



Ankündigung Gastvortrag



PROF. DR. DENNIS COATES

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Professor in Sport Economics

"Demand for sports events: live and broadcast"

Since the seminal work of Simon Rottenberg (1956), economists have studied demand for sports almost exclusively as attendance within a stadium. Viewing matches on television, or listening to them on the radio, are also important components of spectator demand for sports. This talk will review the framework set out by Rottenberg and its elaboration by Neale (1964) and discuss the empirical evidence on demand for sports viewing.

Mittwoch, 10. Mai 2017, 14.30 Uhr

Ommo Grupe-Hörsaal des Instituts für Sportwissenschaft
(1. Stock) – Wilhelmstr. 124

Hierzu möchten wir alle Studierenden, Kolleginnen und Kollegen sowie interessierte Zuhörerinnen und Zuhörer herzlich einladen.