UČNI NAČRT PREDMETA / COURSE SYLLABUS	
Predmet:	**Šport, regulacija in tehnologija**
Course title:	**Sport, Regulation and Technology**

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Pravo 2. stopnje		1/2	1/2
Law 2nd Degree		1/2	1/2

Vrsta predmeta / Course type	obvezni modularni / mandatory modular
Univerzitetna koda predmeta / University course code:	

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje Laboratory work	Druge oblike študija Other forms of study	Samost. delo Individ. work	ECTS
30	0	0	0	0	120	6

Nosilec predmeta / Lecturer:	doc. dr. Peter Merc/Assist. Prof. Peter Merc, PhD

Jeziki / Languages:	**Predavanja / Lectures:**	slovenski / Slovenian
	Vaje / Tutorial:	slovenski / Slovenian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	**Prerequisits:**
Vpis v višji letnik. Vsaj 80 % prisotnost na predavanjih in vajah.	Enrollment in the higher year. At least 80% attendance at lectures and tutorials.

Vsebina:	**Content (Syllabus outline):**
• Ključni pojmi: e-šport, virtualni šport, pravica do podobe, tokenizacija, e-doping, • Trendi in vpliv digitalizacije na športno industrijo, • E-šport in pravni izzivi: pravni status e-	• Key terms: e-sport, virtual sport, image right, tokenisation, e-doping, • Trends and impact of digitisation on the sports industry, • E-sports and legal challenges: legal status of

športa, regulacija, pogodbeni odnosi med deležniki, vloga izdajateljev video iger, upravljanje e-športne ekipe

- Uporaba nosljivih naprav v športu in razpolaganje z biometričnimi podatki športnikov (primer NBA),
- Digitalni marketing in (osebna) blagovna znamka: pravica do podobe športnika v digitalni dobi, kršenje pravic intelektualne lastnine,
- Digitalna distribucija in medijske pravice v zvezi z športnimi dogodki in športniki: prenos medijskih pravic na platforme s pretočno vsebino, ekskluzivni dogovori, piratstvo,
- Tokenizacija avtorskih (npr. NFT) in drugih pravic v športu in tokenizacija pogodb,
- E-doping v e-športu ali v virtualnih športih,
- Pravni vidiki uporabe najnaprednejših tehnologij v športu (umetna inteligenca, veliki podatki, internet stvari, biometrika, blockchain),
- Pogodbeno pravo: sporazumi med športniki, klubi, ligami in tehnološkimi ponudniki,
- Reševanje sporov z uporabo digitalne arbitraže,
- Poglobljene študije primerov:
  - EA Sports proti FIFPro (pravice do podobe igralcev v video igri),
  - primer platforme Zwift (digitalni doping),
  - platforma Socios.com (tokenizacija nogometnih klubov);
  - upravljanje e-športne ekipe (pogodbe, pravila lige, sponzorji);
  - uporaba sistema VAR v nogometu,
  - uporaba pametnih pogodb na blockchainu (upravljanje športnega kluba, distribucija kart za športne

e-sports, regulation, contractual relations between stakeholders, role of video game publishers, managing e-sports team,

- The use of wearable devices in sport and the handling of athletes' biometric data (NBA example),
- Digital marketing and (personal) branding: the image right of the athlete in the digital age, infringement of intellectual property rights,
- Digital distribution and media rights in relation to sport events and athletes: transfer of media rights to online / streaming platforms, exclusive arrangements, piracy,
- Tokenisation of copyright (e.g., NFT) and other rights in sport, and tokenisation of contracts,
- E-doping in e-sports or virtual sports,
- Legal aspects of the use of the most advanced technologies in sport (artificial intelligence, big data, internet of things, biometrics, blockchain),
- Contract law: agreements between athletes, clubs, leagues and technology providers,
- Dispute resolution using digital arbitration,
- In-depth case studies:
  - EA Sports v FIFPro (image rights of players in a video game),
  - Zwift platform case (digital doping),
  - the Socios.com platform (tokenisation of football clubs);
  - e-sports team management (contracts, league rules, sponsors);
  - the use of VAR in football;
  - the use of smart contracts on blockchain (governance of a sport club, distribution of tickets for sport events).

dogodke).	

Temeljna literatura in viri / Readings:

