



## The ESPN Effect: Exploring the Worldwide Leader in Sports

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ESPN has grown from a start-up cable network in a small Connecticut town to a \$50 billion global enterprise. For the past 35 years, ESPN - along with its sister networks - has been the preeminent source for sports for millions around the globe. Its 24-hour coverage of sports news and programming has cultivated generations of sports consumers, utilizing multiple ESPN platforms for news and entertainment. The pervasiveness of the company's branded content has influenced how sports fans think and feel about the people who play and control these games. In *The ESPN Effect*, leading sports media scholars examine ESPN and its impact on culture, sports journalism, audience, and the business of sports media. The final part of the book considers the future of ESPN, beginning with an interview with Chris LaPlaca, ESPN senior vice president.

As the first academic text dedicated to the self-proclaimed «worldwide leader in sports», this book contributes to the growth of sports media research and provides a starting point for scholars examining the present and future impact of ESPN.



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