6.5 Socio-cultural Influences: The Media and Sport: 10-minute Pack

AQA 8582 · Calculator allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Show all your working.

1 Which of the following is NOT a form of sports media?

- ☐ A) A live television broadcast
- ☐ B) A newspaper match report
- ☐ C) A performer's training kit
- ☐ D) A radio commentary

(Total for Question 1 is 1 mark)

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2 Table 1 shows hypothetical average UK television viewing figures for the final of the fictional 'National Athletics Championships', by broadcast type.

Broadcast type	2024 viewing figures (millions)	2026 viewing figures (millions)
Free-to-air TV	4.2	2.6
Subscription TV	0.9	2.8
Online streaming	0.5	1.6

(a) State which broadcast type had the highest viewing figures in 2026. **(1)**

(b) Calculate the total combined viewing figures across all three broadcast types in 2026. **(2)**

(c) Describe the change in free-to-air viewing figures between 2024 and 2026, and suggest one reason, related to broadcast rights, that could explain it. **(2)**

(d) State one way the data in Table 1 suggests the event's overall reach, across all platforms, may still have grown, despite the fall in free-to-air figures. **(1)**

(Total for Question 2 is 6 marks)

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3 Evaluate the impact of this change on the Riverside Mile, its performers and its spectators.

(Total for Question 3 is 6 marks)

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Mark scheme · 6.5 Socio-cultural Influences: The Media and Sport: 10-minute Pack

Question 1

C (training kit) **B1**

Answer: C (a performer's training kit)

Question 2

(a) subscription TV **B1**

(a) Answer: Subscription TV.

(b) 2.6 + 2.8 + 1.6 seen, or equivalent correct method **M1**

(b) 7.0 million, cao **A1**

(b) Answer: 7.0 million.

(c) free-to-air figures fell/decreased, from 4.2 million to 2.6 million, oe **B1**

(c) plausible reason, e.g. some of the event's broadcast rights may have moved to subscription or streaming platforms, so fewer viewers had free access, oe **B1**

(c) Answer: Free-to-air figures fell from 4.2 million to 2.6 million. This could be because some of the event's broadcast rights may have moved to subscription or streaming platforms, meaning fewer viewers had free access.

(d) the combined total across all three broadcast types rose from 5.6 million (2024) to 7.0 million (2026), so overall reach appears to have grown, oe **B1**

(d) Answer: The combined total across all three broadcast types rose from 5.6 million in 2024 to 7.0 million in 2026, so overall reach appears to have grown even though free-to-air figures fell.

Question 3

Level 3 A detailed and coherent evaluation that identifies a range of relevant impacts (funding/exposure benefits, and access/pressure costs), applies them specifically to the Riverside Mile and its performers and spectators, and reaches a balanced overall judgement. Sustained, accurate use of terminology. **5-6**

Level 2 Some accurate identification of relevant impacts, with some application to the Riverside Mile, but coverage of the event/performers/spectators may be incomplete or underdeveloped, and the evaluation may be one-sided. **3-4**

Level 1 Basic or generic statements about media coverage with little or no application to the Riverside Mile's specific situation. **1-2**

Level 0 No relevant content. **0**

Indicative content:

- Benefit to the event: a subscription deal is likely to bring in significantly more broadcast income than a free-to-air arrangement, which could fund prize money, course/event improvements and future growth.
- Benefit to the event: professional broadcast production can raise the event's national profile, potentially attracting sponsors and higher-quality performers in future years.
- Cost to spectators: viewers who cannot afford the subscription lose access to live coverage they may previously have watched for free, reducing the event's reach among lower-income audiences (Table 1 shows a similar pattern already happening for the National Athletics Championships).
- Benefit to performers: increased broadcast income could improve prize money and support, and greater exposure could bring individual sponsorship opportunities to leading performers.
- Cost to performers: greater visibility also brings greater scrutiny of performance, which can increase pressure, particularly for those competing at the front of the field.
- A balanced evaluation should weigh the genuine funding and profile benefits against the loss of free access for some spectators, and note that whether the change is a net positive depends on how the new income is used and whether any free highlights or delayed coverage are retained for non-subscribers.

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