CONTENTS

	Introduction]
1	In the Beginning	5
2	Counting the Cost	23
3	Sport in the Schedule	43
4	Sport and the Audience – a view from the couch	79
5	The Knight in Shining Armour	108
6	When the White Knight Turns Black	121
7	From Stadium to Screen	154
8	Potting the Gold – the sponsorship game	171
9	A Sporting Chance for Satellite?	190
	Bibliography	207
	Index	200