

The global pandemic is further compounding the challenges of Brexit. A recent report by the LSE suggests that the dual impact of the global pandemic and Brexit will leave little time and resources for businesses to adapt and mitigate risk. Many businesses have used up reserves and stockpiles earmarked for Brexit during the pandemic, leaving them further exposed.

As a result of the uncertainty, Brexit remains a key topic on the risk registers of many organisations and according to the [2020 Deloitte Report of Reports](#), 24% of organisations cite it as a principal risk to their business strategy whilst a further 42% include it within a broader risk category. Brexit is also a key topic on mid year earnings calls for 40% of the companies of the FTSE 100 industries analysed by [FactSet](#).

The UKI Sports & Entertainment Industry

The sports and entertainment industry have recently had to deal with the impact of the Covid-19 pandemic. Social distancing measures have had a financial impact on the industry, as fans have been restricted from attending sports events, entertainment parks and cinemas. Many physical sports events and entertainment parks were closed to support pandemic related restrictions. However, the online sports and entertainment industry has benefited from the pandemic, including online video games, online betting and online video and movie streaming services.

Sports and entertainment companies in the UK now face additional pressures due to Brexit. These companies must invest in agility, resilience and flexibility to address Brexit demands. New demands will be placed on ensuring talent is in place to support business operations, not only UK talent but also talent sourced from the EU. Intellectual property rights must be managed in a way to ensure compliance with UK and EU legislation. Data privacy concerns must be addressed to comply with UK and EU legislation.

Complying with these new demands, along with dealing with the uncertainties immediately following Brexit, may place additional pressure on business operations, costs and profits, thereby emphasising the need for increased visibility of business operations and finances.

Remaining competitive in the post-Brexit world will require a holistic approach with a range of agile decisions to be made across the enterprise. Here's how SAP can help your business thrive:

Human capital: The talent landscape will change dramatically, with EU citizens and their families requiring different employer support. The pool of available talent in the UK has already changed and will continue to shift as EU nationals seek EU-based rather than UK-based roles.

Sports and entertainment companies will increasingly need to attract and retain new types of talent. Technology skills will be in continued demand, for example in the video gaming industry, and may need to be sourced from across the EU. The UK video games industry employs more than 12,000 people, 35% of whom are EU citizens.

Additional Resources:

[SuccessFactors Human Capital Management](#)

[Contingent Workforce Management](#)

[Contingent Worker Profile Management](#)

Intellectual Property Rights: The UK government has published an assessment on intellectual property and the impact during and post the transition period. These arrangements provide legal certainty and protect the interests of intellectual property rights holders. Detailed data and visibility of rights and licenses, for example in video gaming, will be important to ensuring sales and management of rights and licenses in accordance with legislative requirements.

Additional Resources:

[UK Government Brexit - Intellectual Property and the Transition Period Rights Management and License Sales](#)

Data Governance: Data protection and privacy governance processes will need to comply with EU and UK legal requirements. Sports and entertainment companies will need to be able to adapt quickly to changes in regulations.

Additional Resources:

[Data Governance, Risk and Compliance](#)

Financial Management: Minimising the impact of economic disruption whilst maintaining business continuity will require real time visibility of business operations and finances. Ensuring that finance processes are integrated across the business will enable the finance function to act as a business partner for optimising operational and financial performance.

Additional Resources:

[Financial Management](#)