

# What is Sports and Entertainment Law?

*Shaping Your Place in the Space - Entertainment Media Sports*

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# Sports Law is . . .

## Contracts

- Talent, Agents, Attorneys, sports teams, leagues, NCAA, universities, conferences, Hollywood (content, streaming)
- Sponsorships, endorsements, broadcast, etc.

## Intellectual Property

- Branding, trademark, ROP, copyright:
- NIL, advertising, broadcasting
  - Not new, but growing. Multi-billion dollar industry
  - eSports, betting

## Dealmaking

- Talent Agencies Act
- Various state laws on agency
- NIL state law and rules
- Sports law where it touches family law, corporate law, & business law, etc.

# Growth in the industry has led to more sports law

## Broadcast rights

### Expanded audience

- More sports, streaming, & broadcast copyright selling price increasing
- Capitalism of sports; moving away from old structures

## Player rights

### Reserve Clause → Free Agency → Brands

- Players now more concerned about post careers so that means more in-career activity (e.g., producing films)
- Endorsements

## Social media & SPACs

### Social Media as a Personal Broadcast Channel + Privatization and Public Use Sports

- Social media (NIL and voices)
- Advertising, influencers, etc.
- SPACs; investment

# Why Sports Law is Important?

“In 2018, the North American sports market had a value of about 71.06 billion U.S. dollars. This figure is expected to rise to 83.1 billion by 2023.” ~Statista

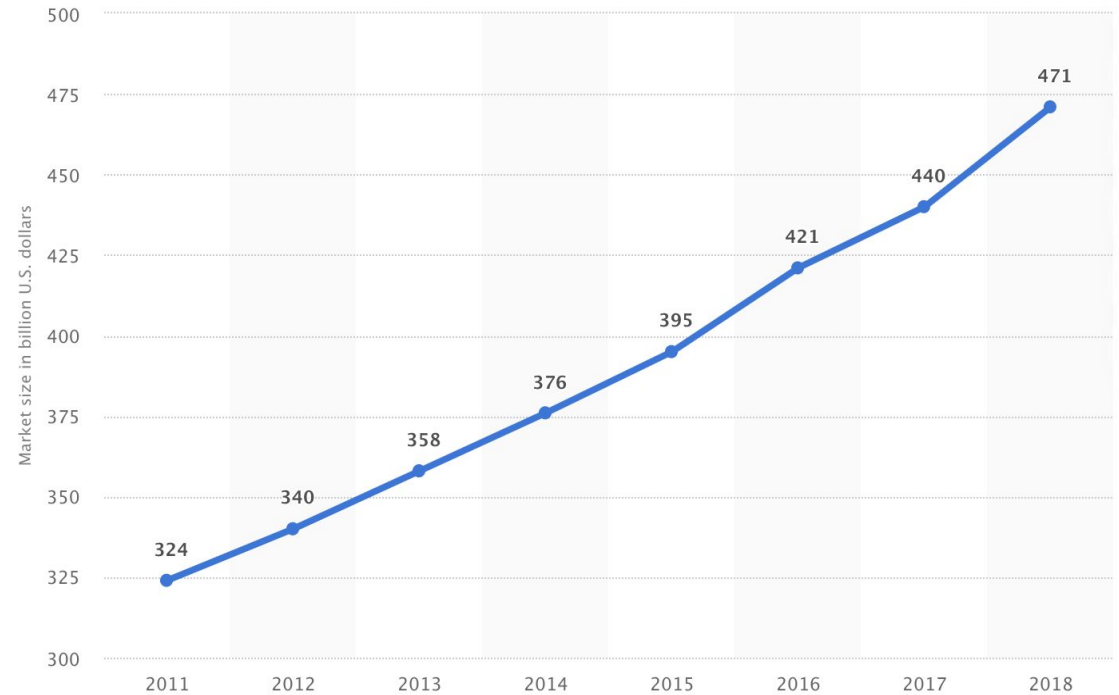
“The global sports market is expected to grow from \$388.28 billion in 2020 to \$440.77 billion in 2021 at a compound annual growth rate (CAGR) of 13.5%. The market is expected to reach \$599.9 billion in 2025 at a CAGR of 8%.” ~*Globe Newswire*

Global entertainment and media market forecast: \$6,709.4 billion by 2030, CAGR of 10.40%.  
-*Marketwatch*

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# Food for Thought

## Market size of the global sports market from 2011 to 2018 (in billion U.S. dollars)



[Additional Information](#)

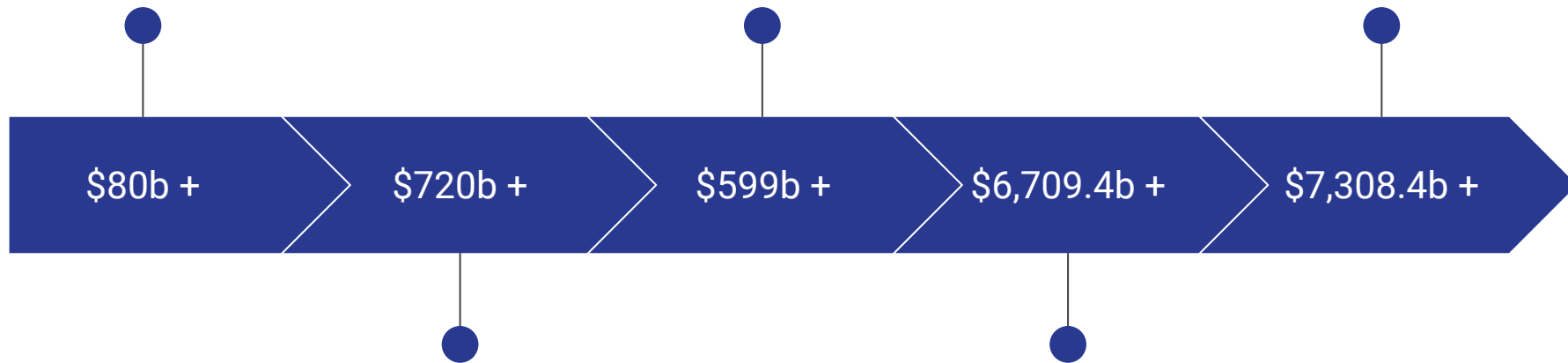
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U.S. sports market  
(2020)

