



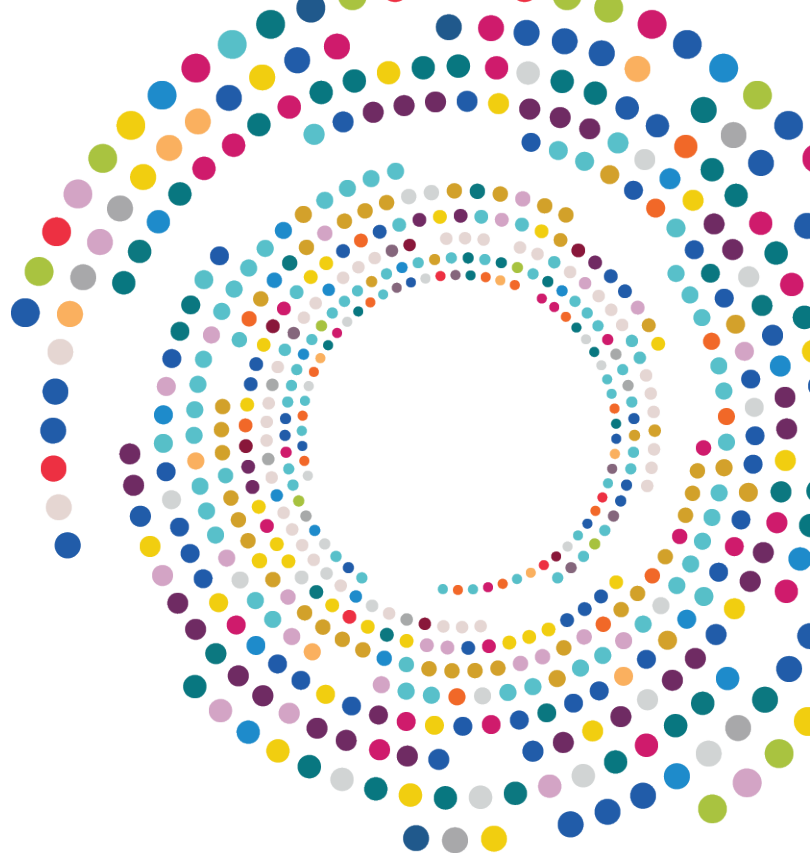
The Pandemic's Impact on American Sports

Jared F. Bartie, O'Melveny

In conversation with:

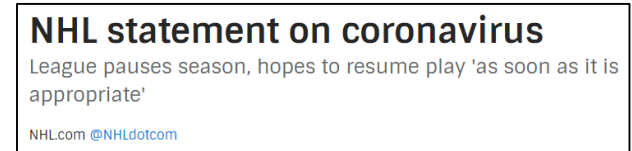
Maggy Carlyle, Pac-12 Conference

November 19, 2020



The Stoppage of the Sports World

- COVID-19 and the unprecedented suspension of play of the NBA, MLB, NHL, MLS & NCAA
- Significance of suspended seasons/tournaments?



The Response

- Player safety
 - COVID-19 testing protocols
 - Altered game schedules
 - Introduction of “The Bubble”
- Empty/reduced attendance and stadium presence
- The ever neglected “force majeure” provision



Financial Implication\$

- Lasting financial implications
 - Broadcast/media rights
 - Ticket sales / sponsorships / concessions / merchandise
 - Affect on local economies
 - Player opportunities

SPORTS NEWS OCTOBER 24, 2020 / 1:15 PM / UPDATED 21 DAYS AGO

Report: NBA fell \$1.5 billion short of revenue projection

AP Exclusive: MLB projects \$640K per game loss with no fans

By RONALD BLUM May 16, 2020



Return of Fans

- Reduced attendance
- Safety protocols / social distancing
- Current Pac-12 stance



Impact on College Sports

- Conference considerations
- Individual school responses
- Impact of state restrictions
- Recruiting and talent showcase opportunities



Does the Sports Industry Recover?

- The future of broadcast rights
- The stadium/arena model
- Revised schedules
- Team valuations



What's Keeping You Up at Night in the COVID-19 Era?

Predictions for the Future of the Sports World?

Pac-12 Video



<https://vimeo.com/461628041/28aec70166>



Thank you for joining us!

Follow up questions?

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