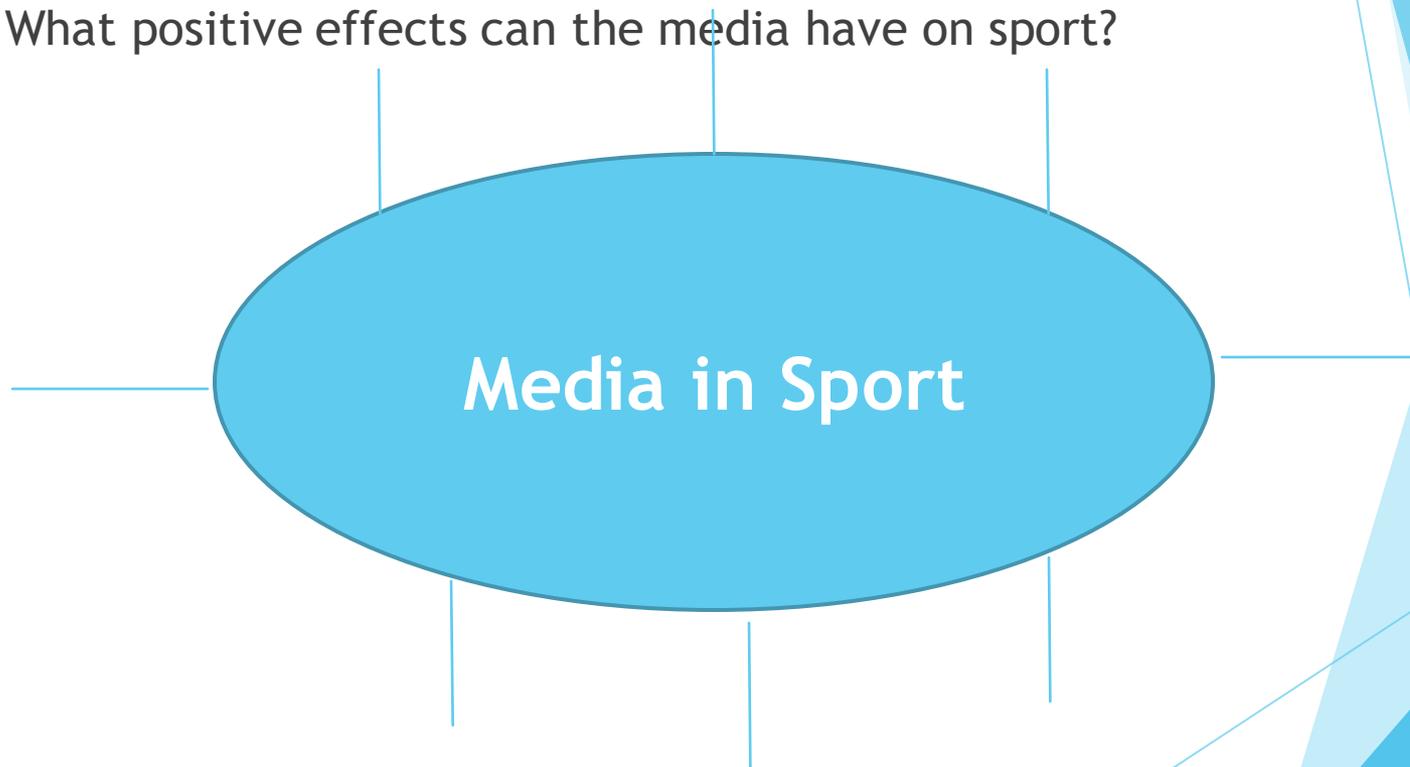


Learning outcomes 2: Sport in the media

- ▶ What positive effects can the media have on sport?



Learning outcomes 2: Sport in the media

Positive effects to be studied:

1. Increased Exposure of Minority Sports
2. Increased Promotion Opportunities
3. Education
4. Increase Income
5. Inspire people, increase participation
6. Competition between sport and club.