Rathonyi, G., et al., How digital technologies are changing sport?, URL: https://ageconsearch.umn.edu/record/292396/?v=pdf.
Scholz, T., Deciphering the World of eSports, International Journal on Media Management, 22(1), 2020, str. 1–12, URL: https://www.tandfonline.com/doi/epdf/10.1080/14241277.2020.1757808?needAccess=true.
Mangeloja, E., Economics of Esports, Electronic Journal of Business Ethics and Organization Studies, 24(2), 2019, str. 34–42, URL: http://ejbo.jyu.fi/pdf/ejbo_vol24_no2_pages_34-42.pdf.
Haynes, R., Footballers' Image Rights in the New Media Age, European Sport Management Quarterly, 7(4), 2007, str. 361–374, URL: https://www.tandfonline.com/doi/abs/10.1080/16184740701717063.
Ilia, S., New financial tools in sport: NFTs and fan tokens, URL: https://cyberleninka.ru/article/n/new-financial-tools-in-sport-nfts-and-fan-tokens.
Oliveros, G., The NBA's Blockchain Problem - Spencer Dinwiddie, Entertainment and Sports Lawyer, 36(3), 2020, str. 68–71, URL: https://www.americanbar.org/content/dam/aba/publications/entertainment_sports_lawyer/summer-2020/esl-36-3.pdf.
Sanat, E., The Legal Frontier of E-sports: Analyzing Regulatory Challenges and Solutions in the Cyber-Arena, Uzbek Journal of Law and Digital Policy, 1(2), 2023, URL: https://irshadjournals.com/index.php/ujldp/article/view/76.

Cilji in kompetence:	**Objectives and competences:**
Študenti/ke bodo pridobili naslednje predmetno specifične kompetence: • Razumevanje pravnega okvira za zaščito osebnih podatkov športnikov in navijačev. • Znanje o pravicah do podobe športnikov in njihovem trženju v digitalnem okolju. • Razumevanje pravnih izzivov, povezanih z uporabo tehnologij, kot so umetna inteligenca, blockchain in NFT-ji, v športu. • Sposobnost analize pravnih dilem, ki izhajajo iz e-športa, virtualnih športov in digitalnega dopinga. • Poglobljeno znanje o pravnih okvirjih za zaščito intelektualne lastnine in medijskih pravic v športni industriji. • Razumevanje pravnih vprašanj, povezanih z	**Students will gain the following subjects specific competences:** • Understanding the legal framework for the protection of personal data of athletes and fans. • Knowledge of athletes' image rights and their marketing in the digital environment. • Understanding of the legal challenges related to the use of technologies such as artificial intelligence, blockchain and NFTs in sport. • Ability to analyse legal dilemmas arising from e-sports, virtual sports and digital doping. • In-depth knowledge of the legal frameworks for the protection of intellectual property and media rights in the sports industry. • Understanding of legal issues related to

distribucijo športnih vsebin, digitalnimi vstopnicami in tokenizacijo športnih sredstev.
- Sposobnost uporabe pridobljenega znanja za reševanje konkretnih pravnih primerov v športni industriji (npr. sporov glede licenc, kršitev pravic ali digitalnih goljufij).
- Razvoj veščin pri pripravi pravnih rešitev za digitalne inovacije v športu, vključno z arbitražo in mediacijo.

Študenti/ke bodo pridobili naslednje splošne kompetence:

- Sposobnost prepoznavanja in razumevanja ključnih pravnih vprašanj pri prepletu športa in tehnologij.
- Poglobljeno razumevanje novih pomembnih pravnih vprašanj, ki jih prinaša uporaba tehnologij v športu.
- Razvoj kritičnega razmišljanja in sposobnosti analize pravnih dilem, ki jih tehnologija prinaša v šport.
- Koherentno obvladovanje znanja na področju prava, novih tehnologij in športa ter njegova uporaba v praksi.
- Prilagodljivost in inovativno reševanje problemov, povezanih z digitalizacijo v športu.
- Sodelovanje in timsko delo pri obravnavi kompleksnih pravnih vprašanj povezanih s primeri iz prakse.

sports content distribution, digital ticketing and tokenisation of sports assets.
- Ability to apply the acquired knowledge to resolve specific legal cases in the sports industry (e.g. licensing disputes, infringement or digital fraud).
- Developing skills in developing legal solutions for digital innovation in sport, including arbitration and mediation.

Students will gain the following general competences:

- Ability to identify and understand the key legal issues at the intersection of sport and technology.
- In-depth understanding of the important new legal issues raised by the use of technology in sport.
- Developing critical thinking and the ability to analyse the legal dilemmas that technology brings to sport.
- Coherent mastery of knowledge in the field of law, new technologies and sport and its application in practice.
- Flexibility and innovative problem-solving in relation to digitalisation in sport.
- Collaboration and teamwork in dealing with complex legal issues related to practical cases.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent bo:

- Razumel poglobljeno povezavo med tehnologijo in pravnimi izzivi, kot so

Intended learning outcomes:

Knowledge and understanding:

Student will:

