

Case Study

You receive the task of submitting a bid for the commercialization of the Club XXX's broadcasting rights in streaming. In principle, this contract does not clash with those that the Club has in other areas or in other forms of audiovisual services. Prepare the offer taking into consideration the following matters and any others that you consider relevant to the offer to be submitted.

- How would you present the market study?
- What assessment do you think can be made?
- How would you approach the negotiation by country?
- How would you approach the bidding process?
- How many years would you propose for the contract period?

You must:

- Define the content of the offer and of the services.
- Define the way in which the conclusions that will be used for the bidding process are reached
- Define the type of operation.