



**Intergovernmental Group of Experts on Competition Law and Policy  
Seventeenth Session,  
Geneva, 11 to 13 July 2018**

**Round Table on "Competition issues in the sale of audio-visual rights in major sport events"**

**Thursday, 12 July 2018 (15:00 - 18:00)  
Room (XVII)**

The economic dimension of sports is increasingly important. In the last years the sale of audiovisual rights has revolutionized the professional sports sector.

The intensification of competition in the presence of a stable number of major sports events transformed the sale of sports audio-visual rights into a lucrative business capable of attracting substantial sums of money.

The acquisition of audio-visual sports rights is an enormous cost for media content providers and pay-tv operators and constitutes a large share of their total programming spending. The current tendency to broadcast these important sports events through pay-tv or pay per view TV has generated a sharp increase in piracy and illegal broadcasts.

The sale and acquisition of audio-visual sports rights is subject to the rules on competition, and notably to its prohibition of anti-competitive agreements between undertakings and of abuse of dominant positions.

In this session it will be taken into account the main aspects in the sale of the audiovisual rights of mayor sports events, their repercussions for television operators, other economic actors and for consumers will be analyzed. Likewise, the most important cases in the application of competition law and the principles that have been established in this important sector of entertainment worldwide will be presented.

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**WORK PROGRAMME**

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|---------------|---|
| 15:00 - 15:10 | Presentation by UNCTAD secretariat  |
|               | Keynote speech  |
| 15:10 - 15:30 | <ul style="list-style-type: none"><li>• Ms. Anna Chanduvi, FBA Professor, Sports Media Expert</li></ul>   |
| 15:30 - 17:00 | Panel discussion<br>Panelists <ul style="list-style-type: none"><li>• Mr. Javier Tebas, President, Liga de Fútbol Profesional, Spain</li><li>• Mr. Seong Sin Han, Head of Marketing and Legal Services, UEFA</li><li>• Mr. Krzysztof Kuik, Head of Unit, Antitrust, Media, DG Competition, European Commission</li><li>• Mr. Nuno Rocha de Carvalho, Member of the Board of the Portuguese Competition Authority</li><li>• Mr. Andrew Ryan, Head of Media Legal and Business Affairs, International Olympic Committee</li></ul> |
| 17:00 - 18:00 | Interactive Debate  |

Delegates wishing to take part in this roundtable are kindly invited to inform the Secretariat accordingly by contacting Mr. Juan Luis Crucelegui ([juanluis.crucelegui@un.org](mailto:juanluis.crucelegui@un.org) , Tel. +4122 917 5043); Alda Sadiku ([alda.sadiku@un.org](mailto:alda.sadiku@un.org) , Tel +4122 917 5612); or Jacqueline Bouvier ([Jacqueline.bouvier@un.org](mailto:Jacqueline.bouvier@un.org), Tel. +41229171878).