

CAA SPORTS  
octagon  
IMG  
infront  
Lagardere  
SPORTS & MEDIA ENTERTAINMENT  
MP & SILVA

### Intermediaries

sportradar  
aws elemental  
brightcove  
BAMTECH MEDIA  
deltatre  
NeuLion

### Intermediaries

**Original Rights Holder**

Supply

**Broadcasters**

Supply

**Audience & Advertisers**

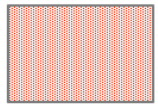
Demand

Demand

**Sports Rights Market**

**Sports Programming Market**

**Sports Broadcasting Market**



Players in Sports Media Value Chain facing Risk of Disintermediation

**OFFTHEFIELD  
BUSINESS**

BLOGGING ON SPORTS BUSINESS, MEDIA & MORE