**Task #2 Listen to the Stakeholders**

**ETHICAL**

[Pros, Cons and Ethical Dilemmas of Live-Streaming](https://www.jou.ufl.edu/insights/dilemmas-live-streaming/#:~:text=One%20of%20the%20issues%20with,on%20a%20stable%20internet%20connection)

**LEGAL**

[10 Legal Challenges for the Sports Industry in 2024 | ArentFox Schiff](https://www.afslaw.com/perspectives/alerts/10-legal-challenges-the-sports-industry-2024)

[Over-the-top sport: live streaming services, changing coverage rights markets and the growth of media sport portals - Brett Hutchins, Bo Li, David Rowe, 2019](https://journals.sagepub.com/doi/full/10.1177/0163443719857623)

[Copyright and live streaming of sports broadcasting: International Review of Law, Computers & Technology: Vol 31, No 3](https://www.tandfonline.com/doi/abs/10.1080/13600869.2017.1299553)

**SOCIAL**

[Viewing sports online together? Psychological consequences on social live streaming service usage - ScienceDirect](https://www.sciencedirect.com/science/article/abs/pii/S1441352319302700)

**ENVIRONMENTAL**

[The Carbon Footprint of Streaming Media: Problems, Calculations, Solutions](https://www.sfu.ca/~lmarks/downloads/files/Marks%20and%20Przedpe%C5%82ski,%20The%20Carbon%20Footprint%20of%20Streaming%20Media.pdf)

**ECONOMICAL/ENTREPRENEURIAL**

[Sports streaming is on the rise, but challenges remain – what are they?](https://business.yougov.com/content/50090-sports-streaming-is-on-the-rise-but-challenges-remain-what-are-they)

[How the rise of digital platforms is changing sports consumption: PwC](https://www.pwc.com/us/en/industries/tmt/library/sports-streaming-platforms.html)

LEGAL:

Certainly! In Brett Hutchins' article, several legal issues related to the rise of OTT sports streaming services are highlighted:

1. \*\*Broadcasting Rights and Licensing\*\*: The changing landscape of media rights raises questions about how traditional broadcasting agreements are affected. Issues of exclusivity and the renegotiation of contracts between leagues and broadcasters are significant.

2. \*\*Intellectual Property\*\*: The protection of content through copyright laws becomes critical, particularly as OTT platforms may use highlights and other content without proper licensing.

3. \*\*Geoblocking and Territorial Restrictions\*\*: Legal challenges arise from different jurisdictions' rules regarding content distribution, including the enforcement of geoblocking, which restricts access based on geographical location.

4. \*\*Consumer Rights and Access\*\*: The shift to streaming can create complications regarding consumer rights, particularly concerning subscription models, service availability, and potential monopolistic practices by dominant streaming platforms.

5. \*\*Regulatory Compliance\*\*: As OTT services expand, they must navigate varying regulatory environments across regions, including rules governing sports betting, advertising, and content regulation.

These legal issues reflect the complexities and evolving nature of sports media in the digital age.

SOCIAL:

Certainly! Here are the key negative points highlighted in the article:

1. \*\*Social Anxiety\*\*: Users may experience increased social anxiety when participating in online viewing, especially if they feel pressured to engage or perform socially.

2. \*\*Comparison Issues\*\*: Many viewers compare themselves to others, leading to feelings of inadequacy or low self-esteem, particularly if they perceive others as more knowledgeable or socially skilled.

3. \*\*Disconnection\*\*: Despite the intent to connect, some individuals may feel isolated or lonely, as online interactions can sometimes lack the depth of face-to-face connections.

4. \*\*Over-reliance on Virtual Interactions\*\*: Frequent engagement with online communities might lead to a diminished value of in-person social interactions.

5. \*\*Potential for Toxic Behavior\*\*: Online platforms can sometimes foster negative behaviors, such as trolling or hostility among viewers, which can detract from the enjoyment of the experience.

These negative aspects emphasize the challenges users might face when engaging with social live streaming services while watching sports.

ENVIRONMENTAL:

Here are the key negative points highlighted in the article "The Carbon Footprint of Streaming Media: Problems, Calculations, Solutions" by Laura U. Marks and Radek Przedpełski:

1. \*\*High Energy Consumption\*\*: Streaming media requires significant energy, leading to a substantial carbon footprint, especially with the increasing demand for high-definition and 4K content.

2. \*\*Data Centers' Impact\*\*: The energy-intensive nature of data centers, which power streaming services, contributes heavily to greenhouse gas emissions, raising concerns about their environmental sustainability.

3. \*\*Inefficiencies in Infrastructure\*\*: Many existing streaming infrastructures are inefficient, resulting in unnecessary energy usage and waste.

4. \*\*Growing Demand\*\*: The continuous growth in streaming media consumption exacerbates the environmental impact, creating challenges for mitigating carbon emissions.

5. \*\*Lack of Awareness\*\*: There is a general lack of awareness among consumers regarding the environmental impact of streaming, which can hinder efforts to promote more sustainable practices.

6. \*\*Regulatory Challenges\*\*: Current regulations may not adequately address the environmental implications of digital media consumption, leaving gaps in accountability for streaming providers.

These points illustrate the significant environmental concerns associated with streaming media as discussed in the article.

ECONOMICAL:

Here are the key negative economic points highlighted in the article "Streaming the Game: How the Rise of Digital Platforms is Changing Sports Consumption" from PwC:

1. \*\*High Competition\*\*: The influx of streaming services can lead to unsustainable pricing wars, negatively impacting profitability for providers and potentially leading to service closures.

2. \*\*Cost of Content Acquisition\*\*: Platforms face significant costs in acquiring broadcasting rights and producing original content, which can strain financial resources, especially for smaller companies.

3. \*\*Revenue Instability\*\*: As viewer habits shift, traditional revenue models (like advertising and subscription fees) may become less reliable, creating uncertainty for both platforms and content creators.

4. \*\*Dependency on Subscription Models\*\*: Heavy reliance on subscription revenue can be risky, especially in a saturated market where consumers may choose to cut back on multiple subscriptions.

5. \*\*Investment in Technology\*\*: Significant investment is required to ensure quality streaming and user experience, which can divert funds from other critical areas, potentially affecting overall business growth.

6. \*\*Potential for Market Saturation\*\*: An oversaturated market can lead to diminishing returns as platforms struggle to differentiate themselves, which could harm long-term economic viability.

These economic challenges highlight the complexities and risks associated with the shift towards digital streaming in sports consumption.