



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>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. Why do you think broadcast companies like ESPN or Fox invest billions of dollars for the rights to air NFL games? <i>STUDENT ANSWERS WILL VARY</i> 2. What is leisure time? How do you spend your leisure time? <i>STUDENT ANSWERS WILL VARY</i> 3. Have you watched less sports during the pandemic? <i>STUDENT ANSWERS WILL VARY</i> 4. Have you watched any new sports during the pandemic? If so, what? <i>STUDENT ANSWERS WILL VARY</i>
<p>STUDENT LEARNING</p> <p>2</p> <p><u>“Ratings Report” PowerPoint</u></p> <p>Share 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? <i>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.</i> 2. What are ratings? <i>Radio, cable, broadcast television companies and streaming providers measure their effectiveness and reach through ratings, which are expressed as a percentage of the potential TV audience viewing at any given time.</i> 3. Why are ratings important? <i>Without ratings, broadcast companies would have a difficult time selling advertising and sports/entertainment properties (including pro sports leagues) would not be able to command million-dollar rights fees</i>

	<p>4. What is leisure time? <i>Leisure time is the time available to people when they are not working or assuming responsibilities, often referred to as “free time.” It is the goal of the sports and entertainment marketer to provide a product or service that can satisfy the needs and wants of those individuals who choose to be entertained during their leisure time.</i></p> <p>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? <i>More sports means more competition for audiences on TV, streaming broadcasts, radio, attention on social media, sales of licensed merchandise, attendance etc.</i></p> <p>6. What are niche sports? <i>A niche sport is one that is not considered to be “mainstream” like football, baseball, basketball, soccer, hockey etc. An example of a niche sport could include sports like archery, darts, spikeball, kickball, volleyball, arm wrestling, cornhole etc. These sports are also sometimes referred to as “fringe” sports.</i></p>
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COMPREHENSION CHECK

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Estimated time: 10 mins

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.
STUDENT ANSWERS WILL VARY
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.
STUDENT ANSWERS WILL VARY