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'the media and the economics of sport sport essay

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'sports and television j fred macdonald

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'tom evens assistant professor in media industries

June 2nd, 2020 - he is the lead author of the political economy of television sports rights 2013 and platform power and policy in transforming television markets 2018 he holds board positions in the journal of digital media amp policy internet policy review munication and sport media industries journal and the journal of media business studies'

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