

# MEDIA

Broadcast sports rights: premium plus

IN 2014 THE VALUE OF PREMIUM SPORTS  
BROADCAST RIGHTS WILL INCREASE TO

**\$24.2 BILLION**



**14%**

rise on 2013,  
equivalent to  
an additional  
\$2.9 billion.



The rights rise in 2014 will be driven by new

## AGREEMENTS

with several European domestic football  
(soccer) leagues and North America  
sports leagues.

