

“Navigating Uncertainties around Sports Team Performance: Options for Broadcasters,” *Sports Business Journal*

News

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Media companies that contract to broadcast sports events stand to lose when a team fails to live up to expectations. In this article for the *Sports Business Journal*, Special Counsel David W. Sussman and Associate Allison Dougliis offer three contract drafting strategies that could mitigate those risks associated with poor team performance. “Of course, media companies may not always have the bargaining power to realize their favored contractual approaches, but given the lack of other legal recourse if a deal shakes out to be worse than anticipated, they should remain alert to these options,” they write.

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