMING SERVICES CONTINUES TO GROW, ADOPTING FUBO FOR BUSINESS MAY PROVIDE A COMPETITIVE ADVANTAGE IN THE MARKETPLACE. ESTABLISHMENTS THAT EMBRACE THIS INNOVATIVE SOLUTION ARE LIKELY TO SEE INCREASED CUSTOMER SATISFACTION, LOYALTY, AND ULTIMATELY, PROFITABILITY.

Q: WHAT IS FUBO FOR BUSINESS?

A: FUBO FOR BUSINESS IS A COMMERCIAL STREAMING SERVICE THAT PROVIDES LIVE SPORTS, NEWS, AND ENTERTAINMENT CHANNELS TAILORED FOR BUSINESSES, ALLOWING ESTABLISHMENTS TO ENGAGE CUSTOMERS WITH HIGH-QUALITY CONTENT.

Q: HOW DOES FUBO FOR BUSINESS DIFFER FROM TRADITIONAL CABLE SERVICES?

A: FUBO FOR BUSINESS OFFERS A FLEXIBLE, COST-EFFECTIVE STREAMING SOLUTION WITHOUT HIDDEN FEES OR LONG-TERM CONTRACTS, IN CONTRAST TO TRADITIONAL CABLE SERVICES, WHICH OFTEN HAVE RIGID PRICING AND CONTRACTUAL OBLIGATIONS.

Q: WHAT TYPES OF BUSINESSES CAN BENEFIT FROM FUBO FOR BUSINESS?

A: RESTAURANTS, BARS, GYMS, FITNESS CENTERS, AND BUSINESSES WITH WAITING AREAS CAN ALL BENEFIT FROM FUBO FOR BUSINESS BY PROVIDING ENGAGING CONTENT THAT ENHANCES CUSTOMER EXPERIENCES.

Q: HOW CAN BUSINESSES ENSURE THEY ARE COMPLIANT WITH BROADCASTING REGULATIONS USING FUBO FOR BUSINESS?

A: FUBO FOR BUSINESS PROVIDES THE NECESSARY LICENSES FOR COMMERCIAL CONTENT BROADCASTING, ENSURING THAT BUSINESSES COMPLY WITH LEGAL REQUIREMENTS AND AVOID POTENTIAL LEGAL ISSUES.

Q: WHAT ARE THE KEY FEATURES OF FUBO FOR BUSINESS?

A: KEY FEATURES INCLUDE AN EXTENSIVE CHANNEL LINEUP, FLEXIBLE PACKAGES, AND HIGH-QUALITY STREAMING, ALLOWING BUSINESSES TO TAILOR THEIR CONTENT OFFERINGS TO THEIR SPECIFIC CUSTOMER DEMOGRAPHICS.

Q: IS TRAINING REQUIRED FOR STAFF TO USE FUBO FOR BUSINESS?

A: YES, TRAINING STAFF ON HOW TO OPERATE THE FUBO SYSTEM IS ESSENTIAL TO ENSURE A SMOOTH AND ENJOYABLE VIEWING EXPERIENCE FOR CUSTOMERS.

Q: CAN FUBO FOR BUSINESS BE USED IN MULTIPLE LOCATIONS?

A: YES, BUSINESSES CAN USE FUBO FOR BUSINESS ACROSS MULTIPLE LOCATIONS AS LONG AS THEY SUBSCRIBE TO THE APPROPRIATE PACKAGE AND ADHERE TO THE SERVICE'S TERMS AND CONDITIONS.

Q: WHAT KIND OF SUPPORT DOES FUBO FOR BUSINESS PROVIDE TO ITS CUSTOMERS?

A: FUBO FOR BUSINESS TYPICALLY PROVIDES CUSTOMER SUPPORT TO ASSIST WITH TECHNICAL ISSUES, ACCOUNT MANAGEMENT, AND ANY QUESTIONS RELATED TO CHANNEL OFFERINGS AND SERVICE FEATURES.

