



Harry Arne Solberg is professor of Sport Economics / Sport management at NTNU Business School, Norwegian University of Science and Technology, and he also holds a 20% position at Molde University College. He has a Phd from Sheffield Hallam University.

His research has been related to analyses of economic impacts from sport and sport activities. This involves topics such as: sport and the media with special attention on sport broadcasting; economics impacts from sports events; team sports economics, and sport tourism.

In 2007, he published the book: The Economics of Sport Broadcasting together with professor Chris Gratton.

Short CV

Born: 12/03/1958

Nationality: Norwegian

Education:

Dr. phil. at Sheffield Hallam University, 2003.

Cand.oecon from the University of Oslo, 1987

Work:

Professor at NTNU Business School since August 2008

Associate Professor 2003 - 2008.

Professor at Molde University College 20% position since 2009

Area of teaching: microeconomics, macroeconomics, welfare economics and sports economics.

2005 Guest Researcher at the University of Technology (School of Leisure, Sport, Tourism) Sydney, Australia between January - September.

2003 Lecturer in the subject "sport finance" at the Norwegian School of Sport Sciences, Oslo.

1990 - 1993 Lecturer, Norwegian School of Management, Trondheim.

Academic and administrative responsibility for the school's travel program.

Time Lecturer in International Economics at the School of Management's tourism program

1991 - The examiner in various socio-economic subjects at: The Commerce College (NHH),

University Centre in Stavanger, University of Oslo, Norwegian University of Science and Technology University (NTNU),

Norwegian School of Management and Nord-Trøndelag (HINT), University College Stord-Haugesund

Member of the editorial board of:

- European Sport Management Quarterly since 2004
- International Journal of Sport Finance since 2006.

Publications:

Refereed journals:

1. Denstadli, J.M. og Solberg, H.A. (2017). Internasjonale arrangementer – ingen automatisk gullgrube for vertsbyene. Akseptert for publisering i *Praktisk økonomi og finans*.
2. Solberg, Harry Arne & Ulvnes, Arne Morten (2016). Major sports events – The reasons for hosting them. *European Journal of Sport Studies*, 4 (1-2).
3. Ulvnes, Arne Morten & Solberg, Harry Arne (2016). Can major sport events attract tourists? A study of media information and explicit memory. *Scandinavian Journal of Hospitality and Tourism*, 16 (2), 143-157.
4. Sæther, Stig Arve & Solberg, Harry Arne (2015). Talent development in football: Are young talents given time to blossom? *Sport, Business and Management*, 4 (5), 493-506.
5. Solberg, Harry Arne & Preuss, Holger (2015). Major sports events – The challenge of budgeting the venues. *Event Management*, 19, 349-363.
6. Alm, Jens, Solberg, Harry Arne, Storm, Rasmus & Jakobsen, Tor Georg. (2014). Hosting major sports events: The challenge of taming white elephants. *Leisure Studies*, DOI: 10.1080/02614367.2014.994550.
7. Solberg, Harry Arne & Kringstad, Morten (2014). Europeisk klubb fotball – kampen om tilskuerne og inntektene i de store fotballnasjonene. *Samfunnsøkonomen*, 12.
8. Solberg, Harry Arne & Mehus, Ingar (2014). The Challenge of Attracting Football Fans to Stadia? *International Journal of Sport Finance*, 9 (1), 3-19.
9. Jakobsen, Jo, Harry Arne Solberg, Thomas Halvorsen and Tor Georg Jakobsen (2012). Fool's Gold: Major Sport Events and Foreign Direct Investment. *International Journal of Sport Policy and Politics*, 5 (3), 363-380.
10. Solberg, Harry Arne (2011). Hvordan sikre fri tilgang til populære sportsbegivenheter på TV – Ved offentlig produksjon eller regulering av kommersielle kanaler. *Samfunnsøkonomen*. 9, 12-22.
11. Solberg, Harry Arne & Helland, Knut (2011). Sports Broadcasting - An accelerator of business integration in the media industry. *Nordicom Review*, 32 (2), 17-33.
12. Haugen, Kjetil & Solberg, Harry Arne (2010). The financial crisis in European football - A game theoretic approach. *European Sport Management Quarterly*, 10 (5), 553-567
13. Solberg, Harry Arne & Turner, Paul (2010). Exporting sports rights to overseas markets – the case of European football. *Sport in Society*. *Sport in Society*, 13 (2), 354-366.
14. Solberg, Harry Arne & Haugen, Kjetil (2010). European club football – why enormous revenues are not enough. *Sport in Society*, 13 (2), 329-343.
15. Haugen, Kjetil & Solberg, Harry Arne (2010). The soccer globalization game. *European Sport Management Quarterly*, 10 (3), 307-320.

