



Fantasy Sports and the Changing Sports Media Industry: Media, Players, and Society

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This edited collection examines how fantasy sports play has established a prominent and promising foothold in the larger sports ecology. Often considered an isolated activity for the hardcore sports fan, fantasy sports play have since been incorporated into sports broadcasting and editorial coverage, sports marketing and promotions, and even into the very sports themselves with athletes and teams using the activities to draw fans further into the sports experience. This edited collection invites leading scholars and sports professionals from several different fields to share historical and emerging perspectives on the importance of fantasy sports as an artifact of theoretical and empirical importance to larger issues of sport and society.

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