Q: ARE THERE ANY SPORTS CHANNELS AVAILABLE ON FUBO FOR BUSINESS?

A: YES, FUBO FOR BUSINESS INCLUDES MAJOR SPORTS NETWORKS SUCH AS ESPN AND NBC SPORTS, PROVIDING ACCESS TO LIVE SPORTS EVENTS AND PROGRAMMING.

Q: HOW CAN BUSINESSES ASSESS THEIR NEEDS BEFORE IMPLEMENTING FUBO FOR BUSINESS?

A: BUSINESSES SHOULD EVALUATE THEIR CUSTOMER DEMOGRAPHICS, PREFERRED CONTENT TYPES, AND THE NUMBER OF SCREENS NEEDED TO ENSURE THAT THE FUBO FOR BUSINESS PACKAGE SELECTED MEETS THEIR SPECIFIC NEEDS.

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brick-and-mortar sportsbooks are discussed in detail, including the many facility management considerations that come with operating and maintaining a physical venue. Students also learn about the various mobile sportsbooks available today (including websites, kiosks, and phone apps), how they operate, and their connection to and interaction with physical sportsbooks. In addition, the authors present marketing and advertising strategies for acquiring customers and forging relationships with teams, leagues, and sportsbooks. Special attention is given to the American Gaming Association's Responsible Marketing Code for Sports Wagering and its compliance considerations for sportsbook operators. Sports wagering is a data-driven business, and students will see how data are generated and transmitted to sportsbook operators. Managing and protecting that data is paramount to competitive advantage, and students will learn about intellectual property protections granted to sportsbook operators. Additionally, the book discusses the proliferation and potential positive and negative impacts of gamification and virtual currencies in sports betting. Chapters are punctuated with supplemental sidebars and case studies providing real-life examples of the positive and negative impacts of sports betting. The Business of Sports Betting offers a comprehensive introduction to the nuances of the sports betting industry, including the key players, regulatory environment, marketing and technology drivers, and business operations of a sportsbook.

fubo for business: *The Technology, Business, and Economics of Streaming Video* Eli Noam, 2021-01-29 Along with its interrelated companion volume, *The Content, Impact, and Regulation of Streaming Video*, this book covers the next generation of TV—streaming online video, with details about its present and a broad perspective on the future. It reviews the new technical elements that are emerging, both in hardware and software, their long-term trend, and the implications. It discusses the emerging 'media cloud' of video and infrastructure platforms, and the organizational form of such TV.

fubo for business: FIFTEEN CRITICAL INSIGHTS FOR BUSINESS OWNERS OVER FIFTY Leander Jackie Grogan, 2021-01-30 A comprehensive guide for Over-50 entrepreneurs starting a business in 2021, even if they've never owned a business before. In a knowledge-based economy, KNOWLEDGE is the indispensable ingredient that transcends all industries to separate winners from losers. *Fifteen Critical Insights For Business Owners Over Fifty* is knowledge on steroids. Let's be honest. The new normal in the workplace started long before COVID-19. Mass downsizing started in the late '90s. Over 91,500 factories and six million US manufacturing jobs were lost to globalization and outsourcing. According to Forbes, 39,200 brick-and-mortar stores shut down. AI robots are now collecting bridge tolls, cleaning hotel floors, driving trucks, performing medical analysis, and picking stocks on Wall Street. Humans have been told to go home. Over-50 workers know the score. They (along with their big salaries, health benefits, and retirement packages) are at the top of the list to go home too. What is the solution? What can over-50 wage-earners do? The solution is simple: Find an unmet need. Meet the unmet need. Get paid for meeting the unmet need. Although the solution is simple, the execution is highly complex, full of pitfalls and booby traps, and according to the SBA, plagued by a failure rate of roughly 60%. Without the proper guidance, chances are, you're going to fail. *FIFTEEN CRITICAL INSIGHTS FOR BUSINESS OWNERS OVER FIFTY* is the game-changer that gives you a fighting chance. In this book you discover: How you, as a long-time wage-earner, must FIRST transform your mind. (Everything, absolutely everything having to do with decoupling from petty corporate politics and boss-pleasing activities, starts inside your head.) How your perceived disadvantages associated with age are really powerful advantages over younger competitors. (SBA stats say you have the upper hand.) How your subconscious is a brilliant, beautiful mechanism for failure. (For the sake of your success, happiness, wholeness, and healing, your subconscious will tell you a lie.) How your most trustworthy advisors have misled you about debt. How the entire marketplace is NOT open to your exploration. (Your work experiences, personality traits, and core competencies prohibit many market opportunities that others might find compatible.) How centuries of human evolution may cause your spouse to rebel against your entrepreneurial inclinations. How treating people the way Steve Jobs treated people will drive your new business into the ground. Truth is Knowledge that Empowers You... Columbus

