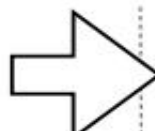
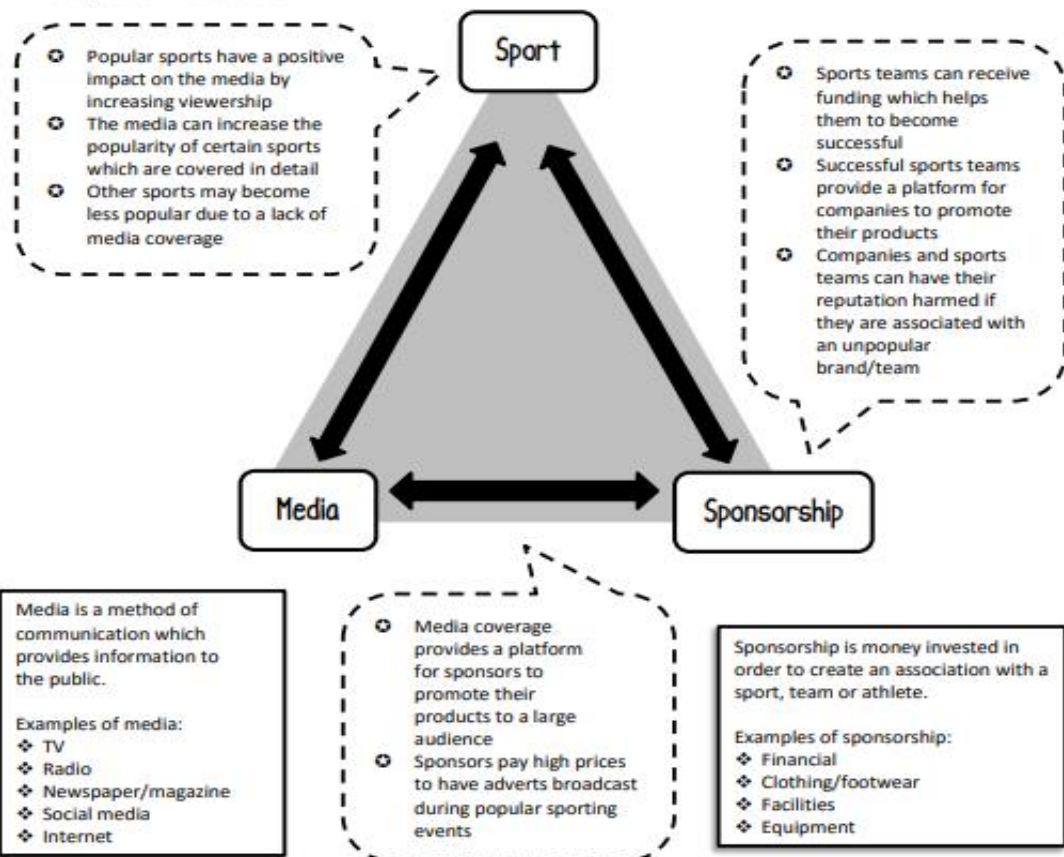


Commercialisation in Physical Activity and Sport

Commercialisation

Commercialisation is the process by which a product is promoted to an audience. In sport, this occurs when companies form relationships with sports teams / athletes and use the media to promote something.

The triangle below shows the relationship between the three components (sport, sponsorship and media) of commercialisation:



Sponsorship and the Media

Popular sports, teams and athletes offer an opportunity for companies to improve their popularity and increase their income. The influence of commercial activity can be positive or negative.

Positive Effects

Negative Effects



Performer

By receiving financial support, performers are able to focus on training and competing. They also get support with equipment and clothing.

Performers can become distracted due to commercial opportunities, such as acting in an advert.



Sport

The quality of the sport and the viewing experience is improved, which leads to improved popularity.

The gap between popular and less popular sports can be widened due to commercial funding for the popular sports. Additionally some dates, times and schedules are amended to meet the media/sponsors requirements.



Official

Increased funding for sports can result in greater levels of training for officials.

Rule changes may be introduced due to commercial interests, in an attempt to make the sport more appealing to the public.



Spectator

Spectators have a better viewing experience and more opportunities to view the sport.

The flow of the game can be disrupted due to adverts, which can reduce the viewing experience.



Sponsor

Companies can increase their profits by being associated with a popular sport. Additionally they can increase sales through increasing status and publicity.

Sponsors can suffer financially if they are associated with an unpopular team. A deviant player could also damage the reputation and creditability of a sponsor.