













E-mail: sportsrights@sroc.info

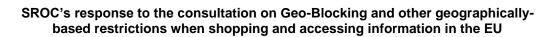
Website: www.sroc.info







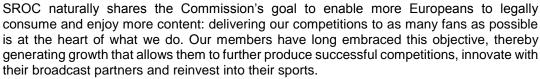






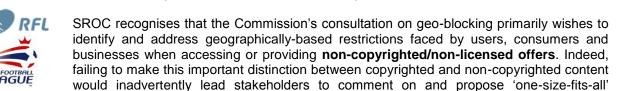


ITFTENNIS









licensed offers (such as sports events) from the scope of its questionnaire.

























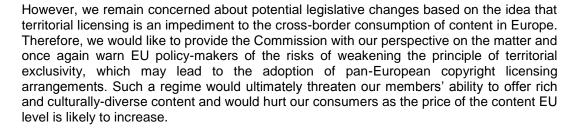








solutions for different issues and contexts. In this regard, SROC particularly welcomes the Commission's decision to exclude practices related to the provision of copyrighted and



Territorial exclusivity is and will continue to be the most efficient model for the sports sector as it suits the diversity of our business models and brings the greatest benefits to our consumers:

- It enables consumers to enjoy quality offers that respond to local needs, particularly as sports are territorial by nature;
- It generates revenues that sports bodies redistribute and invest in the further growth and development of their sports, particularly at grassroots level;
- It enables stronger and fairer competition between broadcasters in Europe and prevents the largest media corporations from gaining disproportionate levels of market power;
- It benefits many commercial partners and local/national businesses who can seize the associated opportunities which arise from the diversity of advertising and sponsorships offers.

Sports organisations in Europe face few or no barriers to distribute their content online and when they do not find interest from traditional broadcasters they usually partner with online platforms or develop their own offering online. Because our market is thriving, sports fans largely have access to tailored services wherever they need them at a price which reflects the very different valorisation of the same sporting content in the various Member States (think Cricket, Rugby, Winter Sports etc.)

We understand the political desire to promote a digital single market in Europe. However, we would urge the Commission not to try to create one where it does not exist and to rather take a sensitive approach which simply opens up opportunities to all content providers and creators, whilst maintaining the core principles of a framework that has enabled the European sports and wider creative industry to flourish so far.



PREMIERSHIP

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28 December 2015



