

Forum on Sport and Human Rights



Freedom of the press - Strasbourg, November 30th 2022

SPORTS RIGHTS OWNERS COALITION (SROC)

Forum on Sport and Human Rights – Freedom of the Press



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SROC has always focused on its members' Intellectual Property Rights and their associated Contractual Freedom:

Sports Organisers Rights

- Copyright
- Media Rights – Protection against Piracy
- Marketing Rights – Protecting sponsors
- Gambling Rights – Protecting Integrity

Media coverage is critical for the success of sport

- Relationships generally regulated contractually
- Reliance on “house” rights
- Use of accreditation (access) agreements
- Contractual freedom in the grant of rights
- Balance between exclusivity and access
- Dependence on enforceability of rights

The online world has brought new challenges to media and contractual “freedoms”

- Social Media

- Disinformation
- Hate speech
- Racial abuse

- Piracy

- Social media, websites, apps, IPTV
- Primary challenge: The value of sport lies in the live dimension

FIFA's World Cup social media protection service

- Monitor and moderate hate speech on social media
- All players from 32 participating teams being offered service
- Protecting both players and their fans from online abuse during the tournament
- Social media accounts of all participants scanned for abusive, discriminatory and threatening comments
- Reported to social networks and law authorities for action against rule-breakers

Today's issues

- Should Regulators or Business Owners judge when free speech becomes harmful?
- Where does free speech end and disinformation start?
- Where are the boundaries between fair use of content and theft?

'Elon, there are rules'



There may be rules, but are they enforceable?

- “Expeditious” removal of illegal content
- ”Notice and Take-down”
 - 2019 – European Commission (EC) Declaration on Sport Event Organisers
 - 2021 – European Parliament Resolution on challenges of sports events organisers in the digital environment – with recommendations to the EC
 - 2023 – EC Non-binding “Recommendation” on piracy of live content

An effective, legally binding remedy is still required!

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www.sroc.info

sportsrights@sroc.info