

# In the News

## Middle Market Growth: Sports Investors' New Playbook

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By focusing on fan experience inside and outside of stadiums and arenas, the sports industry is now experiencing a “bounce back” that bodes well for the future. O’Melveny sports industry group co-chair Charles Baker believes US team owners have improved their organizations by figuring out “how best to monetize these assets.”

To increase business opportunities, many teams are focused on reaching their fans in new ways. “Where you’ve seen people start to ‘cut the cord,’ sports viewing isn’t going down,” Baker says. “Some people are paying for sports streaming, and when we see the next round of media rights bidding open up, I wouldn’t be surprised to see Amazon, Facebook or Google continue bidding for those rights alongside major networks.”

To read the full article, click [here](#).