



Adam Klein, Head of the Sports and Sports Facilities Practice, Quoted in *Crain's Chicago Business* on Prospects of Digital Networks

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Adam Klein, head of the Chicago Corporate group and the nationwide Sports and Sports Facilities practice, spoke with *Crain's Chicago Business* regarding the exhibition of sports programming on digital platforms. 120 Sports, a joint venture of Silver Chalice, Campus Insiders, Time Inc., MLBAM and the NHL that is also partnering with the NBA and NASCAR, will offer unauthenticated content, meaning viewers will be able to watch its TV-like studio shows and other sports programming online or via a mobile app without having to prove they are cable subscribers. Like other online video outlets, 120 Sports will rely on advertising revenue. While the joint venture may face a challenge in finding companies to sponsor, or run ads during, shows for an audience smaller than that of major TV networks, Adam sees a demand from advertisers for such content: "Sponsors are looking for eyeballs and pockets in certain demographics. The ability to support (digital networks) through sales of ads is there as a lot of companies are out there trying to exploit themselves in the mobile digital world, given the amount of time that people spend in front of various media." ("[Ditching Cable? A Sox Venture Has a Sports Option](#)," February 24, 2014)

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