- Understand the deep connection between technology and legal challenges such as

medijske pravice, digitalni marketing in e-šport. • Razumel teoretične in praktične vidike kompleksnih pravnih izzivov, povezanih z digitalizacijo v športni industriji. • Spoznal pomen digitalnih pravic intelektualne lastnine s perspektive športa. • Spoznal pravne vidike uporabe tehnologij, kot so blockchain, NFT-ji, umetna inteligenca in nosljive naprave, v športu. • Razumel pravni okvir za reševanje sporov v športu, vključno z digitalno arbitražo in mediacijo. • Analiziral pravne dileme v športu, ki jih prinaša digitalizacija, in predlagal ustrezne rešitve. • Reševal pravne izzive, povezane z medijskimi pravicami, digitalnim marketingom in intelektualno lastnino v športu. • Uporabil pridobljeno znanje za reševanje konkretnih pravnih primerov, kot so spor glede pravic do podobe, licenc ali zaščite avtorskih pravic. • Razvil interdisciplinarni pristop pri obravnavi pravnih vprašanj, povezanih z digitalizacijo športa, in povezoval znanja s področja prava, tehnologije in športa. • Spoznal aktualne študije primerov za boljše razumevanje pravnih praks.	media rights, digital marketing and e-sports. • Understand the theoretical and practical aspects of the complex legal challenges related to digitalisation in the sports industry. • Understand the importance of digital intellectual property rights from a sport perspective. • Understand the legal aspects of the use of technologies such as blockchain, NFTs, artificial intelligence and wearable devices in sport. • Understand the legal framework for dispute resolution in sport, including digital arbitration and mediation. • Analyse the legal dilemmas in sport posed by digitalisation and propose appropriate solutions. • Address legal challenges related to media rights, digital marketing and intellectual property in sport. • Apply the knowledge gained to solve concrete legal cases such as disputes over image rights, licensing or copyright protection. • Developed an interdisciplinary approach to legal issues related to the digitalisation of sport, bringing together expertise from law, technology and sport. • Learn about current case studies to better understand legal practices.
Metode poučevanja in učenja:	**Learning and teaching methods:**

Oblike dela:	**Types of learning/teaching:**
☒ Frontalna oblika poučevanja	☒ Frontal teaching
☒ Delo v manjših skupinah oz. v dvojicah	☒ Work in smaller groups or pair work
☒ Samostojno delo študentov	☒ Independent students work
☐ e-učenje	☐ e-learning
☐ drugo (vpišite) _____	☐ other (enter) _____
Metode (načini) dela:	**Teaching methods:**
☒ Razlaga	☒ Explanation
☒ Razgovor/ diskusija/debata	☒ Conversation/discussion/debate
☐ Delo z besedilom	☐ Work with texts
☒ Proučevanje primera	☒ Case studies
☐ Igra vlog	☐ Role-play
☐ Druge vrste nastopov študentov	☐ Different presentation
☐ Reševanje nalog	☐ Solving exercises
☐ Študijski obiski podjetij ipd.)	☐ Field work (e.g. company visits)
☒ Vključevanje gostov iz prakse	☒ Inviting guests from companies
☐ Udeležba na okrogli mizi, na konferenci	☐ Attending round table and conference

Načini ocenjevanja:	Delež (v %) / Weight (in %)	**Assessment:**
Način (pisni izpit, ustno izpraševanje, naloge, projekt)		Type (examination, oral, coursework, project):
Daljši pisni izdelki (seminarska naloga, projektna naloga)	40 %	Longer written casework
Končni pisni izpit	60 %	Final examination (written)

Reference nosilca / Lecturer's references:

Peter Merc je docent za področje civilnega in gospodarskega. Po izobrazbi je pravnik z diplomo iz gospodarskega kazenskega prava ter z magisterijem in doktoratom s področja bančnega prava. Kariero je začel v bančnem sektorju. Leta 2016 je ustanovil podjetje Lemur Legal, ki se ukvarja s pravnim svetovanjem tehnološkim podjetjem, kjer med drugim svetuje startupom iz industrije video iger in e-športa. Leta 2020 je bil soustanovitelj e-športne agencije SPIKE esports Agency, ki zastopa profesionalne e-športnike in upravlja z lastno ekipo SPIKE Syndicate, ki tekmuje v igri League of Legends. V letu 2021 je ustanovil Suricate Ventures, družbo tveganega kapitala, ki vlaga v zagonska podjetja. Je solastnik tehnološkega podjetja Blocksquare. Peter je redni predavatelj na dogodku pravne klinike »Pravo v športu«.

Bibliografija:

https://bib.cobiss.net/bibliographies/si/webBiblio/bib201_20200428_133208_a140278883.html

Peter Merc is Assistant Professor in the field of civil and corproate law. He is a lawyer by training, with a Bachelor's degree in Commercial Criminal Law and a Master's and Doctorate in Banking Law. He started his career in the banking sector. In 2016, he founded Lemur Legal, which focuses on legal advice for technology companies, where he advises start-ups in the video games and e-sports industries, among others. In 2020, he co-founded SPIKE esports Agency, an e-sports agency that represents professional e-sports athletes and operates its own team, SPIKE Syndicate, which competes in League of Legends. In 2021, he founded Suricate Ventures, a venture capital firm investing in start-ups. He is co-owner of Blocksquare, a technology company. Peter is a regular speaker at the Law Clinic's "Law in Sport" event.

Bibliography:

https://bib.cobiss.net/bibliographies/si/webBiblio/bib201_20200428_133208_a140278883.html