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Advanced Certificate in Sports Law

## Sports Broadcasting Rights

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**\*\*Advanced Certificate in Sports Law:\*\*** A program that provides students with a comprehensive understanding of the legal aspects of sports, including sports broadcasting rights.

**\*\*Audio-Visual Media Services Directive (AVMSD):\*\*** A European Union directive that regulates audiovisual media services, including sports broadcasting. The directive aims to ensure the free movement of audiovisual media services within the EU while also protecting consumers and promoting cultural diversity.

**\*\*Broadcasting Rights:\*\*** The exclusive right to broadcast a sports event on television or radio. These rights are typically owned by sports organizations, leagues, or teams and are sold to broadcasters for a fee.

**\*\*Cable Restrictions:\*\*** Regulations that limit the number of households that can receive a particular cable television signal. These restrictions can affect the value of sports broadcasting rights.

**\*\*Collective Bargaining Agreement (CBA):\*\*** A contract between a sports league or organization and its players' union that governs the terms and conditions of employment, including compensation, benefits, and working conditions. CBAs often include provisions related to sports broadcasting rights.

**\*\*Competition Law:\*\*** A set of laws that regulate competition between businesses, including sports leagues and broadcasters. These laws prohibit anticompetitive practices, such as price fixing and market division, and aim to promote fair competition.

**\*\*Digital Single Market (DSM):\*\*** A European Union initiative that aims to create a single market for digital goods and services, including audiovisual media services. The DSM seeks to remove barriers to cross-border trade and promote the free movement of digital content within the EU.

**\*\*Exclusive Rights:\*\*** The right to broadcast a sports event exclusively, without competition from other broadcasters. Exclusive rights are typically more valuable than nonexclusive rights.

**\*\*European Commission (EC):\*\*** The executive branch of the European Union, responsible for proposing and implementing EU policies and laws. The EC plays a key role in regulating sports broadcasting rights in the EU.

**\*\*Fair Competition:\*\*** A principle that prohibits anticompetitive practices and promotes equal opportunities for all businesses. In the context of sports broadcasting rights, fair competition means that broadcasters should have an equal opportunity to acquire these rights.

**\*\*Free-to-Air (FTA) Broadcasting:\*\*** The broadcasting of sports events without charge, typically on public television channels. FTA broadcasting is subject to certain restrictions, such as limits on advertising and sponsorship.

- \*\*Horizontal Agreements:\*\*** Agreements between competitors at the same level of the market, such as broadcasters. These agreements can be anticompetitive and are regulated by competition law.
- \*\*Intellectual Property Rights (IPR):\*\*** The legal rights that protect creations of the mind, such as inventions, literary and artistic works, and symbols, names, and images used in commerce. IPR can include sports broadcasting rights.
- \*\*Joint Ventures:\*\*** Collaborative agreements between two or more businesses to undertake a particular project or activity. Joint ventures can be anticompetitive and are regulated by competition law.
- \*\*League:\*\*** An association of sports teams that compete against each other in a particular sport. Leagues often own the broadcasting rights to their competitions.
- \*\*Must-Carry Obligation:\*\*** A regulation that requires cable operators to carry certain television channels, including public service broadcasters. The must-carry obligation can affect the value of sports broadcasting rights.
- \*\*Nonexclusive Rights:\*\*** The right to broadcast a sports event, but not exclusively. Nonexclusive rights are typically less valuable than exclusive rights.
- \*\*Pay-TV:\*\*** A television service that requires a subscription fee. Pay-TV broadcasters often acquire exclusive rights to sports events.
- \*\*Regulatory Bodies:\*\*** Institutions responsible for regulating sports broadcasting rights, such as the European Commission, national competition authorities, and sports regulatory bodies.
- \*\*Right of First Refusal:\*\*** A contractual provision that gives a party the right to match a competing offer before the other party can accept it. In the context of sports broadcasting rights, a right of first refusal can be used to prevent a broadcaster from acquiring rights from a competitor.
- \*\*Satellite Distribution:\*\*** The broadcasting of sports events via satellite, typically to cable and satellite providers. Satellite distribution can increase the reach and value of sports broadcasting rights.
- \*\*Sports Organization:\*\*** An association or governing body responsible for organizing and regulating a particular sport. Sports organizations often own the broadcasting rights to their competitions.
- \*\*Territorial Restrictions:\*\*** Regulations that limit the broadcasting of sports events to a particular geographic area. Territorial restrictions can increase the value of sports broadcasting rights.
- \*\*Trade Marks:\*\*** A type of intellectual property right that protects a sign, word, phrase, or logo used to identify a product or service. Trade marks can include sports broadcasting rights.
- \*\*Vertical Agreements:\*\*** Agreements between businesses at different levels of the market, such as between a sports league and a broadcaster. These agreements can be anticompetitive and are regulated by competition law.