16. Solberg, Harry Arne, Hanstad, Dag Vidar & Thøring, Thor Atle (2010): Doping in elite sport – Do the fans care? Public opinion on the consequences of doping scandals. *International Journal of Sport Marketing & Sponsorship*, 11 (3), 185-199.
17. Solberg, Harry Arne, Hanstad, Dag Vidar & Steen-Johnsen, Kari (2009). The challenges of producing popular sport contests – a comparative study of biathlon and cross-country skiing. *International Journal of Sport Marketing & Sponsorship*, 10 (2).
18. Solberg, Harry Arne (2008). Public service broadcasters will survive without expensive sports programmes. *Journal of Media Economics*, 21(4).
19. Solberg, Harry Arne & Haugen, Kjetil (2008). The international trade of players in European club football - The consequences for national teams. *Journal of Sport Marketing & Sponsorship*.
20. Solberg, Harry Arne & Hammervold, Randi (2008). TV sports viewers – who are they? A Norwegian case study. *Nordicom Review*, 29 (1).
21. Solberg, Harry Arne (2007). Sport broadcasting – is it a job for public service broadcasters? - A welfare economic perspective. *Journal of Media Economics*, 20 (4).
22. Solberg, Harry Arne (2007). Sports economics after fifty years essays in honour of Simon Rottenberg. Book review, *European Sport Management Quarterly*. 7 (4).
23. Solberg, Harry Arne & Preuss, Holger (2007). Major sporting events and long-term tourism impacts. *Journal of Sport Management*, 21, 215-236.
24. Preuss, Holger & Solberg, Harry Arne (2006). Attracting Major Sporting Events - The Role of Local Residents. *European Sport Management Quarterly*, 6 (4).
25. Hammervold, Randi & Solberg, Harry Arne (2006). TV sports programmes – who is willing to pay to watch? *Journal of Media Economics*, 19, 147-162
26. Solberg, Harry Arne (2006). The auctioning of TV sports rights. *International Journal of Sports Finance*, 1, 33-45.
27. Solberg, Harry Arne (2005). Salg av sportsrettigheter. Fordeling av markedsmakt og valg av auksjonsprosedyre. *Moving Bodies*, 3 (1).
28. Solberg, Harry Arne & Hammervold, Randi (2004): Sport Broadcasting – How to maximise the rating figures. *Trends in Communication*, 12, 83-100.
29. Andersson, Tommy, Rustad, Alf & Solberg, Harry Arne (2004): Local Resident's Monetary Evaluation of Sport Events. *Managing Leisure*, 9, 145-158.
30. Solberg, Harry Arne & Gratton Chris (2004): Would European Soccer Clubs Benefit from Playing in a Super League? *Soccer and Society*, 5, 61-81.
31. Solberg, Harry Arne (2003). Major Sporting Events - Assessing the value of volunteers work. *Managing Leisure*, 8, 17-27.
32. Solberg, Harry Arne (2003). A European Super League in Soccer – Will the clubs benefit? *Greek Scientific Journal Sports and Economy*, 3, 14-23.
33. Solberg, Harry Arne (2002). Cultural Prescription - The European Commission's Listed Events Regulation - Over Reaction? *Culture, Sport, Society*, 5, 1-28.
34. Solberg, Harry Arne (2002): The Economics of Television Sports Rights. Europe and the US - A Comparative Analysis. *Norsk Medietidsskrift*, 10, 59-81.
35. Solberg, Harry Arne, Andersson, Tommy D. & Shibli, Simon (2002). An exploration of the direct economic impacts from business travellers at world championships. *Event Management*, 9, 20-28.
36. Solberg, Harry Arne (2001). Finding a Price Policy that Maximises the Ticket Revenues at Sporting Events: A focus on price bundling. *European Sport Management Quarterly*, 1, 300-319.
37. Solberg, Harry Arne & Gratton, Chris (2000). The Economics of TV-Sports Rights - the case of European soccer. *European Journal of Sport Management*, 7, 68-98.

38. Andersson, Tommy D. & Solberg Harry Arne (1999). Leisure events and regional economic impacts. *World Leisure and Recreation*, 41, 20-29.