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fubo for business: *Directory of Corporate Counsel, 2024 Edition* ,

fubo for business: *The Business of Television* Ken Basin, 2024-09-19 In this expanded and updated second edition, esteemed television executive and Harvard lecturer Ken Basin offers a comprehensive and readable overview of the business, financial, and legal structure of the U.S. television industry, as well as its deal-making norms. The Business of Television explores the basic structure and recent history of the television and streaming business, rights and talent negotiations, intellectual property, backend deals, licensing, international production, and much more. This expanded and updated second edition also features an in-depth exploration of the evolution of the streaming business, offers valuable new insights about negotiation, reflects the historic impacts of the 2020 Covid-19 pandemic and 2023 WGA and SAG-AFTRA strikes, addresses the intersection of artificial intelligence technology and intellectual property law, and provides a greater breadth and depth of technical material about a wide variety of common television deals. The book also includes breakdowns after each chapter summarizing major deal terms and points of negotiation, a significantly expanded glossary, an extensive list of referenced articles and cases, and a wealth of real-world examples to help readers put the material into context. Written for a diverse audience of working or aspiring creative professionals, executives, agents, managers, lawyers, and students, The Business of Television is the definitive reference guide for the ever-changing television industry.

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fubo for business: **Proceedings of the 2022 2nd International Conference on Economic Development and Business Culture (ICEDBC 2022)** Yushi Jiang, Yuriy Shvets, Hrushikesh Mallick, 2023-05-11 This is an open access book. With the support of universities and the research of AEIC Academic Exchange Center, The 2nd International Conference on Economic Development and Business Culture (ICEDBC 2022) will be held in Dali from June 24th to 26th. Compared with previous conferences, it will discuss more in-depth economic independent innovation, open cooperation and innovative business culture under the background of the new development stage, new situation and new journey era. There will be a broad exchange environment. Well-known experts, scholars or entrepreneurs in the field will be invited to make keynote reports. Contributing authors are also very welcome to actively participate in the conference and build an academic exchange ceremony.

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fubo for business: **China, Business and Investment Opportunities** Cheng Leong Tan, 1993

fubo for business: **Commerce in Culture** Cynthia J. Brokaw, 2020-03-23 Sibao today is a cluster of impoverished villages in the mountains of western Fujian. Yet from the late seventeenth through the early twentieth century, it was home to a flourishing publishing industry. Through itinerant booksellers and branch bookshops managed by Sibao natives, this industry supplied much of south China with cheap educational texts, household guides, medical handbooks, and fortune-telling manuals. It is precisely the ordinariness of Sibao imprints that make them valuable for the study of commercial publishing, the text-production process, and the geographical and social expansion of book culture in Chinese society. In a study with important implications for cultural and economic history, Cynthia Brokaw describes rural, lower-level publishing and bookselling operations at the end of the imperial period. Commerce in Culture traces how the poverty and isolation of Sibao necessitated a bare-bones approach to publishing and bookselling and how the Hakka identity of the Sibao publishers shaped the configuration of their distribution networks and even the nature of their

publications. Sibao's industry reveals two major trends in print culture: the geographical extension of commercial woodblock publishing to hinterlands previously untouched by commercial book culture and the related social penetration of texts to lower-status levels of the population.

