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# Ankündigung Gastvortrag

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Universidad Pablo de Olavide (Seville, Spain)

## "Sharing the revenues from broadcasting sport events"

This seminar introduces a basic model to analyze the problem of sharing the revenues obtained from the collective sale of broadcasting rights for sports leagues. Starting with this model, we will discuss different sharing rules that may explain some of the existing schemes in real life, exploring their advantages and disadvantages. The seminar will then present and discuss empirical evidence coming from La Liga (the Spanish Football League).

- Reference: Bergantiños, G., and Moreno-Terner, J.D., (2019). Sharing the revenues from broadcasting sport events. *Management Science*, [doi.org/10.1287/mnsc.2019.3313](https://doi.org/10.1287/mnsc.2019.3313).
- Recent research: <https://sites.google.com/site/jmorenoterner/research>

**Dienstag, 12. November 2019, 16.15 Uhr**

*(im Rahmen des Forschungskolloquiums von Tim Pawlowski)*

Seminarraum III des Instituts für Sportwissenschaft  
– Wächterstraße 67 –

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