



Football in the New Media Age

Raymond Boyle, Richard Haynes

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Football in the New Media Age analyzes the impact of media change on the football industry, drawing on extensive interviews with key people in the media and football industry. It examines the finances of the game; the rising importance of rights and rights management in the industry; and attempts by clubs to develop their own media capacity. At the core of the book is an examination of the battle for control of the game as media, business and fans all seek to redefine the sport in the twenty-first century.

Football is rarely out of the headlines, with stories about star players misbehaving, clubs facing financial meltdown, or TV companies battling over broadcast rights dominating much of the mainstream news and current affairs agenda. The impact of the vast amounts of money paid to elite footballers, and the inability of young men to cope with this when combined with their media-fuelled celebrity status, have frequently made headlines.

At the core of this process is the battle to control a game that has exploited its position as a key 'content provider' for new media over the last decade, and this book provides the examination and analysis to study this problem.

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