

**GEORGE PYNE** 



**April 30, 2015** 

## Sports programming battle heats up



At the end of the day it's about negotiations, says George Pyne, Bruin Sports Capital CEO, weighing in on the big biz of live sports content and Verizon's "skinny bundle" offer.

http://video.cnbc.com/gallery/?video=3000375599&play=1