

## A-Level PE comprehension questions

### The Commercialisation of Women's Football: A Decade of Transformation in the WSL (2015-2025)

#### A. Factors leading to commercialisation

##### Growing interest and professionalism

- What key events and changes over the last 10 years have helped the WSL to become more commercialised?
- How did growing public interest and professionalism in the WSL make it more attractive to sponsors and broadcasters?

##### Media, sponsorship and advertising

- What evidence does the article give that media coverage of the WSL has increased?
- How have broadcast deals (e.g. Sky/BBC) and major sponsors (e.g. Barclays, Nike) contributed to the commercialisation of the WSL?

#### B. Positive Impacts on Society

##### Investment and equality of access

- How has money from sponsors and broadcasters been used to support grassroots and school-level girls' football?
- In what ways has commercialisation helped talented players from different social backgrounds to access high-level opportunities?

##### Role models and participation

- How does increased media coverage of WSL players create role models for young people?
- How might this visibility influence participation levels among girls and young women?

## C. Negative Impacts on Society

### Stereotypes and inequality

- Despite the growth of the WSL, what inequalities between men's and women's sport are still highlighted in the article?
- How do media portrayal and social media comments sometimes reinforce stereotypes about women's football?

### Who benefits most?

- Which clubs and groups seem to benefit most from commercialisation in the WSL?
- Which sports or groups are still left behind, according to the article?

## D. Positive Impacts on the Sport (WSL as a League)

### Revenue and reinvestment

- What examples are given of revenue growth in the WSL (e.g. club income, sponsorship, broadcast deals)?
- How has this money helped the league to modernise (e.g. independence from the FA, expansion, better stadia)?

### Global reach and digital growth

- How has commercialisation helped the WSL reach a global audience?
- What role do social media and digital platforms play in the WSL's commercial growth?

## E. Negative Impacts on the Sport

### Commercial priorities vs tradition

- How have kick-off times and scheduling been changed to suit broadcasters?
- Why do many fans and players see these changes as a loss of tradition or a weakening of supporter culture?

### Concentration of power

- What evidence suggests that commercialisation may widen the gap between the biggest WSL clubs and the smaller ones?
- How might this affect competitive balance in the league?

## F. Positive Impacts on Performers (Players)

### Professionalism and income

- How has commercialisation changed the lifestyle and training opportunities of WSL players?
- What examples does the article give of improved pay, prize money or career opportunities?

### Status and wider opportunities

- In what ways has becoming a WSL player now become a stepping stone to other roles (e.g. media, ambassador work)?
- How can increased status and visibility of players further grow the women's game?

## G. Negative Impacts on Performers

### Pressure and scrutiny

- What types of pressure do WSL players now face as a result of media and sponsor interest?
- How can constant analysis and social media attention affect a player's well-being?

### Inequalities within the league

- What examples show that not all WSL players benefit equally from commercialisation (e.g. equipment, salaries)?
- Why might some players still struggle financially despite playing in a "professional" league?

## H. Positive Impacts on Spectators

### Access and quality of experience

- How has commercialisation increased the availability of WSL matches for fans (live and on TV/online)?
- What improvements to stadia and quality of play have been driven by increased revenue?

### Affordability

- How do WSL ticket and season ticket prices compare to men's football?
- Why is this important for families and younger fans?

## I. Negative Impacts on Spectators

### Scheduling and fan experience

- Why do many supporters dislike the new kick-off times and simultaneous fixtures?
- How might these changes reduce the number of games a fan can watch each week?

### From community to consumer

- In what ways does the article suggest that fans risk becoming "consumers" rather than part of a community?
- How might moving games to bigger stadiums change the atmosphere and fan–player connection?

## J. Evaluation and Extension

### Weighing up the WSL case

- Overall, do you think commercialisation has been more positive or negative for the WSL? Give two reasons for each side.
- Which stakeholder (society, the sport, performers, spectators) has gained the most, and which has gained the least? Explain briefly.

### Applying to other sports

- Pick another sport you study at A-level. Which *similar* positive impacts of commercialisation might you expect to see in that sport?
- Which *similar* negative impacts might also appear? How could you use the WSL as a comparison in an exam answer?