

**Cracks in the Armor –
Recent Legal Challenges to
Professional and Collegiate Sports
Governance Associations**

Professional and Collegiate Sports – Multi-Billion Dollar Entertainment and Media Enterprises

- ▶ Real-time entertainment content
 - Live destination viewing – at the stadium or on the screen
 - Regional and national sports networks (ESPN, FS1, NFL, MLB, NHL and NBA networks, YES, NESN and others)
 - Advent of collegiate sports networks (SEC, Big 10, others)
 - Media rights, advertising and sponsorships
 - Internet and digital rights agreements (live video streaming)
- ▶ Intellectual property
- ▶ Stadia and facilities development
- ▶ Affinity and branded merchandise arrangements

Professional and Collegiate Sports – Annual Enterprise Revenue Per Sport

Economic impact of domestic sports industry in 2014 –
over \$60.5 billion

NFL	\$11.0 billion (Forbes)
MLB	\$9.0 billion (Forbes)
NBA	\$5.2 billion (Forbes)
NHL	\$4.0 billion (Forbes)
NCAA	\$7.3 billion (NY Times)

Big Business and Big Legal Challenges – Cracks in the Armor

Antitrust to Unionization – Recent Legal Challenges in Professional and Collegiate Sports Governance Associations

▶ Panel

- **Glenn Wong:** Past President, Sports Lawyers Association; Professor Emeritus Sports Management, University of Massachusetts Isenberg School of Management; Distinguished Professor Practice-Sports Law, Sandra Day O'Connor College of Law.
- **David Greenspan:** Partner, Winston & Strawn; Counsel – NFL Players Association and its members; Counsel – *Brady v. NFL*; Chairman, New York City Bar Association's Sports Law Committee
- **Celeste Bruce:** Partner, Rifkin Weiner Livingston; Counsel – Baltimore Orioles, Mid-Atlantic Sports Network, Maryland Jockey Club, Preakness® Stakes; Past President Maryland Chapter, Federal Bar Association

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