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USC Annenberg Institute of Sports, Media, & Society present events that give insight into the new market of sports. In 2011, they presented "Sports in Transition: Ownership, Athletes and the Brave New Media World."

Sports owners discussed the recent profit arm identified for the industry-the sale of foreign live broadcast rights to sporting events.

In a market like China, the profits can be huge.

The control of public airways should include the public's ability to benefit.

With the growing use of city property for sporting venues (Los Angeles Convention Center property used basketball and hockey and future football along with digital signage), there is no negotiation or any inclusion of tax revenue from broadcast sales.

Advertising produces much revenue. Digital signage changes every 8 seconds which increases revenues. We see no public benefit included.

Gate receipts should only be considered in sports without the marketing revenues of broadcast or advertising.

Sports are celebrity-entertainment venues. Sports have increased in the cable market making it a luxury and not available to all people. Gambling is part of the industry.

The sports industry is using Public Assets for private profit benefit. We see no increase in tax revenue collected that benefits the public.

FCC needs to maintain the public interest, convenience, and necessity.

The blackout rules should be revised and lifted for most profitable sports.

Opportunity should exist for the public to benefit from broadcast of local sports and engagement into their local community.