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

<table>
<thead>
<tr>
<th>Sport</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFL</td>
<td>$11.0 billion (Forbes)</td>
</tr>
<tr>
<td>MLB</td>
<td>$9.0 billion (Forbes)</td>
</tr>
<tr>
<td>NBA</td>
<td>$5.2 billion (Forbes)</td>
</tr>
<tr>
<td>NHL</td>
<td>$4.0 billion (Forbes)</td>
</tr>
<tr>
<td>NCAA</td>
<td>$7.3 billion (NY Times)</td>
</tr>
</tbody>
</table>
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
Cracks in the Armor – Recent Legal Challenges to Professional and Collegiate Sports Governance Associations