

Deninger, Dennis. *Live Sports Media : The What, How and Why of Sports Broadcasting*.

Abingdon, Oxon ; New York, Ny, Routledge, 2022.

This book gives an explanation of how sports broadcasting works. The author, an experienced producer, explains not only the technical side of producing a broadcast, but also why sports media matters and how it has changed over time throughout the years.. It covers topics like cable TV, streaming, TV rights deals, and social issues in sports. Reading it helped me understand that broadcasting is more than just cameras and commentators , it's about business, technology, audience, and storytelling too. This is useful because it focuses on the whole process behind live sports broadcasts and how they connect fans to the game.

Evens, Tom, and Paul Smith. *Sports Media Rights in the Age of Streaming and Platformisation*.

Routledge, 2024.

This book talks about how broadcasting rights for sports are becoming more complicated with streaming services. It shows how companies and leagues negotiate deals to let people watch games on TV, online, and apps. It explains that these rights help leagues make money and decide where fans can watch events. Because streaming platforms like Amazon and Netflix want live sports too, the traditional TV model is changing fast. I learned that keeping up with new technology is important if you want to understand where sports broadcasting is going. This book is helpful for anyone wanting to know how money and rights affect the sports media industry.

Haynes, Richard. "Broadcasting Rights to Sport." *Cambridge Core*, May 2005, pp. 67–83

This academic article explains to me how broadcasting rights work and why they are so important to sports media. It talks about how TV and digital platforms pay to show sports events and how that affects both the sport and fans. The text also talks about how the industry has changed with technology like cable and streaming. I found it interesting how the article connects economics with how fans watch sports. It helped me understand the business decisions behind why some games are on certain networks and how contracts, advertising revenue and competition between networks influence scheduling and viewer access

Houshmand, Sarkhoosh Mehdi, et al. "ExposureEngine: Oriented Logo Detection and Sponsor Visibility Analytics in Sports Broadcasts."

This research paper isn't a typical sports broadcast article, but it explains a system that analyzes sponsor logos during broadcasts. It shows how computers can track logos better than humans and measure how long they appear during TV coverage. I learned that even things like sponsor visibility are part of the sports media world because sponsors pay a lot to be shown during games. This source shows that technology is not just for cameras and announcers, it is used for data and marketing too. It helped expand the idea of what sports broadcasting involves beyond just putting games on TV.

Cheqroom. "Behind the Scenes | Sports Broadcast." *YouTube*, 2 June 2022,

This video takes viewers behind the scenes of a live sports broadcast. It shows the equipment, crew, and setup needed to cover big sports events. Watching it helped me understand how much teamwork and technology go into broadcasting a game live. It also shows how many cameras, microphones, and screens are used so fans at home can see the action clearly. I learned that the broadcast team has to be fast and coordinated to capture every moment of the event. This video is a great visual explanation for those who want to see how a live sports show is made.

TEDx Talks. "The Future of Sports Broadcasting & Digital Media | Rhodri Williams | TEDxCUC Ulster University." *YouTube*, 13 Mar. 2024

In this TEDx talk, a broadcaster was talking about how sports media is changing with all of this new technology. The speaker explains how younger audiences use streaming and interactive tools more than traditional TV. The video talks about the importance of digital platforms for future sports content. I learned that fans, especially younger ones, want more interactive experiences and ways to watch on phones or tablets. This talk was helpful because it made me think about what sports broadcasting might look like in the future with new tools and devices. It also shows why broadcasters must adapt to stay relevant.

365 Sports. "From the Super Bowl to the Front Lines: A Lifetime in Broadcasting with Chris Myers." *YouTube*, 5 Feb. 2026,

This video is about a veteran broadcaster talking about his career in sports media. He shares stories about working big events like the Super Bowl and all the preparation that goes into it. I found it interesting to hear how broadcasters start young, learn by doing, and travel to different events. It also showed that the job isn't glamorous all the time, it includes long hours and hard work. This source helps explain the personal side of sports broadcasting and what it takes to succeed in the industry and highlights the hard work, dedication, experience and communication skills needed to build a successful career.

"National Sports Broadcasting." *YouTube*,
www.youtube.com/channel/UCpBA8PIt3AwfW1hJ4yVfxJg.

This YouTube channel shows examples of actual live sports broadcasts and talks about sports media topics. It includes clips of games, announcers, and production details. Watching some videos helped me see what play-by-play commentary looks like and how broadcasters switch between cameras and how to learn how to run my own sports broadcast. I also noticed how graphics and slow-motion replays help fans understand key moments in games. This source is helpful because seeing real broadcast footage makes concepts like camera angles and commentary easier to understand. It's a good way to see real examples of concepts discussed in books and articles.

Sheldon, Dan. "Netflix, YouTube and the Future of Sports Rights: "Where Streamers Lead, Traditional Media Will Have to Follow."” *The New York Times*, 3 Oct. 2025,

This news article explains how more people are watching sports on YouTube and streaming platforms instead of traditional TV. It says that multiple sports games viewing hours have jumped dramatically online, especially during big events like the Olympics. The article helped me understand that sports content isn't just on traditional channels anymore, it's now on digital platforms too. I learned that broadcasters and leagues are making deals to stream games so fans can watch on phones, laptops, and smart TVs. This source shows that sports broadcasting is evolving rapidly with all of this new technology, Artificial Intelligence and audience behavior.

Clover, Julian. "TalkSPORT Expands Distribution to Smart TV Platforms.” *Broadband TV News*, 31 Jan. 2025, This news story discusses how a major sports radio and media company expanded to smart TV platforms. It shows that even traditional radio broadcasters are moving into video and digital streaming so fans can watch or listen anywhere. I learned that sports media companies must adapt to newer technology and audience habits. The article was interesting because it highlights how different types of media, not just TV, are part of modern sports broadcasting. It shows that sports content reaches fans through many platforms, not just traditional television