Log into The Everlearner and then follow this link https://theeverlearner.com/course/64 you can then access all the videos to study at any time.

AQA GCSE PHYSICAL EDUCATION Commercialisation			
1) Golden Triangle	Sport spectators, Business sponsors, Media	2) Commercialisation	Process a new product or service is introduced into the general market
3) Media	Main ways people communicate	4) Sponsorship	Company pays money to a team or individual for advertising their goods
5) Spectators	People who watch sport	6) Philanthropic	Trying to benefit from others; generous. e.g. supporting a local team not for their gain but to offer support to the community. Also the money is tax deductible. Could also supply equipment, clothing or footwear.
Sport and the Media			
7) Sport and the media	Sport is a cheap form of entertainment compared to creating a drama. Creations of new forms of support to make it more entertaining. e.g. 20/20 cricket.	8) Sport that is good for television	● Demonstrates skill and strength ● Competitive ● Simple rule structures ● Fits into reasonable time scale ● Personalities are easily identifiable.
9) Different types of newspapers	Broadsheet and Tabloid	10) Broadsheet	Emphasise themselves as and information service, less of the paper devoted to sport and cover a wide range of sports
11) Tabloid	Sensationalise events and personalities. Focus on a narrow range of popular sports. Larger amount of the paper devoted to sport	12) Social Media	Websites and applications that allow users to create and share content
Commercialisation and the effect on performers, activity, officials, spectators and sponsors			
13) Effects on performers	Increase marketability, can increase performance as gives performers more time to train as additional income, free equipment clothing and footwear.	14) Effects on activity and the sport	Sponsorship will increase the income for many sports. This means they do not need to rely on income from spectators. Led to new competitions and increased media interest. However, the media concentrate on the big sports at the detriment of the smaller sports.
15) Effects on officials	● Increase in income -A top referee can earn 50-100k a year and are now full time ● Opportunity to travel to matches held around the world ● Some officials become famous. This could lead to criticism from general public on social media as they are placed in the media spotlight over decisions they have made ● Making bad decisions leads to being dropped	16) Effects on spectators	● More money for players to be bought so matches are better quality to watch ● Facilities have improved for spectators ● Huge TV screen/statistics etc at half times ● More merchandise to buy - more association with the sport ● Longer seasons means more opportunities for spectators to watch ● Spectators at home get to see more games, better camera angles, red button statistics ● More sports specific newspapers ● Isolation from main match when watching at home ● Increasing cost of tickets/merchandise/subsricptions

Log into The Everlearner and then follow this link https://theeverlearner.com/course/64 you can then access all the videos to study at any time.

17) Effects on sponsors	• More publicity for products, increase sales • Very large audience when advertising through sport • Sponsors want to be associated with sporting success • The status of a product is linked to sports success • Negative occurrences with teams or individuals can affect sales of product e.g. drugs, cheating		