

Selected Bibliography for:

The Seventh Annual Penn Law Sports & Entertainment Law Symposium

February 21, 2020

Panel 1 – The Legalization of Sports Betting

Marc Edelman, *Lack of Integrity?: Rebutting the Myth that U.S. Commercial Sports Leagues Have an Intellectual Property Right to Sports Gambling Proceeds*, 115 N.Y.U. J.L. & Bus. 1 (2018), available [here](#).

_____, *Regulating Sports Gambling in the Aftermath of Murphy v. National Collegiate Athletic Association*, 26 GEO. MASON L. REV. 313 (2018), available [here](#).

Aaron Feld, *Gambling on Sports Data: Protecting Leagues' High-Level Data from Sportsbooks*, 2020 U. ILL. L. REV. 341, available [here](#).

Sam Fullerton, Michael McCall & Ronald Dick, *The Twelve Beneficiaries of Legalized Sports Betting: An Exploratory Assessment*, in ASSOCIATION OF MARKETING THEORY & PRACTICE PROCEEDINGS 46 (2019), available [here](#).

John T. Holden, *Prohibitive Failure: The Demise of the Ban on Sports Betting*, 35 GA. ST. U. L. REV. 329 (2019), available [here](#).

_____, *Regulating Sports Wagering*, 105 IOWA L. REV. 575 (2020), available [here](#).

_____, *The Unlawful Internet Gambling Enforcement Act & the Exemption for Fantasy Sports*, 28 J. LEGAL ASPECTS SPORT 97 (2018), available [here](#).

John T. Holden & Mike Schuster, *The Sham of Integrity Fees in Sports Betting*, 16 N.Y.U. J.L. & Bus. 31 (2019), available [here](#).

John T. Holden & Ryan M. Rodenberg, *Modern Day Bucket Shops?: Fantasy Sports & Illegal Exchanges*, 6 TEX. A&M L. REV. 619 (2019), available [here](#).

John T. Holden, Marc Edelman & Thomas Baker, *A Short Treatise on Esports & the Law: How America Regulates Its Next National Pastime*, __ U. ILL. L. REV. __ (forthcoming), available [here](#).

John T. Holden, Christopher McLeod & Marc Edelman, *Regulatory Categorization & Arbitrage: How Daily Fantasy Sports Companies Navigated Regulatory Categories Before & After Legalized Gambling*, 57 AM. BUS. L.J. __ (2020), available [here](#).

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Marios Papaloukas, *E-Sports Explosion: The Birth of Esports Law or Merely a New Trend Driving Change in Traditional Sports Law?* (24th IASL Int'l Sports Law Congress 2018), available [here](#).

Panel 2 – The Legal Process from Manuscript to Screen

John Charles Bradbury, *Do Movie Production Incentives Generate Economic Development*, __ CONTEMP. ECON. POL'Y __ (forthcoming), available [here](#).

John Charles Bradbury, *Film Tax Credits & the Economic Impact of the Film Industry on Georgia's Economy* (Bagwell Center Policy Brief, July 2019), available [here](#).

Christopher Buccafusco, Jared Vasconcellos Grubow & Ian J. Postman, *Preserving Film Preservation from the Right of Publicity*, 2018 CARDOZO L. REV. DE-NOVO 1 (2018), available [here](#).

Garnet C. Butchart & Amir Har-Gil, *Reflection as Ethical Process in Documentary Film: Eight Decision-Making Issues*, 34 J. MEDIA ETHICS 58 (2019), available [here](#).

Joan Calzada & Tommaso M. Valletti, *Intertemporal Movie Distribution: Versioning When Customers Can Buy Both Versions*, 31 MKTG. SCI. 649 (2012), available [here](#).

Catherine Fisk, *The Writer's Share (The Donahue Lecture)*, 50 SUFFOLK L. REV. 621 (2017), available [here](#).

JOHN L. GEIGER & HOWARD SUBER, *CREATIVITY & COPYRIGHT: LEGAL ESSENTIALS FOR SCREENWRITERS & CREATIVE ARTISTS* (2019), available at [Biddle Law Library](#).

F. Andrew Hanssen & Alexander Raskovich, *Property Rights Theory: Evidence from Hollywood* (2016), available [here](#).

Peter Lee, *Reconceptualizing the Role of Intellectual Property Rights in Shaping Industry Structure*, 72 VAND. L. REV. 1197, 1237 (2019), available [here](#).

Tonia Hap Murphy, *The Right of Publicity: Worth a Closer Look in the Classroom*, 36 J. LEGAL STUD. EDUC. 237 (2019), available [here](#).

Mary Parent & Kevin H. Govern, *Florida & the Film Industry: An Epic Tale of Talent, Landscape, & the Law*, 38 NOVA L. REV. 43 (2013), available [here](#).

Eric Priest, *Copyright Extremophiles: Do Creative Industries Thrive or Just Survive in China's High Piracy Environment?*, 27 HARV. J.L & TECH. 467 (2014), available [here](#).

TARYN SIROVE, *RULING OUT ART: MEDIA ART MEETS LAW IN ONTARIO'S CENSOR WARS* (2019), available at [Biddle Law Library](#).

DAXTON R. STEWART, *MEDIA LAW THROUGH SCIENCE FICTION: DO ANDROIDS DREAM OF ELECTRIC FREE SPEECH?* (2020), available at [Biddle Law Library](#).

Hannibal Travis, *Myths of the Internet as the Death of Old Media*, 43 AM. INTELL. PROP. L. ASS'N Q. J. 1 (2015), available [here](#).

Vejune Zemaityte, Bronwyn S. Coate & Deb Verhoeven, *Media Trade Beyond Country Borders: Five Types of Global Cinema Distribution* (June 1, 2018), available [here](#).

Panel 3 – The Future of Watching Sports

MICHAEL SERAZIO, *THE POWER OF SPORTS: MEDIA & SPECTACLE IN AMERICAN CULTURE* (2019), available at [Van Pelt Library](#).

Gashaw Abeza & Shannon Gross, *The Past, Present, & Future of Social Media in Professional Sports: Interview with Shannon Gross, Director of Content Strategy, Dallas Cowboys*, 11 INT'L J. SPORT COMM. 295 (2018), available [here](#) (with Penn login).

Sylvia Chan-Olmsted & Xiao Min, *Smart Sports Fans: Factors Influencing Sport Consumption on Smartphones*, 28 SPORT MARKETING Q. 181 (2019), available [here](#) (with Penn login).

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Konstantinos Rematas, *Watching Sports in Augmented Reality*, 38 IEEE POTENTIALS 20 (2019), available [here](#) (with Penn login).

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Lauren Reichart Smith, Ann Pegoraro & Sally Ann Cruikshank, *Tweet, Retweet, Favorite: The Impact of Twitter Use on Enjoyment & Sports Viewing*, 63 J. BROADCASTING & ELECTRONIC MEDIA 94 (2019), available [here](#) (with Penn login).

Yang Wei, Huihong Zhang & Hongsong Yin, *Development of Communication & Sport in China Based on Mapping of Knowledge Information Visualization*, 10 SAGE OPEN 1 (2020), available [here](#) (with Penn login).

Dana Weimann-Saks, Yaron Ariel & Vered Elishar-Malka, *Social Second Screen: WhatsApp & Watching the World Cup*, 8 COMM. & SPORT 123 (2020), available [here](#) (with Penn login).

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Xiangrong Zhang & Jianhua Sun, *Discussion on New Media Communication Strategy of Sports Events Based on Large Data Technology*, 22 CLUSTER COMPUTING S3395 (2019), available [here](#) (with Penn login).