

# PRESS PACK

## Scientific journal



## « Sport and Media »

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## PRESS RELEASE

### Publication of the eleventh issue of *Sport et Citoyenneté's scientific journal* « *Sport and Media* »

**Brussels, 25th of June 2010** – The Association *Sport and Citizenship*, the first European think tank specialized in the study and promotion of sport values, is publishing the eleventh issue of its scientific journal which deals with the relationships between Sport and the Media.

*« Television is the number one source of income for professional sport in Europe, and sport events increase their audiences. As media are an essential source of income for the majority of professional sports, it is important that those incomes are secured, not only for sport organisers but also for the benefit of grassroots sport. »*

Androulla VASSILIOU  
Commissioner for Education, Culture, Multilingualism, Youth and Sport

Could media live without sport? How far should a sport go to meet medias' expectations? What is (should be) the role of media in sport governance? Should not public channels broadcast more sports without any ratings objectives?

At the dawn of a summer full of sport promises, it seems particularly well-timed to consider the nature of the relationship between these two sectors. Sport has managed to adapt itself to major developments of a society reaches by media frenzy. This has provided sport with a powerful economy and a wider media exposure. However, many civic issues remain open.

Responsible politicians, representatives from the world of sport and renowned scientists...they all share their experiences and their expertise to help clarify the issues surrounding the relationship between sport and the media.

Contact:  
Carole PONCHON  
Office: (00 33) 2 41 38 51 26  
Mobile: (00 33) 6 59 81 61 60  
[carole.ponchon@sportetcitoyennete.org](mailto:carole.ponchon@sportetcitoyennete.org)

## 1. SPECIAL ISSUE « *Sport and Media* »

At the dawn of a summer full of sport promises, it seems particularly well-timed to consider the nature of the relationship between these two sectors. For besides the plethora of sports images provided daily by the television, there are many interactions between these two major facts of our changing society.

Indeed professional sports have been precipitated into an unprecedented economic spiral by the cash flow brought by media. Similarly, the emergence of private media has provided sport with a wider exposure, which helped its success.

But sport has managed to adapt itself to these major developments. Tools for financial solidarity have emerged, as illustrated by the UEFA Champions League's system. European institutions have taken measures to ensure inter alia, access for all and the free broadcasting of major sporting events.

However, many civic issues remain open: broadcasting of "minor" sports and sport for people with disabilities, preserving the ethics of sport, developing grassroots sport ... While new media are emerging, these many challenges will undoubtedly punctuate political news in the years to come.

We invite you to enjoy this review and the many themes raised by eminent personalities from the European world of sport.

## Featured in this issue

### ▪ Interviews

**Androulla VASSILIOU**, Commissioner for Education, Culture, Multilingualism, Youth and Sport.



*« I plan to table proposals for an "EU agenda for sport" later this year, around November. My objectives are to increase political cooperation on sport issues and to launch an EU Programme for Sport, which will financially support a range of sport projects across the EU. »*

*« It is important that those incomes coming from the media, not only for sport organisers but also for the benefit of grassroots sport. »*

**Bernard LAPASSET**, President of the International Rugby Board (IRB).



*« I think we need to have a place in a world which attaches value to our activities.. [...] The reputation of rugby rests on nations, teams and athletes – rather than simply banking on media effect »*

*« Specificity of sport and autonomy, are the fundamental rules on the basis of which we are going to give the sports movement a new place through European institutions. »*

**Doris PACK**, German MEP, Chair of the Committee on Culture and Education.



*« Sport is an integral part of our societies. It reflects many of our values: respect for people, diversity, respect of the common rules, solidarity. The sport movement is one of the most visible expressions of the well being of democratic societies. Sport has a quite strong integration potential. Media can play a crucial role by promoting sporting activities. I think politics should aim at maintaining and even strengthening the socioeconomic, educational and preventive functions of sports in the future. »*

**Snežana SAMARDŽIĆ-MARKOVIĆ**, Minister of Youth and Sport, Republic of Serbia.



*« The Serbian association of sport journalists proposed, and National Council accepted to suggest to all the media to limit the showing of violent scenes in the media to 3 seconds. It is a great example of the relationship between public authorities and sports press. »*

*« The main challenge for sport policies in Europe today is to protect sport from influences of destructive things around sport such as violence, use of doping. Sport ethics and autonomy in the sports movement are very important bases for improving sport in the future. »*

**Laurent-Eric LE LAY**, CEO & Chairman, Eurosport Group.



*« New media forced broadcasters to evolve from being TV channels into media groups. At the same time, it gives more access to our brand and to new sports and competitions. Now people are constantly connected to our brand and exposed to new sporting events even when they are not in front of the television. »*

**Jacques SEGUELA**, Havas Executive Vice-President, Chief Creative Officer.



*« "Sportainment" is perhaps the future of Man if we manage to go back to the roots of sport and to prevent it against its excesses, like those of money. Do not forget that money is devoid of ideas! »*

**Nicolas MAINGOT**, President Director ad interim, Communication and Public Affairs, FIFA.



*« The 2010 FIFA World Cup South Africa™ is a historical event. Obviously, organising World Cups always requires several necessary stages. But some initiatives were more specifically designed for the FIFA World Cup South Africa™. For example, two training offers have been specially designed for journalists. »*

**Tony ESTANGUET**, Double Olympic Champion in canoeing, Double World Champion (individual canoeing), Three times World Champion (team canoeing).



