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## **Law and Community in the New Media Landscape – Critical Perspectives on Audiovisual Sport Coverage in the European Union**

My dissertation focuses on audiovisual sport coverage in the new media landscape and provides a critical, EU level analysis. Multiple layers of exclusive aspirations exist alongside a striving for maximum exposure and public appeal: sport broadcasting rights in particular have been questioned as their costs have risen and sport content has been moved behind conditional access. These tendencies have then provoked fundamental rights discussions on access by the public to information, pluralism of the media, and freedom of expression. Business is an inseparable part of the modern sport and media gestalt. However, other dimensions to European audiovisual sport coverage exist that do not operate in terms of finance and the market economy alone. In the EU, audiovisual media are regarded as economic services, but they are also acknowledged important role in societies, democracy, and culture. Also European sport has strong socio-cultural dimensions alongside its economic aspects. As regards the new media landscape, media convergence is allegedly influencing sports related media rights and commercial exploitation of sporting events. In addition, the Internet and social media are utilized by ordinary citizens, supporters, consumers, and users.

This research aims at providing in-depth analysis of the role of law and alleged changes in the new media landscape, especially concerning various demands and regulatory requirements in the field of audiovisual sport coverage. The focus is on media law and copyright whereas sport is treated as a particular kind of content with many legally interesting dimensions. Various proprietary rights and exclusive aspirations are mapped out in light of legislation, case law, and legal literature. In addition, fundamental rights, free and fair competition, copyright, and the public interest are analyzed as “law in action.” Legal dimensions of the Internet and social media are also discussed. Legal texts are analyzed in the research and research interests are primarily theoretical. A law-and-community approach, elaborated on the basis of *Roger Cotterrell's* (2006) typology, is utilized in the analysis of legal texts while media and communications studies in particular are utilized in the analysis of (new) media. In particular, the ideas of *Jay Bolter* and *Richard Grusin* on ‘remediation’ are elaborated. New media present a continuation rather than a complete transcendence: they achieve their ‘newness’ and cultural significance by refashioning earlier media and the process is mutual (e.g., the Internet/TV).

The interrelations between various legal regimes prove highly complex, and EU law in the context of audiovisual sport coverage is often a mixture of Union-level and national-level instruments; there is no overall concept. Moreover, the Internet and social media provide additional dimensions. To conclude with statements on the dominance of economic and instrumental considerations is not surprising. Moreover, audiovisual media and the sport industry also appear to be challenged time and again by technological development and the activities of new entrants or members of the public. As regards the role of law, the research argues that some demands and regulatory requirements have changed in the new media landscape and that the law has difficulty in meeting those demands. With the traditional media mode, inclusion is less in degree and allowed mainly on industry terms whereas the new media mode allows for convergence including in the meaning of media-related roles and practices. Alongside cross-border issues, especially difficult for law is this relativization of binaries in the new media landscape.