



PE.SC5 Socio-cultural Influences: The Media and Sport

AQA 8582 · Calculator allowed · about 50 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)

2 State one example of sports coverage delivered through each of the following media types.

(a) Television/broadcast (1)

(b) Print (1)

(c) Radio (1)

(d) Digital/social media (1)

(Total for Question 2 is 4 marks)

3 State two positive effects media coverage can have on PERFORMERS.

(Total for Question 3 is 2 marks)

4 State two positive effects media coverage can have on SPECTATORS.

(Total for Question 4 is 2 marks)

5 State two positive effects media coverage can have on THE SPORT ITSELF.

(Total for Question 5 is 2 marks)

6 Explain one way that media coverage can increase pressure on performers.

(Total for Question 6 is 2 marks)

7 Explain how paywalled or subscription-only broadcast coverage can exclude some spectators from following a sport.

(Total for Question 7 is 2 marks)

8 Explain why event organisers sometimes schedule matches or sessions at times that are more convenient for broadcasters than for spectators attending in person.

(Total for Question 8 is 2 marks)

9 Explain how coverage of a sporting event can differ between a live television broadcast and a newspaper report published the next day.

(Total for Question 9 is 2 marks)

- 10** State two ways social media allows performers to communicate directly with fans, without going through traditional broadcasters or journalists.

(Total for Question 10 is 2 marks)

- 11** Explain one risk that social media use can create for performers, in addition to the general scrutiny described in Question 6.

(Total for Question 11 is 2 marks)

- 12** Explain why media organisations tend to give greater coverage to already-popular sports and events.

(Total for Question 12 is 2 marks)

- 13** Explain one way that increased media coverage of a previously under-covered sport or competition could help increase its future participation and sponsorship.

(Total for Question 13 is 2 marks)

- 14** 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)
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- (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 14 is 6 marks)

- 15** Explain why a broadcaster might be willing to pay a very high fee for the exclusive rights to broadcast a major sporting event.

(Total for Question 15 is 2 marks)

- 16** State two ways a sports governing body could try to keep some coverage of its sport free-to-air, despite higher fees being offered by subscription broadcasters.

(Total for Question 16 is 2 marks)

17 Which of these is a negative effect that increased media scrutiny can have on a performer?

- ☐ A) Increased sponsorship interest
- ☐ B) Constant public criticism affecting confidence and wellbeing
- ☐ C) Greater public recognition of their achievements
- ☐ D) Access to media training support

(Total for Question 17 is 1 mark)

18 Explain one way governing bodies or clubs support performers in managing media and public attention.

(Total for Question 18 is 2 marks)

19 State two examples of how governing bodies use their own media channels, such as an official website or social media accounts, to control how their sport is presented to the public.

(Total for Question 19 is 2 marks)

20 Explain one advantage to a sport of a broadcaster investing in improved production technology, such as more camera angles or slow-motion replay.

(Total for Question 20 is 2 marks)

21 Riverside Athletics Club's biggest annual event, the Riverside Mile, has recently signed its first major broadcast deal with a subscription streaming service instead of remaining free-to-air, similar to the shift shown in Table 1.

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

(Total for Question 21 is 6 marks)

Mark scheme · PE.SC5 Socio-cultural Influences: The Media and Sport

Question 1

- **B1** C (training kit)
- **Answer: C (a performer's training kit)**

Question 2

- (a) **B1** e.g. a live match broadcast with commentary, oe
- **(a) Answer: A live match broadcast with commentary.**
- (b) **B1** e.g. a newspaper match report or magazine feature, oe
- **(b) Answer: A newspaper match report or magazine feature.**
- (c) **B1** e.g. a live radio commentary of a match, oe
- **(c) Answer: A live radio commentary of a match.**
- (d) **B1** e.g. a highlights clip posted on a club's social media account, oe
- **(d) Answer: A highlights clip posted on a club's social media account.**

Question 3

- **B1** one effect, e.g. greater exposure can lead to sponsorship or endorsement opportunities, oe
- **B1** a second, distinct effect, e.g. increased public recognition and role-model status, oe
- **Answer: For example, greater exposure can lead to sponsorship or endorsement opportunities, and increased public recognition and role-model status.**

