

## CUD Digital Repository

The full text of this work is not available in the CUD Digital Repository due to publisher restrictions. It can be accessed only through the publisher's website.

Title (Article)	The Implications of Streaming and Online Viewing for Sports Advertising and Sponsorship
Author(s)	Range, Daniel Mataruna-Dos-Santos, Leonardo Jose
Journal Title	<i>The International EFAL-IT BLOG : Information Technology innovations in Economics, Finance, Accounting, and Law</i>
Citation	Range, D. & Mataruna-Dos-Santos, L.J. (2021). The Implications of Streaming and Online Viewing for Sports Advertising and Sponsorship. <i>The International EFAL-IT BLOG : Information Technology innovations in Economics, Finance, Accounting, and Law</i> , 2(2).
Link to Publisher Website	<a href="http://www.alexander.it/35-ImplicationsStreaming.htm">http://www.alexander.it/35-ImplicationsStreaming.htm</a>
Link to CUD Digital Repository	<a href="https://repository.cud.ac.ae/items/9137b9a6-9df8-407d-b432-f17e9ae56677">https://repository.cud.ac.ae/items/9137b9a6-9df8-407d-b432-f17e9ae56677</a>
Date added to CUD Digital Repository	March 28, 2021