Increased Exposure of Minority Sports

- ▶ Sports shown in the media will become more popular.
- ▶ If people see a sport they might want to try it.
- ▶ Sports like netball and darts are now shown on Sky Sports. Hockey had the success of the Women's GB team in 2016.



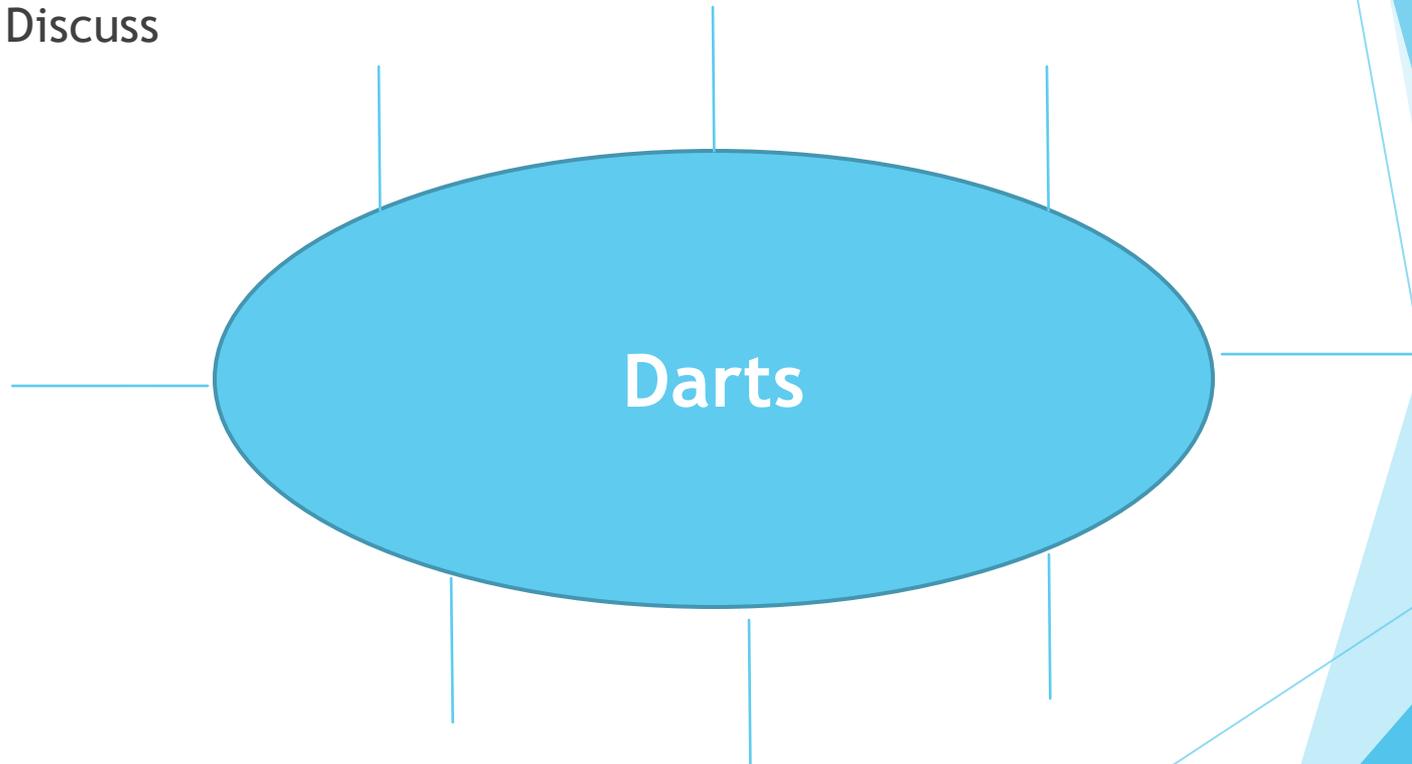
Positive effects of media on sport

The media can raise the profile of many sports and individual players. **Exposure** can also lead to **increases in participation**.

