

Commercialisation of physical activity and sport



UNTAMED
EDUCATION

4.2 Social, cultural and ethical influences

Money

Role Models

Technology

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Media

Sponsorship

Commercialisation



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1. Commercialisation

Commercialisation involves making a **profit** through the **management** or **exploitation** of a person or organisation.

2. Media coverage

- ▶ In our day to day lives we are surrounded by media and this is what makes it so influential.
- ▶ There are many different types:
 - ▶ Television
 - ▶ Internet
 - ▶ Radio
 - ▶ Magazines
 - ▶ Newspapers
 - ▶ Billboards



3. Media Coverage - Performer

Advantages

- ▶ Increased funds to pay **higher wages** to the performer.
- ▶ Increased **exposure** can result in performers being seen as heroes or **role models**.
- ▶ More money for **technology** and **equipment**.
- ▶ More money for **coaching** and **training**.

Disadvantages

- ▶ Media presence can increase the **pressure** on the performer.
- ▶ Sponsors can make **demands** on athletes.
- ▶ Intense media **scrutiny** of athletes private lives.
- ▶ Increased number of competitions can lead to **injury**.
- ▶ **Women** are paid **less**.





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4. Media Coverage - Officials

Advantages

- ▶ Increased funds to pay higher **wages** to the officials and make it a profession.
- ▶ Increased exposure can result in officials being seen as **heroes** or **role models**.

Disadvantages

- ▶ Media presence can increase the **pressure** on the official .
- ▶ Any **mistakes** made by the official are highlighted and become very **public**.

5. Media Coverage - Sport

Advantages

- ▶ Increased funds to support **grass-roots** development.
- ▶ More money for **technology** and equipment.
- ▶ More money for **coaching** and **training**.
- ▶ Larger **prize funds** for the competition.
- ▶ More **role models'** for the sport.
- ▶ Media **attention** increases interest in the sport.

Disadvantages

- ▶ **Rules** of the sport may be changed to suit media and sponsors.
- ▶ **Minority sports** and **women's** sports get less coverage.
- ▶ The media **sensationalises** controversies.
- ▶ Sports may become **dependent** on the **money**.
- ▶ Sponsors may sell products that **contradict** the **healthy lifestyle** sport promotes.





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6. Media Coverage - Spectators

Advantages

- ▶ Events and games are scheduled so more **people can spectate**.
- ▶ Commentary **educates** the viewer and provides information.
- ▶ Instant replays, slow motion and close ups available due to funded **technology**.
- ▶ Spectators can feel a part of their **role models** lives.
- ▶ Top level **facilities** for spectating.

Disadvantages

- ▶ Timings of events mean some athletes have to **perform late** in the evening so more can watch.
- ▶ More **watch** sport **than play** sport.
- ▶ Some sports are **expensive** to watch due to viewing rights.
- ▶ **Tickets** and **merchandise** are expensive.
- ▶ **Less popular sports** are shown less.



7. Sponsorship

- ▶ Sponsorship is where businesses and corporations **provide financial backing** to clubs, events and individuals.
- ▶ In return, businesses get **exposure** and are able to **advertise** their brand to the wider audience involved in that event or sport.
- ▶ Sometimes sponsors are affected when a performer behaves poorly.

8. Sponsorship - Performer

Advantages

- ▶ They can provide **equipment** and **transport** for a sports team or athletes.
- ▶ A sponsor can **provide the financial assistance** to individual elite athletes who could not afford to train without this backing.



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Disadvantages

- ▶ Teams and athletes can feel **exploited** by sponsors as they are often forced to make appearances, give interviews, wear certain clothing, behave in certain ways and take part in photo shoots or promotional videos.

9. Sponsorship - Sport

Advantages

- ▶ Assist in helping to meet the cost of an **expensive event**.
- ▶ A sponsor can provide a **high level of promotion**.
- ▶ If an event makes a loss, a sponsor has the **financial power** to cover the costs.

Disadvantages

- ▶ If a sponsor **withdraws** their assistance, it can have a devastating consequence to the event or individual.
- ▶ Some sponsors contradict the **healthy message** promoted by sport.



10. Sponsorship - Spectators

Advantages

- ▶ A **major sponsor can attract better athletes** and result in more people watching an event.
- ▶ Better stadiums and well funded **events**.

Disadvantages

- ▶ Sponsors make and sell **sports clothing** at an increased cost and upgrade every season to make more money.
- ▶ Spectators are constantly **advertised** to throughout the event.



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11. Sponsorship - Sponsor

Advantages

- ▶ Sponsoring a major event or popular club/athlete improves the **image** of the sponsor.
- ▶ The sponsor will receive a **high level** of advertising in the media.
- ▶ Being associated with popular events encourages viewers and participants to see the product **positively**.
- ▶ There are often **tax benefits** to sponsorship.
- ▶ Many sponsors have **corporate boxes** in stadiums and premium tickets to events so they can use these to organise their own corporate events.

Disadvantages

- ▶ **Sponsorship is expensive** and if it is too high they may refuse to get involved.
- ▶ The event may **not link with the image** of the company.
- ▶ The event or the individual person may have a **poor reputation** or behave badly and this can reflect on the image of the company.
- ▶ The event may not attract enough **publicity**.
- ▶ Lack of **confidence** in the company organiser.
- ▶ The event may not provide enough **corporate opportunities** for the sponsor.

12. Technology

- ▶ Sports are now embracing technology to assist with increasing **performance** and **officiating**.

Examples of this are:

- ▶ **Goal line** technology in Football.
- ▶ Electronic **timing** in Athletics and Swimming.
- ▶ **Hawkeye** in Tennis and Cricket.
- ▶ Lighter **materials** in Cycling, Skiing and Golf.
- ▶ **Surgery** in Baseball.





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13. Technology - Performer

Advantages

- ▶ Equipment technology has increased and improved athletic **performance**.
- ▶ Advances in equipment technology have reduced the risk of **injury**.

Disadvantages

- ▶ The use of Hawkeye or goal line technology **slows** down the game and can interrupt a performer's flow.
- ▶ The technologies are only available to performers at the **highest** level.

14. Technology - Officials

Advantages

- ▶ Assists officials in making the correct decision and avoid **scrutiny**.
- ▶ Decisions are more accurate and there is less **controversy**.
- ▶ Less post-match **criticism** and less pressure.

Disadvantages

- ▶ Officials can still be **wrong**, technology cannot be used for every decision.
- ▶ Loss of **respect** for officials' decision being final.



15. Technology - Sport

Advantages

- ▶ Improved video technology has allowed sports to reach a **wider audience**.
- ▶ More people can participate due to advances in equipment such as **prosthetic** limbs.

Disadvantages

- ▶ Advances in drugs and equipment that give athletes an **illegal** advantage can bring scandal to a sport.
- ▶ Can ruin the **tradition** of a sport.



16. Technology - Spectators

Advantages

- ▶ Enhanced home viewing experience due to camera and **video technologies**.
- ▶ On screen information improves sports **knowledge**.
- ▶ Improved **facilities**.

Disadvantages

- ▶ Access to certain sports or matches can be **expensive** due to pay per view TV.
- ▶ Spectators are constantly exposed to **advertising** to pay for the new technologies.

