

Название публикации:

Advertising in sport sector: Legal aspect

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Аннотация:

The study analyzes the problem of the still inadequate legal provisions for the national sport sector on the whole and the sport advertising service in particular. The problem appears to be due to the loose interdepartmental and interdisciplinary format of the sector regulatory system - that means that the existing legal and regulatory provisions for advertising service in the sports sector are rather multileveled i.e.composed of multiple civil, labour, sport, economic, competitive and administrative codes, rules and provisions. This loose interdepartmental system design makes the regulatory policies and practices inconsistent, with the new changes, amendments and provisions being rather fragmented, contradictory and, hence, inefficient. These legal and regulatory inefficiencies and inconsistencies are heavily detrimental to the legal procedures and often result in violations of the lawful rights and interests of many parties in the advertising business, including the advertising material providers, producers, distributors and consumers. We believe that it is high time for a consistent, theoretically well-grounded legal framework for the sport sector advertising business being developed and implemented to facilitate the national economic progress as required by the valid governmental strategies, with due balance of the private and public interests in the new sector legislation.

Ключевые слова:

Advertising, Employer, Law, Sponsor, Sport, Sport event, TV service