

EUROPEAN TECHNOLOGY SUMMIT



William Bush
Director of Policy
English Premier League

The Premier League has organised the top-flight football competition in England since 1992. In that period attendances have grown by 60%, media rights are now sold to every territory in the world, generating more than £1bn per year and the Premier League has become the world's most-watched regular domestic sporting competition. The PL currently tops the UEFA coefficient of league performance in Europe.

Mr Bush's responsibilities at the Premier League include Intellectual Property, Public Policy, relations with Government and EU, relations with fans and consumers, and the Community programme.

Before joining the PL Mr Bush worked as a Senior Advisor to the Prime Minister (1999-2001) and to the Department for Culture, Media and Sport (2001-2005) and was Head of Research for BBC News until 1999.

www.dlapipertechsummit.eu