

Name: _____

Lesson 1.3/Lesson 2.5/Lesson 3.2/Lesson 3.5

Media, Industry Segments, Revenue & Economic Impact



Class Period: _____

Sports Career Consulting - COVID-19 Pandemic: Sports & Entertainment Industry Impact

In this lesson, you will learn:

As The COVID-19 outbreak has become a global crisis, how has the sports and entertainment industry been impacted?

- Define media (Lesson 1.3)
- Understand the concept of media (broadcast) rights and how viewership / audience size is measured (Lesson 1.3)
- Explain the importance of a quality product and offer examples of how technology has influenced the sports and entertainment product (Lesson 2.5)
- Define and provide examples of sports and entertainment industry segments (Lesson 2.5)
- Recognize how sports and entertainment companies generate revenue (Lesson 3.2 / 3.3)
- Understand how the economy impacts the sports and entertainment industry (Lesson 3.5)

RESOURCES	QUESTIONS
<p>DISCUSSION PROMPTS</p> <p>1 Discuss these questions with your classmates or with a partner.</p>	<p><i>Estimated time: 5 mins</i></p> <ol style="list-style-type: none"> 1. What is media? 2. What is a product? Provide three examples of sports and entertainment products. 3. What is revenue?
<p>STUDENT ACTIVITY</p> <p>2 <u>COVID-19 Pandemic Sports & Entertainment Industry PowerPoint</u></p> <p>To help examine the impact of the pandemic on the sports & entertainment industry, open the “by the numbers” PowerPoint.</p> <p>Discuss the questions at the end of the PPT and think about how the industry has responded to this crisis.</p>	<p><i>Estimated time: 20 mins</i></p> <ol style="list-style-type: none"> 1. Why is revenue important to sports businesses? 2. How has COVID-19 impacted the way sports businesses generate revenue? Have all businesses been impacted the same way? 3. Do you think some organizations within the industry will end up going out of business as a result of the pandemic? 4. What is the U.S. Small Business Administration (SBA)? 5. What was the Paycheck Protection Program (PPP)? 6. How do you think the PPP helped businesses in the sports and entertainment industry during the pandemic?

EXPANDED DISCUSSION*Estimated time: 40 mins***3**

7. What is an industry segment?
8. What segments of the sports & entertainment industry might have seen a benefit from the pandemic as consumers were forced to stay home? Do you think those segments will continue to grow? Why?
9. How do media companies measure audience size / viewership? Who is “Nielsen” and what do they provide?
10. Why is it important to have information on how many people are watching / streaming sporting events & shows?
11. How does an advertiser benefit from ratings information? How might a sports league benefit? What about a broadcast company like TNT or ESPN?
12. What is “virtual” advertising?
13. Why do you think some broadcast companies are experimenting with virtual advertising (and virtual crowds) during the restart of leagues like European soccer, MLS, MLB and NBA?
14. Have you watched any live sports in the past week? What did you notice that was different about the broadcast?
15. What is a product?
16. Provide three examples of sports and entertainment products.
 - a.
 - b.
 - c.
17. Why is a quality product important in the business of sports?
18. What is one example of how the quality of a product has impacted a sports league, team, broadcast/media company (TNT, ESPN etc.) or streaming business (Disney+, Netflix etc.)

COMPREHENSION CHECK*Estimated time: 10 mins***4**

1. _____ refers to a means of communicating a message to large numbers of people.
 - a. Media
 - b. Selling
 - c. Promotion
 - d. Advertising
2. Radio, cable, broadcast television companies and streaming providers measure their audience and reach through _____, which are expressed as a percentage of the potential TV audience viewing at any given time.
 - a. Fan engagement
 - b. Brand loyalty
 - c. Social media
 - d. Ratings

3. Which of the following does NOT provide a revenue stream to a team sports franchise?
- a. Ticket sales
 - b. Individual athlete endorsements
 - c. Television contracts
 - d. Sponsorship
4. _____ can be defined as a grouping of similar types of products or services offered to consumers by businesses within the same industry.
- a. Product Management
 - b. Industry Branding
 - c. Industry Segments
 - d. None of the above
5. Who is the U.S. SBA?
- a. Sports Business Administration
 - b. Sports Business Association
 - c. Small Business Administration
 - d. Sports Business of America
6. TRUE/FALSE: Media rights are important to sport and entertainment properties because of revenue.