

The **Sports Rights Owners Coalition** (“SROC”) is an informal group of representatives of international and national sports bodies with a particular focus on rights issues.

SROC operates as a forum through which sports bodies can share information and experiences. In particular, the purpose of SROC is to enable:

- discussion and sharing of best practice on key legal, political and regulatory issues;
- raising awareness of new developments and innovation in sports rights; and
- sports to take joint action to protect and promote their rights.

Sport is special. It has the power to bring together nations, religions, races, and people of all ages. Sport makes a real difference to peoples’ lives and delivers huge economic and social benefits at national and local level.

SROC members sell rights to create income that can be reinvested into their sport. Due to its immense popularity across the world, sport is attractive to pirates and commercial undertakings looking to sports content to create profit, without any re-investment in sport.

SROC seeks proper recognition of the value of sport from Governments across the world, and effective protection for their rights under law.

SROC members are looking to National Governments and international Treaty Organisations such as the European Union, WTO and WIPO to:

- Fully recognise, protect and promote the special nature of sport and sports rights;
- Provide comprehensive protection for sports rights, including their names, logos and marks;
- Prevent the theft of sports events broadcasts by pirates;
- Outlaw ambush marketing and ticket touting/scalping; and
- Create a regime for sports betting that enables sport to protect its integrity, and establishes a fair return to sports for the use of their events by betting operators.



SROC meets quarterly, generally in London. It is open to sports bodies who share these goals to contribute in whatever way they can, including through email exchange. For more information, contact SROC through Oliver Weingarten at [sportsrights@sroc.info](mailto:sportsrights@sroc.info)