

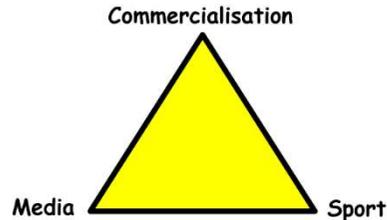
# Component 2 Commercialisation, the Media & Sport

## Commercialisation, the Media and Sport

The relationship between Commercialisation, media and sport

### 'The golden triangle'

The relationship is often called the golden triangle as all three need to work together to maximise opportunity and profit.



## Commercialisation

Are organisations that make profit from the sale of goods, services or events. These organisations use sport and the media to get their product seen by millions, via advertising, sponsorship and endorsement

It can be for:

- An individual
- A team
- An event



## The Media

The media provide entertainment this can be via TV, radio, internet, newspapers and magazines.

They need funding to provide entertainment.

Commercial organisations use the media to promote their products as it is seen by millions of people. The more viewers they have, the more likely they are to get funding



## Sport and Physical Activity

Funding is needed for both the player and the sport Funding is needed for:

- Facilities
- Equipment
- Competitions



Both the media and commercialisation can help promote sports. The media can also provide opportunities for the spectator

## The Advantages of Commercialisation

|                         |   |  |
|-------------------------|---|--|
| <b>To the sponsor</b>   | <p>Excellent and relatively inexpensive advertising of their products as:</p> <ul style="list-style-type: none"> <li>• Media can show products during breaks in play</li> <li>• Brand names can be seen around venues and on clothing</li> <li>• Raised awareness of brands increase sales</li> <li>• Products associated with high quality performance give it a high status</li> <li>• Media hype gets more viewers which means more exposure of the brand</li> </ul> |  |
| <b>To the sport</b>     | <p><b>More Media Coverage:</b></p> <ul style="list-style-type: none"> <li>• Raised awareness = increase participation</li> <li>• Higher profile = commercial interest</li> <li>• Increases funding from sponsors</li> <li>• Funding means that you can run events, develop the sport and facilities</li> </ul>  |  |
| <b>To the performer</b> | <ul style="list-style-type: none"> <li>• Paid millions to endorse products</li> <li>• Train full time and focus on being the best in their sport</li> <li>• Receive top quality products to use to improve performance</li> </ul>   |  |
| <b>To the spectator</b> | <ul style="list-style-type: none"> <li>• More coverage</li> <li>• Top events</li> <li>• Red button/Replays</li> <li>• Player cam</li> <li>• Buy the same clothes and equipment to their role models</li> </ul>  |  |

## The Disadvantages of Commercialisation

|                         |  |  |
|-------------------------|--|--|
| <b>To the sponsor</b>   | <ul style="list-style-type: none"> <li>• The media may not get a high number of viewers</li> <li>• The company doesn't get the amount of exposure they wanted</li> <li>• The player/team doesn't perform well</li> <li>• The player becomes a bad role model due to cheating, violence, infidelity, racism etc....</li> </ul>  |  |
| <b>To the sport</b>     | <ul style="list-style-type: none"> <li>• Fixtures and length of season changed to maximise viewing opportunities</li> <li>• Breaks in play for advertising purposes</li> <li>• Minority sports not shown by the media</li> <li>• Negative reporting can give a sport a bad name</li> <li>• Clothing and rules changed to make the game more appealing to viewers</li> </ul>      |  |
| <b>To the performer</b> | <ul style="list-style-type: none"> <li>• Event times make it less favourable for performers</li> <li>• Withdrawal of sponsorship could cause financial difficulties</li> <li>• Required appearances take time away from training</li> <li>• Pressure to win at all costs to keep sponsorship</li> <li>• No privacy</li> <li>• Negative reporting can lose sponsorship</li> </ul> |  |
| <b>To the spectator</b> | <ul style="list-style-type: none"> <li>• High costs for subscription fees to sports channels</li> <li>• Pay per view for certain events</li> <li>• High cost of merchandise</li> <li>• Minority sports not shown</li> <li>• Sponsors keep best tickets for hospitality</li> </ul>  |  |