



The Economics of Sports Broadcasting

Chris Gratton, Harry Arne Solberg

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Sports now constitute one of the most valuable forms of broadcast entertainment in today's lucrative international market. This textbook explains the economics underlying the sports broadcasting phenomenon.

The specific regulatory culture governing sports broadcasting means that the financial economy of this area has many unique features. *The Economics of Sports Broadcasting* provides an accessible, detailed introduction to all aspects of economics in this fascinating area.

The book contains a wealth of textbook features and has been written and designed to facilitate student learning. It includes:

- questions of ownership, trade and commodity in sport
- the historical context for contemporary sports broadcasting
- the key players – viewers, TV channels, sponsors, clubs, event owners and authorities
- the regulations governing televised sport
- the international context for broadcast sport
- competition and game theory in sports broadcasting
- sports broadcasting's changing landscape of ownership and supply channels.

This book will be useful for courses in media and broadcasting, economics, sport management and sports development.

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