*« Giving more sustainable media coverage to Olympic sports is a real challenge. I have no solution for this problem but in my opinion, our sports should be more understandable and easier to follow. Coverage duration should also be increased. [...] We have to apply a global approach to the situation. »*

**Alexandre MICHELIN**, Executive Producer Directeur Editorial MSN.fr MICROSOFT.



*« We don't want to take the place of the printed press. We are different and complementary. The future lies in partnerships. However, with the appearance of new hardware the situation could change and the competition could get fiercer. There will be more complicated but also more satisfying ways to create. »*

**Ingrid DELTENRE**, Director General of the European Broadcasting Union (EBU-UER).



*The whole interview can be found on our website:  
[www.sportetcitoyennete.org](http://www.sportetcitoyennete.org)*

**Makis CHAMALIDIS**, Specialist in sport psychology, Member of *Sport and Citizenship's* Scientific Committee.



*« Athletes express themselves through their body rather than their words. Their performances (whether success or failure) are a matter of achievement rather than speech. For several years, there have been some good tools like media training. Apart from these traditional approaches, the role of sport psychologists is to help the athlete to clarify his/her thoughts and develop a space for sharing and expression that does only belong to him/herself »*

- **Scientific articles from international experts**

**The public's right to information in the Audiovisual Media Services Directive**

By Anne DELTOUR, Administrator, Unit, Audiovisual and Media policies, and Jean-Eric DE COCKBORNE, Head of Unit, Audiovisual and Media policies, Directorate General Information Society and Media.

*« The right of the public to information is clearly expressed in the new directive on audiovisual media services (Directive 2010/13/UE, 10 of March 2010), with a specific chapter devoted to the subject. Article 14 provides for a mutual recognition of the lists of events of major importance to society by other member states, after approval by the Commission. [...] Article 15 introduces at European level the right to access to short extracts of events of high interest to the public to be shown in news broadcasts. »*

**How can sports media help combat discrimination?**

By Sonia PARAYRE, Deputy Executive Secretary of the Enlarged Partial Agreement on Sport and Reynald BLION, Media & Diversity Manager, Council of Europe

*« The Council of Europe's " Speak out against discrimination " campaign calls on media industry players to discuss and propose solutions for promoting a culture of tolerance and mutual understanding, while bearing in mind the contribution which the media make in informing the public and shaping opinion. »*

**The sports press: the "active mirror"**

By Rosarita CUCCOLI, General Secretary, International Association of Sports Newspapers (IASN) - Administrator of *Sport and Citizenship*.

*« Like all weapons, the press's leverage is a double-edged sword. Leverage calls for responsibility. The objectivity of the content and an appropriate use of the language must be an imperative for a sports press that aspires to actively convey all the positive values intrinsic in sport, as opposed to simply representing and reproducing its flaws. »*

## **Sport 2.0**

By Cătălin TOLONATAN, Redactor in Chief, la Gazeta Sporturilor.

*« What is there left for sports journalists today, in the internet era and at a time when the imagination and opinions of fans are more important than those of the professional commentator? What do we matter, when the citizen-journalists know best whether it's offside and how Mourinho's team should play? »*

## **Sport and the Media: a mutual interdependence in five main movements**

By Vincent CHAUDEL, Senior Manager, Sport department Ineum Consulting – Vice President of *Sport and Citizenship*.

*« Television has been in constant evolution over the past fifty years, with big changes every twenty years or so, and has become the chief source of finance for sport. Developments in technology and patterns of consumption, and the arrival on the scene of new players, have profoundly modified and complicated the relationship between sport and the media. »*

## **Social networking and sport: a marriage made in heaven or in hell?**

By Anna Semens, Deputy Director, Centre for the International Business of sport, Coventry University Business school and Simon CHADWICK, Director, Centre for the International Business of sport, Coventry University Business school - Member of *Sport and Citizenship's* Scientific Committee.

*« One is therefore left to question whether or not social networking blights sport or is fulfilling an important role. The medium so obviously has a number of inherent benefits that have changed, or could change, sport. But when the efficient operation of labour markets are at stake; when good fan relations are put in jeopardy; or when management decisions are undermined, social networking could actually be said to have caused more problems than it has actually solved. »*

## **Should the practice of selling sports media rights on the basis of territorial exclusivity be reconsidered?**

By Nicolas GYSS, Consultant, KEA European Affairs - General Secretary of *Sport and Citizenship*.

