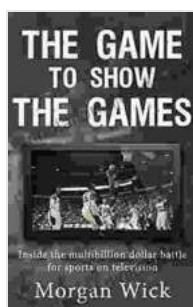


# Inside the Multi-Billion Dollar Battle for Sports on Television

In the ever-evolving world of sports broadcasting, there's a fierce battle raging behind the scenes: the fight for exclusive rights to broadcast major sporting events. This multi-billion dollar industry is dominated by a handful of media giants, each vying for supremacy in a rapidly changing landscape.



## The Game to Show the Games: Inside the multi-billion dollar battle for sports on television by Morgan Wick

★★★★★ 5 out of 5

Language : English  
File size : 1984 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 182 pages  
Lending : Enabled



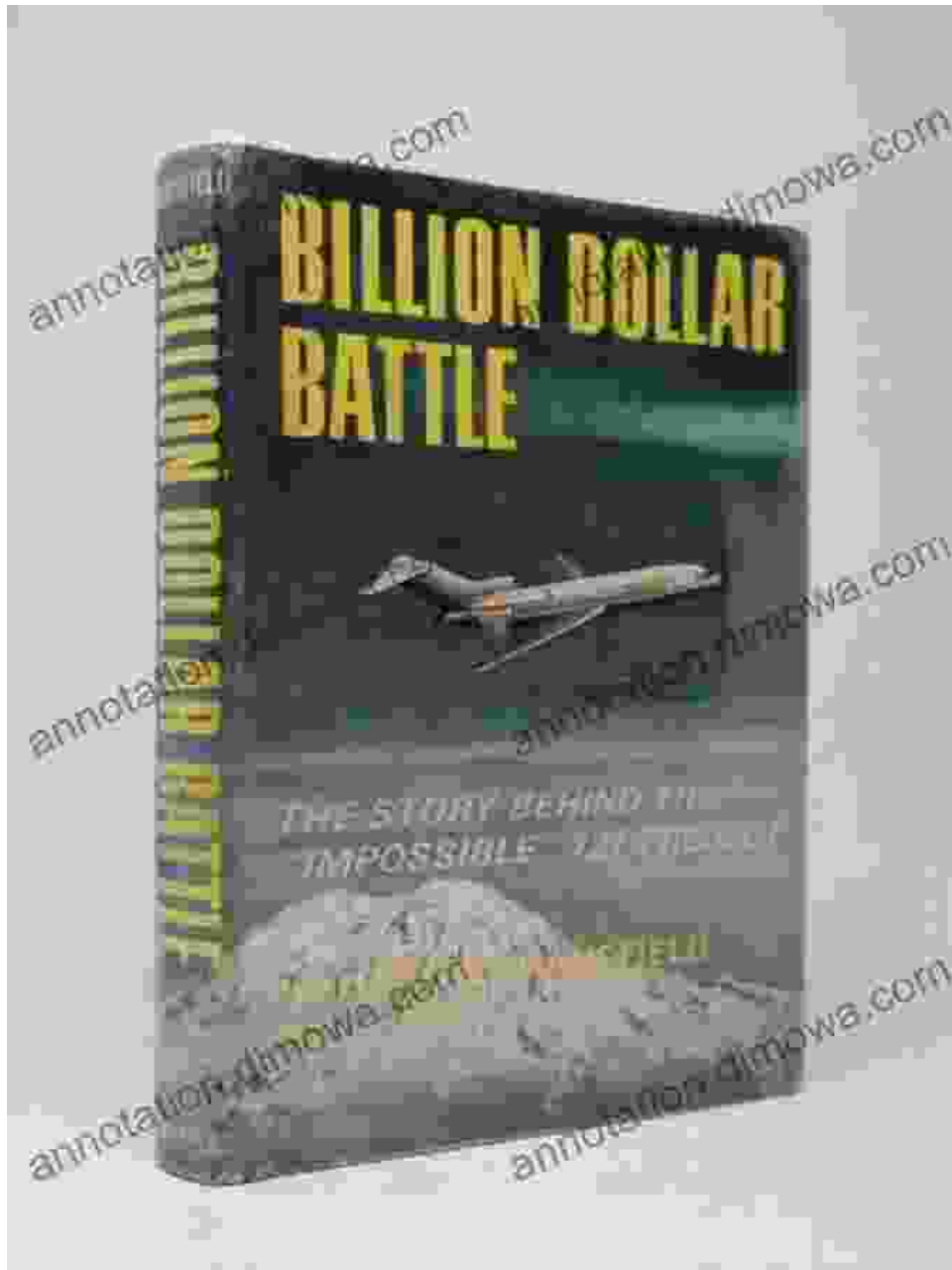
In his new book, "Inside the Multi-Billion Dollar Battle for Sports on Television," award-winning sports business reporter John Ourand takes readers on an exclusive journey into this high-stakes world. Through in-depth interviews with key players and behind-the-scenes access, Ourand reveals the strategies, negotiations, and financial stakes that have shaped the sports media landscape.

From ESPN's dominance in the early days of cable to Fox Sports' rise as a challenger, from NBC Sports' resurgence to Turner Sports' innovative approach, Ourand traces the evolution of the industry and the fierce competition that has driven its growth.

In recent years, the battle for sports rights has intensified with the emergence of new players, including Our Book Library Prime Video and streaming services. Ourand explores the impact of cord-cutting and the changing habits of sports fans, and how these factors are reshaping the industry.

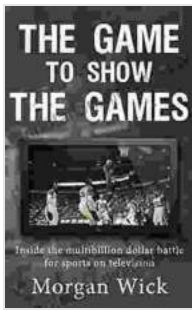
"Inside the Multi-Billion Dollar Battle for Sports on Television" is a must-read for anyone interested in the business of sports broadcasting. It's a fascinating and informative look at the strategies, negotiations, and financial stakes that have shaped this dynamic industry.

**Free Download your copy today and get the inside scoop on the multi-billion dollar battle for sports on television!**



## About the Author

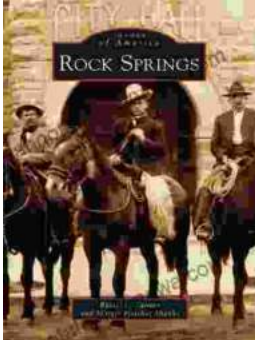
John Ourand is an award-winning sports business reporter with over 25 years of experience covering the industry. He is currently a senior writer for the Sports Business Journal and has previously written for ESPN, The Sporting News, and The New York Times.



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