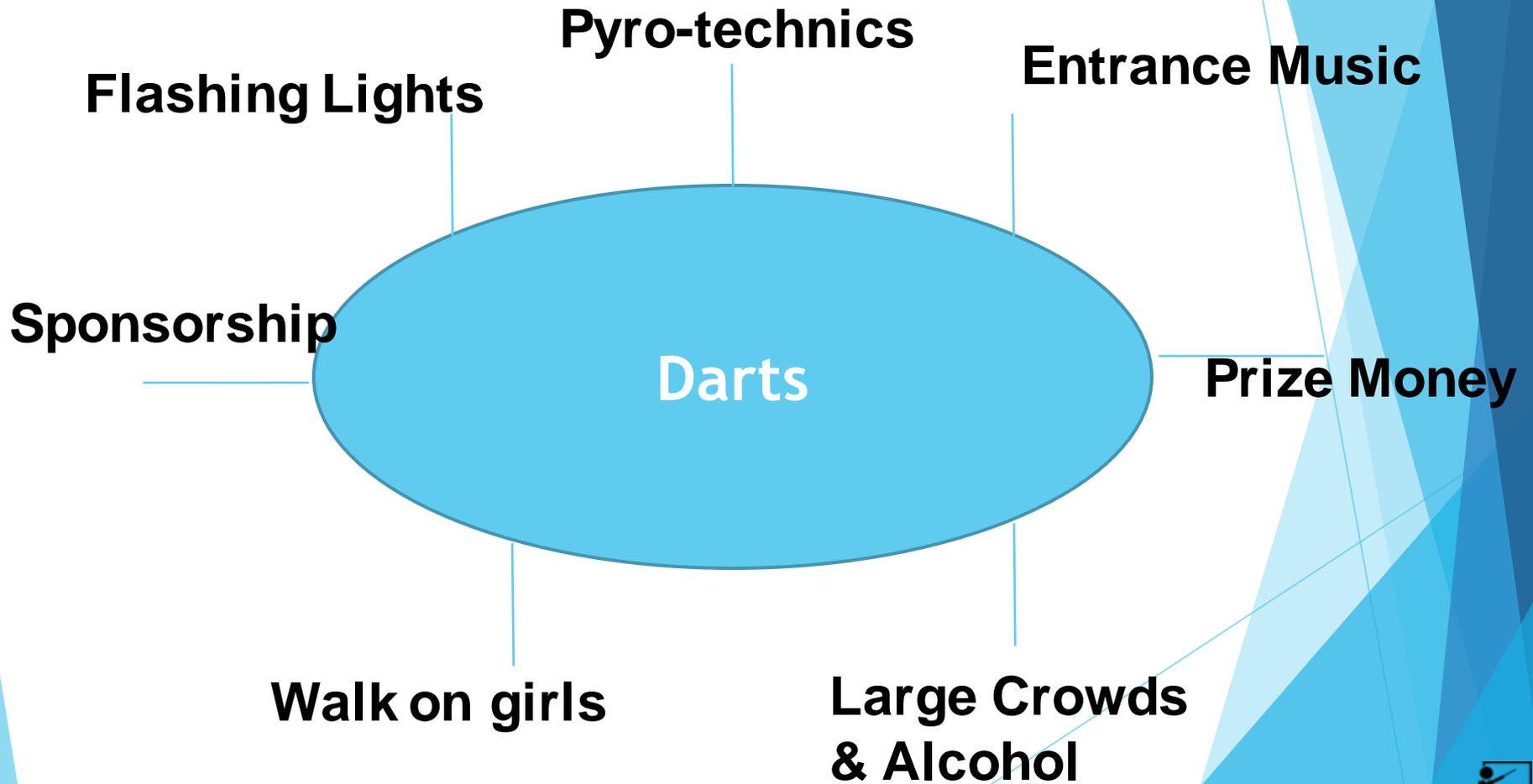


How did Sky Sports make Darts a global success

► Discuss



How did Sky Sports make Darts a global success?



2. Increased Promotional Opportunities.



Individuals have unlimited access to information about a club or sport through different media outlets.

