Your notes

GCSE PE: revision notes

Commercialisation of sport

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The golden triangle

- **Commercialisation** is the management of sport to make a profit.
- The **golden triangle** is the link between sport, **sponsorship** and the **media**. Each needs the others: the media pays to show sport; sponsors pay to be seen in the media; sport uses the money to grow.

Sponsorship

- For the performer: money for training, equipment and travel, but pressure to perform and possible links to unsuitable products.
- For the sport: money to develop facilities and grassroots sport, but it may depend on a few sponsors and have rules changed to suit them.
- For the sponsor: publicity and a good image, but bad publicity if the performer behaves badly.
- Some products, such as tobacco, are banned from **sponsorship**, and there are limits on sponsors linked to gambling and alcohol.

The media

- The **media** includes TV, radio, newspapers, the internet and social **media**.
- Positives: more money, more interest and role models, more participation, and education about the sport.
- Negatives: matches scheduled to suit TV, breaks for adverts, pay-to-watch channels that reduce free viewing, and intrusion into performers' private lives.

Technology in sport

- Examples include video review, goal-line technology, **Hawk-Eye** in tennis and the TMO in rugby.
- Positives: fairer, more accurate decisions and more entertainment for spectators.

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- Negatives: cost, delays that break up the game, and less authority for officials.

Key terms

Commercialisation	Managing sport to make a profit.
Golden triangle	The link between sport, sponsorship and the media.
Sponsorship	Money or goods given to a performer or event in return for publicity.
Media	Ways of communicating with the public, such as TV and social media.
Pay-to-view	TV that viewers must pay extra to watch.
Hawk-Eye	Ball-tracking technology used to help officials make decisions.

Quick questions

Cover the answers and test yourself: remembering is what makes it stick.

1. What is commercialisation?
2. What are the three parts of the golden triangle?
3. What is a benefit of sponsorship for a performer?
4. What is a negative of sponsorship for a sponsor?
5. Why do sponsors want sport shown on TV?
6. Which is a negative effect of the media on sport?
7. What is a positive effect of technology such as goal-line technology?
8. What is a negative effect of video review in football?

Answers

1. Managing sport to make a profit
2. Sport, sponsorship and the media
3. Money for training, equipment and travel
4. Bad publicity if the performer behaves badly
5. So their brand is seen by many people
6. Matches scheduled to suit TV rather than players or fans
7. More accurate decisions
8. Delays break up the game

What to do next

Practise 10 questions on this topic

Try 4 exam questions, with mark schemes

Read the lesson, one step at a time

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