

Partner Adam Klein Quoted in *CableFAX Daily* on Monetization of Sports Rights in a Multiplatform Environment

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Adam Klein, a partner in Katten's Corporate Practice and head of the Sports Law Practice, is quoted in an article in *CableFAX Daily* on how sports networks are monetizing expensive sports rights and delivering programming across multiple platforms. Speaking at the second annual *Variety Sports Entertainment Summit*, Mr. Klein said one way networks can measure the success of their multiplatform efforts is through team/league feedback. "If the fans of a particular team are not getting to see the game in whatever fashion they expect to see it, they will let the teams know and the teams aren't going to be happy." ("Sporting Views: Top Execs Parse Sports Rights Costs, Multiplatforms," July 13, 2012)

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