Guest editor:

39. *European Sport Marketing Quarterly* (2007). The economics of professional Sport and the Media. Vol. 7, no. 4.
40. *International Journal of Sport Marketing & Sponsorship* (2006). Special edition on: Broadcasting, technology and the media. Vol. 8, no.1.

Book:

41. Gratton, Chris & Solberg, Harry Arne (2007). *The Economics of Sport Broadcasting*, London: Routledge.

Book chapters:

42. Solberg, Harry Arne (2016). The Battle for Media Rights in European Club Football. In: Ulrik Wagner, Rasmus K. Storm & Klaus Nielsen (eds.): "When Sport Meets Business – Capabilities, Challenges, Critiques". London: SAGE, October 2016.
43. Solberg H.A., Lechner, E., Alm, J. (2016): The hosting of sport mega-events. A cost efficient perspective. In Frawley, S. (ed): *Managing sport mega-events*, Routledge.
44. Solberg, Harry Arne & Gratton Chris (2014): Broadcasting the World Cup. In *"Managing the World Cup"* (Eds.) Daryl Adair & Stephen Frawley. Palgrave MacMillan.
45. Preuss, Holger, Solberg, Harry Arne & Alm, Jens (2014). The challenge of utilizing World Cup venues. In *"Managing the World Cup"* (Eds.) Daryl Adair & Stephen Frawley. Palgrave MacMillan
46. Solberg, Harry Arne (2013). Sport Broadcasting. In: *The Business of Sport Management*, 2nd. edition. (Eds.) John Beech & Simon Chadwick, Pearson Education – Prentice Hall.
47. Gratton, Chris & Solberg, Harry Arne Solberg (2013). The economics of the listed sports events in a digital era of broadcasting: a case study of the UK. In: *Handbook of research on sport and business*. (Eds.) Sten Sødernan & Harald Dolles. Cheltenham, UK / Northampton, MA, USA: Edward Elgar.
48. Solberg, Harry Arne & Haugen, Kjetil Kåre (2013). The sale of media sports rights: a game theoretic approach. In: *Handbook of research on sport and business*. (Eds.) Sten Sødernan & Harald Dolles. Cheltenham, UK / Northampton, MA, USA: Edward Elgar.
49. Solberg, Harry Arne & Gratton, Chris (2013). Broadcasting the Olympics. In: *"Managing the Olympic Games"* (Eds.) Daryl Adair & Stephen Frawley. Palgrave MacMillan.
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51. Ulvnes, Arne Morten & Solberg, Harry Arne (2012). Skaper store sportsarrangementer turisme? En studie av holdninger og eksplisitt minne. I «*Ski-VM 2011 – Planlegging og gjennomføring*». (Ed.) Dag Vidar Hanstad. Oslo: Akilles.
52. Solberg, Harry Arne (2011). Mega-Sports Arrangementer – En unødvendig oppgave for ikke-kommersielle allmenkringkastere. In: *Norsk Idrett – Indre spenning og ytre press*. (Eds.) Dag Vidar Hanstad, Gunnar Breivik, Mari Kristin Sisjord og Hans B. Skaset. Oslo: Akilles.
53. Solberg, Harry Arne, Helland, Knut, & Ytre-Arne, Brita (2007). Integration between broadcasters and transmission companies involved in sports broadcasting. In:

International Cases in the Business of Sport. (Eds.) Dave Arthur and Simon Chadwick Elsevier.

54. Solberg Harry Arne (2006): International TV Sports Rights – Risky investments. In: *The Economics of Sports and the Media*, (Eds.) Claude Jeanraud and Stefan Kesenne Edward Elgar.
55. Preuss, Holger & Solberg, Harry. Arne (2006) 'Sport-Mega-Events Langfristige Tourismuseffekte', Planering, *Fachzeitschrift für Stadt-, Regional- und Landesplanung*, 16, 12-15.
56. Solberg, Harry Arne (2004): Sport Broadcasting. In: *The Business of Sport Management*. (Eds.) John Beech & Simon Chadwick, Pearson Education – Prentice Hall.
57. Gratton, Chris & Solberg, Harry Arne (2004): Sport and Broadcasting: Comparisons between the USA and Europe. In: *International Sports Economics Comparisons*. (Eds.) Rodney Fort & John Fizek, Greenwood Publishing book.
58. Helland, Knut & Solberg, Harry Arne (2006): Journalism – an instrument to promote TV-sports rights? In: Desbordes, Michel (Ed.) *Marketing & Football. An international perspective*. Oxford: Elsevier.