

Module Information

2022.01, Approved

Summary Information

Module Code	7553LAWINF
Formal Module Title	Sports Broadcasting and the New Media
Owning School	Law
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Informa Connect

Learning Methods

Learning Method Type	Hours
Online	15

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	The course looks at Sports Broadcasting and the New Media
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Display mastery in prioritising source materials needed for a clear and proper understanding of the subject
MLO2	2	Critically apply knowledge which currently shape sports law and ethics
MLO3	3	Incorporate a sound analytical and critical appreciation of practices within the law relating to sport and the new media
MLO4	4	Demonstrate an understanding of issues at the forefront of the law relating to sport and the new media and the ability to apply it critically in a variety of contexts

Module Content

Outline Syllabus	BROADCASTING RIGHTS The Nature of Broadcasting Rights The Players The Broadcasting Arena The Public Interest Dimension CREATING A BROADCAST Getting on Air Rights Packages Satellite Footprints and 'Overspill' Ambush Marketing RIGHTS IN THE CONTENT CREATED Copyright in the Content Created Databases Other Intellectual Property Rights Infringement of Intellectual Property Rights Licensing and Assignment of Intellectual Property Rights BROADCASTING CONTRACTS An Introduction to Broadcasting Contracts General Issues of Contract law Key Features of a Host Broadcast Licence Agreement Key Features of a Licensing of Broadcast Footage Agreement Key Features of a Broadcast Sponsorship Agreement REGULATION European Broadcasting Policy and Regulation The Television Without Frontiers Directive The Conditional Access Directive The Electronic Commerce Directive The Audiovisual Media Services Directive UK Regulation and the Ofcom Codes COMPETITION LAW AND POLICY EU Competition Law and Policy Article 101 TFEU Article 102 TFEU Anti-competitive Activities
Module Overview	
Additional Information	There are no professional body requirements at this stage, however developments will be monitored and where appropriate, incorporated into module content.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Emmanuel Guinchard	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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