

Name: _____

Lesson 1.3 / Lesson 2.1 / Lesson 2.7 / Lesson 4.4



Class Period: _____

Sports Career Consulting – Ratings Game: Declining Sports Viewership Amid COVID-19

In this lesson, you will learn:

- Describe the concept of broadcast rights (Lesson 1.3)
- Explain the importance of ratings to broadcast companies, sports leagues and advertisers (Lesson 1.3)
- Understand the concept of leisure time (Lesson 2.1)
- Describe how new and emerging sports and entertainment offerings keep the marketplace in a constant state of competition and evolution (Lesson 2.7)
- Recognize and describe the concept of niche sports (Lesson 4.4)

RESOURCES	QUESTIONS
<p>STUDENT DISCUSSION</p> <p><i>Estimated time: 5 mins</i></p> <p>1 Discuss these questions with your classmates or with a partner.</p>	<ol style="list-style-type: none"> 1. Why do you think broadcast companies like ESPN or Fox invest billions of dollars for the rights to air NFL games? 2. What is leisure time? How do you spend your leisure time? 3. Have you watched less sports during the pandemic? 4. Have you watched any new sports during the pandemic? If so, what?
<p>STUDENT LEARNING</p> <p>2</p> <p><u>“Ratings Report” PowerPoint</u></p> <p>View the “Ratings Report” PPT and review lesson 1.3, lesson 2.1, lesson 2.7, and lesson 4.4 in your textbook to help answer the questions.</p>	<p><i>Estimated time: 40 mins</i></p> <ol style="list-style-type: none"> 1. What are broadcast rights? 2. What are ratings? 3. Why are ratings important? 4. What is leisure time? 5. How do new and emerging sports and entertainment offerings keep the marketplace in a constant state of competition and evolution and what does that mean? 6. What are niche sports?

1. TRUE/FALSE. Broadcast rights are fees paid by broadcast companies to sports or entertainment properties for the opportunity to provide live coverage of the property's games and events on television, the radio or the Internet.
2. TRUE/FALSE. Radio, cable, broadcast television companies and streaming providers measure their effectiveness and reach through retweets and likes, which are then converted into a metric called ratings.
3. TRUE/FALSE. Sports and entertainment marketers are not concerned with the concept of leisure time.
4. Cable television channels often seek what type of audience to appeal to specific target groups with a common set of interests?
 - a. Niche
 - b. Sports
 - c. Digital
 - d. All of the above
5. List three examples of niche sports.
6. Consider the ratings declines for sports leagues like the NFL, NBA, MLB and NHL. Pick one league and explain why you think the ratings will either bounce back or continue to decline.