

Abstract

**The Conflict of Rights Surrounding Sports Relay
Broadcasting and Its Contents**
- Expanded Right Holders and Users' Perspectives -

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In the past, the parties to the dispute over sports broadcasting rights were mainly broadcasters. However, with the development of various media technologies, the scope of the parties surrounding sports broadcasting rights has expanded as new media and those using them has been created. In the past, the rights of sports players and the sports game themselves didn't have much of a spotlight, but it is necessary to analyze the type of relationship associated with sports broadcasting. This article will summarize the various rights relationships surrounding the broadcasters that broadcast sports relay broadcasting from the perspective of the rights and users and examine their conflicts.

The change in media environment has brought new media users to the pool of TV users, and complicated the interests hegemony among all the parties. Tug-of-wars among broadcasting right holders and users are increasing. Solving such conflict of interests comes down to an issue of whether publicity rights of athletes and resulting sports broadcasting rights, which is a form of property right, and the copyright of broadcast images can all be limited on the ground of freedom of expression, fair use, access to information, and universal audiovisual right. An appropriate methodology to be used should be a balancing test among the interests of each party including right holders and users.

After all, in terms of the structure of the three-way relationship in the rights surrounding sports relay broadcasting, the role of users is important in resolving the conflict between copyrights of sports broadcasters and the universal rights

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of viewers. But they could benefit each other by making fair use of the rights' products. Nevertheless, the protection of copyright holders should not be neglected and a culture should be created that can be shared by the copyrightrights and users surrounding sports relay broadcasting.

Keywords

Sports Relay Broadcasting, Sports Broadcasting Right, Publicity Right, Universal Audiovisual Right Under Broadcasting Act, Right to Freedom of Expression, Fair Use, Access to Information, Right of Viewers Under Broadcasting Act, Access of Users

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