

# American Sports In An Age Of Consumption

In the United States, sports have long been a source of national pride and entertainment. However, in recent decades, the relationship between sports and consumption has become increasingly intertwined. This is due in large part to the financialization and commercialization of American sports, a trend that has been driven by the rise of big money and the increasing influence of corporations.



## American Sports in an Age of Consumption: How Commercialization Is Changing the Game by Timothy D. Martin

★★★★★ 5 out of 5

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The financialization of American sports refers to the increasing use of financial instruments, such as stocks and bonds, to fund sports teams and leagues. This has led to a dramatic increase in the value of sports franchises, as well as the salaries of athletes and executives. For example, the average value of an NFL team has increased from \$200 million in 1990

to over \$3 billion today. Similarly, the average salary of an NFL player has increased from \$1 million in 1990 to over \$5 million today.

The commercialization of American sports refers to the increasing use of sports as a marketing platform for products and services. This has led to a proliferation of advertising in sports venues, on sports broadcasts, and on sports-related merchandise. For example, the NFL has a multi-billion dollar partnership with Nike, which includes the exclusive right to sell NFL-branded apparel and footwear. Similarly, the NBA has a multi-billion dollar partnership with ESPN, which includes the exclusive right to broadcast NBA games.

The financialization and commercialization of American sports has had a profound impact on the fan experience. For example, the rising cost of tickets and merchandise has made it increasingly difficult for fans to attend games and support their favorite teams. Similarly, the proliferation of advertising in sports venues has created a more cluttered and distracting environment for fans.

The financialization and commercialization of American sports has also had a negative impact on the athlete-fan relationship. For example, the increasing use of performance-enhancing drugs by athletes has led to a decline in fan trust. Similarly, the increasing influence of corporations in sports has led to a sense that athletes are more concerned with making money than with winning games.

Finally, the financialization and commercialization of American sports has raised concerns about the integrity of the game itself. For example, the increasing use of instant replay and other technologies has led to a more

officialated and less spontaneous game. Similarly, the increasing influence of money in sports has led to a sense that the outcome of games is predetermined.

, the financialization and commercialization of American sports has had a profound impact on the fan experience, the athlete-fan relationship, and the integrity of the game itself. It is important to be aware of these trends and to understand the potential consequences of them. Only by ng so can we ensure that American sports remain a source of national pride and entertainment for generations to come.



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