Mass media as part of the football business

By Alejandro Wall

Play the Game – June 2009 – Coventry, UK
The journalism

- Its role is to uncover that which is hidden
- It has sources, but not friends
- What journalists can exercise is the simple right to protest
- Criticising everything and everyone
- Observing and reporting the negative side of every story

“A World without Journalists”, Horacio Verbitsky (Argentina)

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World of Sport

- Businesspeople
- Advisors
- Agents
- Talent hunters
- Gamblers
- Racketeers
- Intermediaries
- Investors

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We have a problem

- The media have gone into business
- Television, with its football broadcast rights contracts, has become partners with the very same people it should be investigating
- So, they turn sports journalism into a show

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La crisis causó 2 nuevas muertes
Suman 31 desde diciembre

Grupos de piqueteros intentaron cortar el Puente Puñayesín. La Policía bonaerense reprimió. Las fuerzas, jóvenes de poco más de 20 años, fueron lejos de los choques. Y le agregaron aún más tensión a la crisis política y económica que estalló con la caída de De la Rúa.
Ernestina Herrera de Noble
Grupo Clarín

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Television rights monopoly for Argentine football

The partners

Grupo Clarín

Clarín

Torneos y Competencias

Julio Grondona

Play the Game – June 2009 – Coventry, UK
Carlos Ávila
Founder of Torneos y Competencias

Play the Game – June 2009 – Coventry, UK
Julio Grondona
AFA President
FIFA Vice-president

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A perfect deal

- There was never any bid process for granting
- It will remain in the same hands until 2014
- The business totals around 1,600 million pounds
- The clubs only get less than two per cent
- No competition

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Carlos Ávila, founder of TyC
Published on Página/12 newspaper

“He had enough support to manage the AFA’s finances and make it stronger and stronger”
Carlos Ávila, founder of TyC
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- “Today it is impossible to get any share of the football business because everything is extremely centralised”

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Carlos Ávila, founder of TyC
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- “The one controlling Argentine football is Grupo Clarín”

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In this scenario, is it possible to do journalism?

- Monopoly
- Partnership Media-Federations
- Censorship
- Self-censorship
- Journalists fired

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