*« Relations of economic interdependence between sport (especially football) and audiovisual are largely based on a principle which is essential to the organisation of the system of selling sports broadcasting rights: territorial exclusivity . [...].However, the practice of selling the media rights of sporting events on the basis of territorial exclusivity is now being questioned within the sacrosanct European internal market for legal reasons (strict application of rules governing competition and free movement) and political considerations (a consumer should be able to access the same content from anywhere in the European Union). »*

## **Sport and TV: these “abnormal businesses”**

By Ross BIGGAM, Director General, Association of Commercial Television in Europe (ACT).

*« If the market has already created a much fairer system of media rights trading than that of the '80s, all is not yet well. Regulators still assume they know better than sports bodies and broadcasters the fair price of content, and precisely which matches should for ever be preserved for “free” viewing. Logically, the only regulatory intervention needed in TV sport is to ensure that public channels finally broadcast a range of minority sports, as supposedly required by their remit. »*

## **Hooligans, the media and politics**

By Nicolas HOURCADE, Sociologist, Ecole Centrale de Lyon, Laboratoire CADIS.

*« If it is necessary to combat supporter violence, the media and political treatment of fans should also be examined. [...] Because of the negative image which supporters have, social remedies and dialogue with the fans are not well developed in Europe, except in countries like Germany and the Netherlands, although supporters could be a useful force for safety, as long as their rights and responsibilities were clearly defined. »*

## **The CNOSF television project**

By Jean-Pierre MOUGIN, General Secretary, CNOSF.

*« One of President Denis Masseglia's key projects in his election campaign was communication in its widest sense and television in particular. The aim was to have a sports channel for the general public, as a showcase for all sportspeople and every sport. »*

## **An inseparable couple**

By Michaël ATTALI, Lecturer at UFRAPS, Grenoble 1 University, Laboratoire de recherche « Sport et ENvironnement Social ».

*« The published news is the result primarily of choices made by editors. For the reader, the listener or the television viewer exposed to it, it becomes an element in their understanding of reality and encourages them to forge new links. By identifying the favoured forms of sport, by analysing editorial lines about them, by specifying the significance attributed to sport by the media, by assessing the voluntarism shown by them, it is possible to pinpoint their role in the advent of the mass sporting culture which characterises the 20th century. »*

## **Access to sport as entertainment. Is it good for consumers or citizens?**

By Lucie SCHOCH, Assistante diplômée, Institute of Sport Studies, University of Lausanne, and Fabien OH, Sport Sociologist - Professor, University of Lausanne.

*« Was it to moderate a liberal vision of the market and make it more acceptable that the access to all the major sports events became a right? While the notion of the consumer has superseded the notion of the worker with the rise of liberalism, the mobilization of the notion of the citizen is a way to resist. Therefore it could seem like a contradiction to legislate in order to defend a free access to popular events reclassified as events of "major importance", in the name of citizenship and culture. »*

- « Sport and Society »'s news

Education

**Prix Orange-Prix Citron & Prix Bourgeon**

Sustainable Development

**5th National Convention of Tourism and Outdoor Sports**

Juridical and Economical Aspects

**Michel Platini: First appearance before the European territorial authorities  
(Brussels – 14 April 2010)**

## 2. SPORT AND CITIZENSHIP

### A EUROPEAN REFERENCE *THINK TANK* IN THE FIELD OF SPORT

Launched in September 2007 in France, *Sport and Citizenship* is a forum for new thinking and lobbying which aims at putting forward the core values of sport in society, in the realm of politics, economics and media issues.

To achieve its goals *Sport and Citizenship* relies on a scientific committee, made up of more than eighty French and European scientists considered as experts in their field. Each quarter a bilingual scientific journal on sport is being published in which we develop an important theme of society (Sport and Health, Europe and Sport law, Women and Sport, Sport and Social Inclusion, Sport, Ethics and Economics, Sport, Volunteering and Active citizenship, Sport governance in Europe, Sport and European identity...).

Thanks to multidisciplinary and transverse reflection, the aim is to put people in relation with others (associations, federations, politicians, sportsmen, scientists...) to enable an exchange of views and an analysis of the different policies.

The association also organizes and takes part in roundtables and conferences which deal with citizenship through sport across Europe.

*Sport and Citizenship* thus wish to promote intercultural and civic dialogue in Europe while consulting citizens and civil society on major sport issues.

### Therefore *Sport and Citizenship* is:

- **AN ORGAN OF REFLECTION** on role and place of sport in society.
- **A FORCE FOR SUGGESTION** which deals with sport as an educational tool and a vector of the awakening of citizenship.
- **A REFERENCE PLATFORM** and a federative entity for sport movement, institutionals and actors of civic sport in general.

### CONTACT

#### **Association *Sport et Citoyenneté***

17 Place de la Bilange – 49400 Saumur – FRANCE

Carole PONCHON (European Project Manager):

Office: + 33 2 41 38 51 26

Mobile: + 33 6 59 81 61 60

Mail: carole.ponchon@sportetcitoyennete.org