PART I: Structure of the Sports Industry

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Chapter 1: Defining the Sports Industry – Scope, Structure & Size

Overview

This chapter reviews previous definitions and the size of the sports industry and builds a more comprehensive model with a carefully defined structure, scope, and size. The Best-Howard Model is introduced and shown to have global sports industry revenues of $2.3 trillion, making it among the top 10 industries globally.

The Best-Howard Sports Industry Model systematically estimates the sports industry's size using a unique, well-defined structure and scope (Figure 1.1). The model also offers a framework for understanding the 2020 COVID-19 pandemic's impact on the sports industry and forecasting recovery prospects for many sectors in the near future.

FIGURE 1.1
What is the Sports Industry?

Teaching Objectives

- Why it is essential to have a comprehensive definition of the sports industry
- Why defined structure is needed for assessing revenues and size of the sports industry
- Why a global perspective is critical while recognizing regions, countries, and cities

Discussion Questions

1. What should be the structure of the sports industry? What should be included?
2. Why should the scope be global vs. just the United States?
3. Why is measuring its size important?

Project Assignments

1. Using the Best-Howard Model contrasts how revenues might differ for the United States vs. a country of your choice. Discuss the key differences and how this would impact sports company strategies for each country.

2. What is the advantage of a bottoms-up estimate of a country's sports revenues vs. a top-down measure of sports revenues? Discuss the difference and how a government might use each assessment to promote its sports industry.

3. What do each of the core areas in the Best-Howard Model represent? How could each core area be defined differently than the Best-Howard Model? Discuss how these differences might lead to different estimates of the global sports industry revenues.