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Hutchins Brett, and Rowe, David. Sport beyond television: the internet, digital media and the rise of networked media sport. London-New York, Routledge, 2013. Print. International Olympics Committee.

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Media and communications scholars Brett Hutchins and David Rowe examine these changes and their effects on clubs, leagues, networks, and fans in Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge, 2013). Drawing on their interviews with sports executives, network producers, and print and television journalists, Brett and David ask how the digital age has transformed sport and, in particular, the televised broadcast of sporting events.

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