fubo for business: Global Art, Culture, and Media Perspectives Hemanth Pawar, 2025-02-20 Global Art, Culture, and Media Perspectives offers a comprehensive exploration of the intricate relationships between art, culture, and media in our interconnected world. We delve into the profound impact of globalization on creative expressions, cultural identities, and media landscapes. Beginning with an examination of the historical and theoretical foundations of globalization, we explore how it has transformed the production, distribution, and consumption of art, culture, and media. Through diverse case studies and theoretical frameworks, we provide insights into the complexities of cultural exchange, hybridization, and resistance in the contemporary global context. We critically engage with contemporary artworks, cultural phenomena, and media artifacts to uncover the diverse manifestations of global cultural production and consumption. From international art biennials to transnational media conglomerates, we highlight how individuals and communities navigate cultural differences today. We address the power dynamics in global cultural flows, including cultural imperialism, hegemony, and appropriation, advocating for a more inclusive and equitable approach to cultural exchange. Examples of cultural activism, grassroots media initiatives, and collaborative artistic projects demonstrate how art, culture, and media foster cross-cultural dialogue and solidarity. Accessible yet intellectually rigorous, this book is essential for anyone interested in creativity, communication, and globalization.

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fubo for business: *Mommy, Daddy Says I Am Adopted* Wine yoyo, Six years ago, she broke into a stranger's room...Six years later, she returned to the city and brought back a handsome boy by her side. In order to support herself and her son, she worked as a maid, and was happy to do so. The young master was not good-tempered, but he was quite tolerant of her as a maid, to the extent that she felt she was about to fall in love with him, and her heart beat non-stop when she saw him. ...In the Cafe. Doria looked at her date and smiled, I don't ask for much, as long as you don't treat my son badly. The man smiled, I like kids. I can take him to the playground. At the next table, Gale slammed his cup, snorted, and ordered his assistant to buy the playground. He stood up and came to her. Cindy looked at the man who suddenly appeared, her heart seemed to be as nervous as if it was going to jump out of her heart. She was pulled into a corner by him, and she wanted to run away. Gale was angry, Why are you hiding from me? Sir, I'm sick and I'm worried I'll infect you...Go to City Central Hotel. I'll check myself. Sir, that's not right, you won't...The man pulled her into a deserted corner. His dark eyes that resembled her baby stared at her. He was a little annoyed, If I wouldn't, was my son popped out of a rock that night? You...are my baby's father? This is Book 4 of Mommy, Daddy Says I Am Adopted (9 books).

fubo for business: *The Philippine Lumberman* , 1971

fubo for business: *Sports Media Rights in the Age of Streaming and Platformisation* Tom Evens, Paul Smith, 2024-12-18 Against a backdrop of increased online distribution of media, this book provides an in-depth analysis of how the platformisation of television is both shaping and being shaped by the changing sports media market. Beginning by looking at the business models and strategies of the major stakeholders involved in the 'sports broadcasting value chain', the authors go on to focus on the challenges and opportunities posed by the growth of OTT delivery for the regulation of sports broadcasting in several key areas, including copyright law and piracy; competition issues linked to the buying, selling and distribution of premium sports content; and legislation designed to safeguard coverage of certain national and international sporting events for free-to-air television. Key areas of continuity, such as the persistence of national/regional markets; the importance attached to premium sports rights by rival delivery platforms as a source of 'market power'; and the need to update key areas of policy and regulation in order to address challenges

posed by the use of OTT delivery, are also discussed. This book makes use of a range of international and regional examples and case studies, not least the Olympic Games and the FIFA World Cup, and identifies different strategies employed in the buying, selling and distribution of sports rights for all major parties in the sports media value chain, including new entrant OTT players, traditional pay-TV operators, public service broadcasters, and a range of international sports organizations. Providing a complete assessment of the relevance and future effectiveness of key areas of policy and regulation in sports media distribution, this book is recommended reading for advanced students and researchers of Sports Media, Sports Management, and Media Industries.

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