

**Title: Live attendance or television demand: substitutes or complements?**

**Speaker: Prof. Ruud Koning, University of Groningen**

**Area: DS**

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**Abstract:**

Soccer used to be a sport that was consumed by attending the match in the stadium. During the last twenty years, this has changed: soccer is now consumed predominantly by watching the match on television. This raises the question whether tv demand is crowding out live attendance, or tv demand benefits from live attendance. In this presentation, I discuss a simultaneous model of live attendance and television demand, and try to answer the question whether these two modes of consumption are complements or substitutes.

**Speaker Profile:**



Ruud Koning is professor of Sports Economics at the Faculty of Economics and Business of the University of Groningen. He has been president of the European Association of Sports Economics, and published in many different international journals. He is editor of four books on sports economics. He has been chair of the department of Economics, Econometrics, and Finance (2010-2017, 110 staff members), and programme director of the MSc programme in Econometrics, Operations Research and Actuarial Studies (2020-2024). Outside academia, he is supervisory board member of an insurance company, and has consulted for different companies.

**Webpage Link:** <https://www.rug.nl/staff/r.h.koning/?lang=en>