**Sports Rights Seen Hitting $19.9B By 2018**

Media rights are expected to surpass ticket gate revenues as the sports industry’s largest segment by 2018, according to PwC’s new “At the Gate and Beyond” report, which looks at the sports market in North America through 2020. Rights for broadcast, cable, Internet and mobile properties are expected to reach $19.9 billion by 2018, surpassing revenue from live gate revenue ($19.8 billion) and revenue from sponsorship ($17.5 billion) that year.

***Cablefax 10.10.16***

<http://www.cablefax.com/programming/sports-rights-to-be-biggest-revenue-generator-pwc-predicts>

image source:

<http://www.rallytennis.com/wp-content/uploads/2014/05/sports-balls.png>