SUMMARY OF CONTENTS

Foreword by Alexander Scheuer IX
Table of Contents XI
List of Acronyms XXVII

Introductory Remarks 1
Ian Blackshaw

Sports Broadcasting in Community Law 9
Richard Parrish and Samuli Miettinen

Sport as Reflected in European Media Law 35
Alexander Scheuer and Peter Strothmann

Major Events and Reporting Rights 65
Max Schoenthal

Sports Broadcasting Rights in the Digital Epoch: Balancing Between Traditional (TV) and Alternative (3G) Subjects of the Market from the Perspective of the European Competition Law 81
Oles Andriychuk

Whether the European Model of Essential Facilities Doctrine Might Be Applied to the Contemporary Telecasting of Premium Sports Content? 105
Oles Andriychuk

The Legal Nature of Premium Sports Events: ‘IP or Not IP – That Is the Question’ 115
Oles Andriychuk

One World One Dream? Sports Blogging at the Beijing Olympic Games 157
Evi Werkers, Katrien Lefever and Peggy Valcke

TV Rights Related to Major Sports Events: The Example of the Olympic Games 179
Mary Still, Kate Jordan and Toby Ryston-Pratt

COUNTRY REPORTS

THE NETHERLANDS 197
Marjan Olfers

ARGENTINA 209
José M. Sabat Martínez
AUSTRALIA 215
Deborah Healey

BELGIUM 235
Peggy Valcke, Dieter Gillis and Sven van Damme

BULGARIA 269
Boris Kolev and Anton Petrov

CYPRUS 299
Christophoros Christophorou

CZECH REPUBLIC 309
Pavel Hamernik

DENMARK 317
Søren Sandfeld Jakobsen

FRANCE 335
Pascal Kamina

GERMANY 349
Martin Schimke

GREECE 359
Petros Iosifidis

IRELAND 373
Laura Donnellan

ISRAEL 389
Joseph Eshed

ITALY 399
Luca Ferrari

JAPAN 419
Yoshimi Ohara

LUXEMBOURG 427
Jean-Luc Schaus

MACEDONIA 431
Igor Aleksandrovski

POLAND 439
Jacek Foks

PORTUGAL 451
Pedro Cardigos, Ricardo Henriques and Gonçalo Pimentel
<table>
<thead>
<tr>
<th>Country</th>
<th>Page</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>RUSSIA</td>
<td>461</td>
<td>Denis Igorevich Rogachev</td>
</tr>
<tr>
<td>SLOVAKIA</td>
<td>481</td>
<td>Pavel Hamernik</td>
</tr>
<tr>
<td>SLOVENIA</td>
<td>487</td>
<td>Igor Evgen Bergant</td>
</tr>
<tr>
<td>SOUTH AFRICA</td>
<td>491</td>
<td>Steve Cornelius</td>
</tr>
<tr>
<td>SPAIN</td>
<td>499</td>
<td>José M. Rey, Abigail Stringfellow and Ronald A. Olsthoorn</td>
</tr>
<tr>
<td>SWEDEN</td>
<td>509</td>
<td>Michael Plogell, Monika Vulin and Erik Ullberg</td>
</tr>
<tr>
<td>TURKEY</td>
<td>523</td>
<td>Özgerhan Toluay</td>
</tr>
<tr>
<td>UKRAINE</td>
<td>543</td>
<td>Alla Shvets</td>
</tr>
<tr>
<td>UNITED KINGDOM</td>
<td>549</td>
<td>Adrian Barr-Smith</td>
</tr>
<tr>
<td>UNITED STATES</td>
<td>567</td>
<td>John T. Wolohan</td>
</tr>
<tr>
<td>Concluding Remarks</td>
<td>587</td>
<td>Ian Blackshaw</td>
</tr>
<tr>
<td>Treaties, Legislation and Sport Regulations</td>
<td>591</td>
<td></td>
</tr>
<tr>
<td>Table of Cases</td>
<td>607</td>
<td></td>
</tr>
<tr>
<td>Subject Index</td>
<td>612</td>
<td></td>
</tr>
</tbody>
</table>