

Commercialisation of physical activity and sport



UNTAMED
EDUCATION

4.2 Social, cultural and ethical influences

Money

Role Models

Technology

Commercialisation of physical activity and sport

Media

Sponsorship

Commercialisation



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1. Commercialisation

Commercialisation involves making a **profit** through the _____ 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** _____ to the performer.
- ▶ Increased _____ can result in performers being seen as heroes or **role models**.
- ▶ More money for **technology** and _____.
- ▶ More money for _____ and **training**.

Disadvantages

- ▶ Media presence can increase the _____ on the performer.
- ▶ Sponsors can make _____ on athletes.
- ▶ Intense media **scrutiny** of athletes private lives.
- ▶ Increased number of competitions can lead to _____.
- ▶ _____ 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 _____ or **role models**.

Disadvantages

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

5. Media Coverage - Sport

Advantages

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

Disadvantages

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





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6. Media Coverage - Spectators

Advantages

- ▶ Events and games are scheduled so more **people can** _____.
- ▶ Commentary _____ 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** _____ in the evening so more can watch.
- ▶ More **watch** sport **than play** sport.
- ▶ Some sports are _____ to watch due to viewing rights.
- ▶ _____ and **merchandise** are expensive.
- ▶ **Less** _____ **sports** are shown less.



7. Sponsorship

- ▶ Sponsorship is where businesses and corporations **provide financial** _____ to clubs, events and individuals.
- ▶ In return, businesses get **exposure** and are able to _____ 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 _____ 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 _____ 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** _____.
- ▶ If an event makes a loss, a sponsor has the _____ **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** _____ promoted by sport.



10. Sponsorship - Spectators

Advantages

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

Disadvantages

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



11. Sponsorship - Sponsor

Advantages

- ▶ Sponsoring a major event or popular club/athlete improves the _____ of the sponsor.
- ▶ The sponsor will receive a **high** _____ of advertising in the media.
- ▶ Being associated with popular events encourages viewers and participants to see the product _____.
- ▶ There are often _____ **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 _____.

Examples of this are:

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

Disadvantages

- ▶ The use of Hawkeye or goal line technology _____ 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 _____.
- ▶ Decisions are more accurate and there is less **controversy**.
- ▶ Less post-match _____ and less pressure.

Disadvantages

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



15. Technology - Sport

Advantages

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

Disadvantages

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



16. Technology - Spectators

Advantages

- ▶ Enhanced home viewing experience due to camera and _____ 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 _____ to pay for the new technologies.