All football clubs have an internet site. Some even have their own TV Station. Here, the clubs can promote themselves and sell their product as well as merchandise



What these channels offer?

- ▶ Replays of matches that fans can't get
- ▶ Interviews with new and old players
- ▶ Reviews and match reports of games
- ▶ They offer detailed analysis of players (Player reports)
- ▶ Keep fans close
- ▶ Anything that will develop the club or sport



More promotional opportunities

► Walking Football

<https://www.youtube.com/watch?v=ZC0gzBA3Qpl>

Clubs/Sports can promote themselves through different media outlets

<http://www.ukfootgolf.com/>



3. Education

How media is used to be better informed about sport.

- **Internet - find out rules or results of minority sports.**
- **TV - watch live sport to get a better understanding of the game.**
- **TV – understand the rules, watch the ref - VAR**
- **Radio – listen to debates about topical events. Maria Sharapova, drugs cheat.**
- **Learn about tactics by listening to expert analysis.**

Gary Neville analysis of defending against long ball:

[https://www.youtube.com/watch?v= ZgbjO1mKUg&list=PLuasyAznkUsNfCI9LwCKKHhIjylReC1OB](https://www.youtube.com/watch?v=ZgbjO1mKUg&list=PLuasyAznkUsNfCI9LwCKKHhIjylReC1OB)



Positive effects of media on sport

Entertainment from sport can be enhanced with a greater understanding of the game, rules and their application. Sky sports' **Commentary/game analysis** is detailed and helps develop spectator insight.

In the modern day, sports **punditry** is hugely detailed and will educate those watching and develop understanding.



All these media outlets **enhance spectator/audience** knowledge.



4. Increase Income to Benefit Sport

- ▶ Money coming to sport via media outlets can benefit sport in many ways.
- ▶ Football, receives money from Sky and this income can be reinvested into clubs. (e.g. improve facilities, buy better players, improve stadium and attract better coaches, develop young players etc.)
- ▶ Rugby generates lots of income from the Six nations, this money is used at the grassroots level by offering free coaching and equipment to schools.
- ▶ Investing at the grass roots should prolong the life of a club or sport?



Positive effects of media on sport

Increased media coverage also **increases the amount of revenue** from sponsorships and promotional opportunities.



This money can be **re-invested** into the sport to develop facilities or coaching opportunities.



5. Inspiring people to participate

- ▶ Exposure/coverage in media makes more people want to take part (e.g. when British teams do well at the Olympics it often leads to increased participation at grass roots; namely cycling and swimming).
- ▶ Participation in tennis usually increases around the time of Wimbledon and success of Andy Murray.
- ▶ These positive role models are created through the media's exposure of their performances.



Inspiring people to participate

- ▶ Creation of positive role models (e.g. Baroness Tanni Grey-Thompson OBE has become a prominent role model through coverage of her success in the Paralympics)
- ▶ People are more confident to participate due to her as a role model



6. Competition between sports and clubs

- ▶ Sports and clubs now think more about the needs of their customers and how to attract new audiences (e.g. ticket offers for under 16s)
- ▶ Sports have changed formats. Twenty20 cricket and Twickenham double-header in Rugby Union Premiership to attract TV audiences.
- ▶ Sports have changed rules to accommodate TV. Basketball time rules, service and point rules in table tennis and badminton, pitch colour in hockey!



6. Competition between sports and clubs

For some sports the influence of the media has led to changes in **rules** and the **structure** of events. Competition for supporters/viewers means that sports and clubs need to think more about the needs of their customers and how to attract new audiences.

This includes:

- Ticket offers for under 16's
- Alternative formats such as Twenty20 cricket
- Trial of silver and golden goal system in football.
- Sports have changed rules to accommodate TV. Basketball time rules, service and point rules in table tennis and badminton, pitch colour in hockey!



Media Coverage

Conclusion could include: Other advantages

- Live attendances may rise as people want to see the 'stars' play at a local venue
- Better informed supporters.
Educated on how to play a sport due to post match analysis
- Easier to attract sponsorship, as always shown in media

