



Sports Career Consulting – Ratings Winners: The Biggest TV Audiences in 2020

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)
- Recognize the challenge marketing professionals face with such high competition for entertainment dollars and explain the concept of discretionary income (Lesson 2.6)
- Define advertising and explain how brands choose where to spend their advertising dollars (Lesson 4.8)

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>	<p>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></p> <p>2. What is leisure time? How do you spend your leisure time? <i>STUDENT ANSWERS WILL VARY</i></p> <p>3. What do you think the phrase “competition for the entertainment dollars” might mean to a sports or entertainment marketing professional? <i>STUDENT ANSWERS WILL VARY</i></p> <p>4. Why do you think NFL ratings were down in 2020 compared to previous years? <i>STUDENT ANSWERS WILL VARY</i></p> <p>5. Do you think the NFL should be concerned with a decline in television ratings? Why or why not? <i>STUDENT ANSWERS WILL VARY</i></p>
<p>STUDENT LEARNING</p> <p>2</p> <p><u>“Ratings Winners” Infographic Discussion</u></p> <p>View the “Ratings Report” PPT and review lesson 1.3, lesson 2.1, lesson 2.6, and lesson 4.8 in your textbook to help answer the questions.</p>	<p><i>Estimated time: 40 mins</i></p> <p>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></p> <p>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></p> <p>3. Why are ratings important? <i>Without ratings, broadcast companies would have a difficult time selling advertising and sports/entertainment properties (including sports leagues, awards shows, political programming, reality TV shows etc.) would not be able to</i></p>

command rights fees. Broadcasters can charge higher advertising rates to brands who want to advertise during programs that draw the highest number of viewers.

This explains why Super Bowl commercials cost millions of dollars for just thirty seconds of advertising time.

4. What is leisure time?

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.

5. What is discretionary income and how might it influence the competition for entertainment dollars?

Discretionary income is defined as money left to spend after necessary expenses are paid. Between sports programming, streaming options, cable television, video games, movies and any other form of entertainment, consumers only have so much money to spend.

6. What is advertising?

Advertising can be defined as any paid, non-personal form of communication by an identified company promoting goods and services.

7. Why do brands advertise?

Advertising helps a brand to reach consumers and communicate information that helps influence purchase decisions.

8. How do brands decide where to spend their advertising dollars?

Advertisers want to place ads in places that will reach their target audience. One of the most important factors marketers consider when determining where to spend advertising dollars is evaluating where the ad will reach the most consumers. With television advertising, marketers rely on metrics like Nielsen’s ratings system to identify which programs will deliver the largest potential audience.

COMPREHENSION CHECK

3

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. _____ refers to any paid, non-personal form of communication by an identified company promoting goods and services.
 - a. **Advertising**
 - b. Publicity
 - c. Marketing
 - d. TV commercials

5. List three examples of entertainment options that consumers might spend their discretionary income on.

STUDENT ANSWERS WILL VARY; examples could include:

- *Cable or satellite TV*
- *Satellite radio*
- *Sports packages like NFL Sunday Ticket*
- *Movies*
- *Video games*
- *Live sporting events*
- *Concerts*
- *Streaming video or audio (Netflix, Spotify, Apple Music)*

6. Imagine you are a marketing professional working for one of your favorite brands. You are working with a limited advertising budget and the company has asked you to determine where to purchase advertising time.

Consider your target market, then decide if you will advertise during NFL games or if you would instead purchase ads during popular TV shows like NCIS or Chicago Fire. Be prepared to explain your decision.

STUDENT ANSWERS WILL VARY