Global sports market  
(2020)

Total global value of  
the entertainment,  
media, and sports  
markets (2020) =

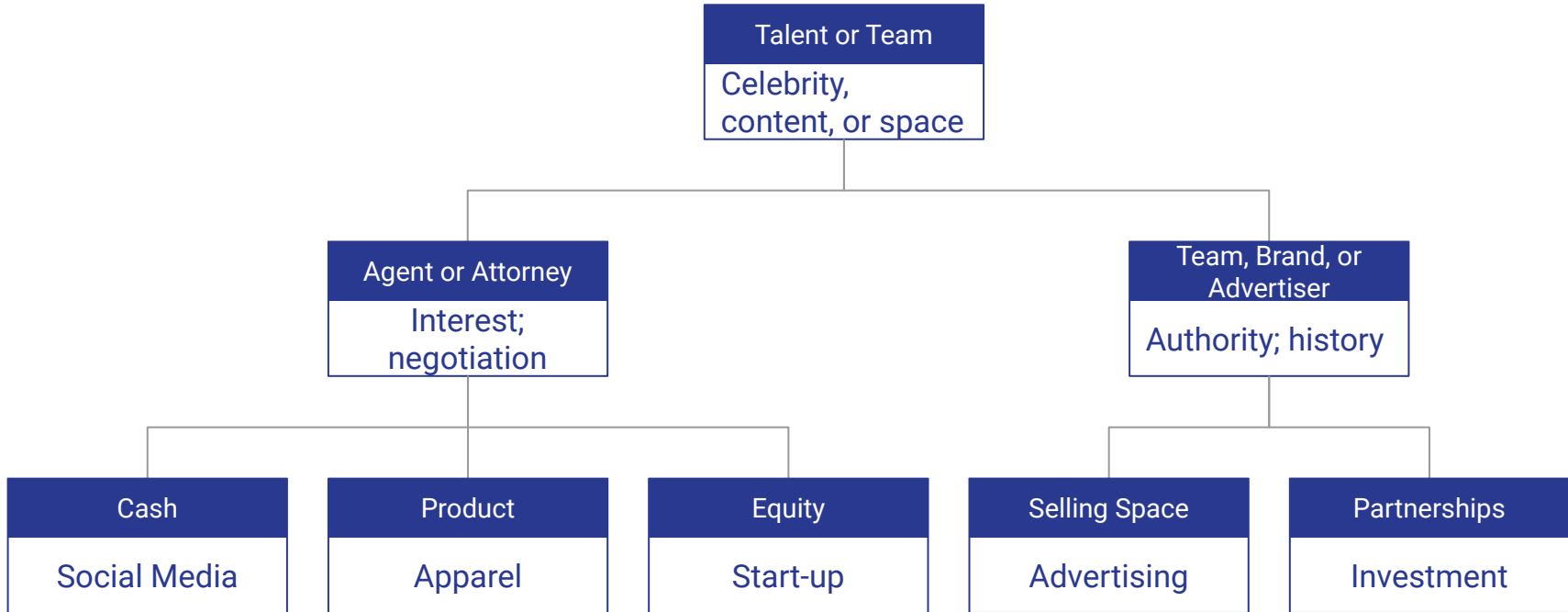


U.S. entertainment and  
media market (2020)

Global entertainment  
and media market  
(2020)

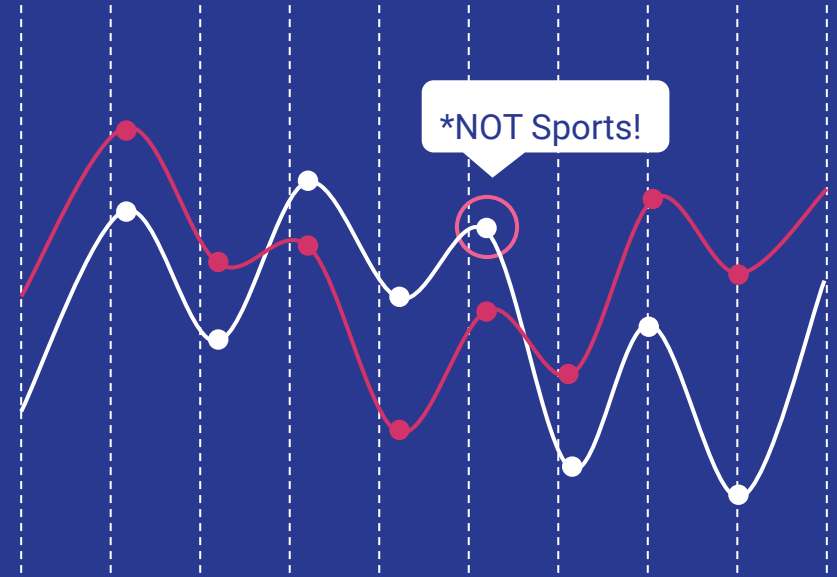
\*Dollar (\$) estimates

# The Deal Chart: Endorsements/Sponsorships



# Stories from the Trenches

- ~Best Practices in Dealmaking and Negotiation
- ~Retaining Clients
- ~Retainer Structure
- ~Future of Entertainment, Media, and Sports



\*Very scientific chart



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Thank you for listening!

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