Question 4

- **B1** one effect, e.g. spectators can watch events they could not attend in person, oe
- **B1** a second, distinct effect, e.g. access to expert analysis, statistics and replays improves their understanding and enjoyment of the event, oe
- **Answer: For example, spectators can watch events they could not attend in person, and access to expert analysis, statistics and replays improves their understanding and enjoyment of the event.**

Question 5

- **B1** one effect, e.g. broadcast rights income funds development and facilities, oe
- **B1** a second, distinct effect, e.g. higher visibility can increase participation by showing more role models and raising the sport's profile, oe
- **Answer: For example, broadcast rights income funds development and facilities, and higher visibility can increase participation by showing more role models and raising the sport's profile.**

Question 6

- **B1** constant scrutiny of a performer's performance, and sometimes their personal life, from journalists, pundits and fans, oe
- **B1** criticism can be amplified and spread quickly through social media, which can harm confidence or mental wellbeing, oe
- **Answer: Constant scrutiny of a performer's performance, and sometimes their personal life, from journalists, pundits and fans, with criticism that can be amplified and spread quickly through social media, potentially harming confidence or mental wellbeing.**

Question 7

- **B1** those who cannot afford a subscription lose access to live coverage they might previously have watched for free, oe
- **B1** this can reduce the sport's overall reach, particularly among lower-income audiences, even if total broadcast revenue increases, oe
- **Answer: Those who cannot afford a subscription lose access to live coverage they might previously have watched for free, which can reduce the sport's overall reach, particularly among lower-income audiences, even if total broadcast revenue increases.**

Question 8

- **B1** broadcasters pay for exclusive or peak-time slots to maximise their viewing figures and advertising revenue, oe
- **B1** organisers rely on this broadcast income, so events may be moved to fit the broadcaster's preferred schedule, which can be inconvenient for travelling fans, oe
- **Answer: Broadcasters pay for exclusive or peak-time slots to maximise their viewing figures and advertising revenue, and because organisers rely on this broadcast income, events may be moved to fit the broadcaster's preferred schedule, which can be inconvenient for travelling fans.**

Question 9

- **B1** television gives immediate, live coverage with commentary and instant replays, oe
- **B1** a newspaper report is delayed and can offer a more reflective, analytical account, including statistics or opinion pieces written after the event, oe
- **Answer: Television gives immediate, live coverage with commentary and instant replays, whereas a newspaper report is delayed and can offer a more reflective, analytical account, including statistics or opinion written after the event.**

Question 10

- **B1** one way, e.g. sharing personal updates or training content directly with followers, oe
- **B1** a second, distinct way, e.g. engaging directly with fan comments or questions, oe
- **Answer: For example, sharing personal updates or training content directly with followers, and engaging directly with fan comments or questions.**

Question 11

- **B1** direct exposure to online criticism or abuse, without the filtering a traditional editor or broadcaster might apply, oe
- **B1** a personal post can be taken out of context and shared widely, causing reputational damage, oe
- **Answer: Direct exposure to online criticism or abuse, without the filtering a traditional editor or broadcaster might apply, and the risk that a personal post is taken out of context and shared widely, causing reputational damage.**

Question 12

- **B1** larger existing audiences generate more advertising or subscription revenue for the broadcaster, making coverage commercially more attractive, oe
- **B1** this can create a cycle where already well-covered sports or events receive even more coverage relative to less established ones, oe
- **Answer: Larger existing audiences generate more advertising or subscription revenue for the broadcaster, making coverage commercially more attractive, which can create a cycle where already well-covered sports or events receive even more coverage relative to less established ones.**

Question 13

- **B1** greater visibility introduces the sport to new spectators and potential participants who may not have seen it before, oe
- **B1** a larger visible audience makes the sport more attractive to potential sponsors, oe
- **Answer: Greater visibility introduces the sport to new spectators and potential participants who may not have seen it before, and a larger visible audience makes the sport more attractive to potential sponsors.**

Question 14

- (a) **B1** subscription TV
- **(a) Answer: Subscription TV.**
- (b) **M1** $2.6 + 2.8 + 1.6$ seen, or equivalent correct method
- (b) **A1** 7.0 million, cao
- **(b) Answer: 7.0 million.**
- (c) **B1** free-to-air figures fell/decreased, from 4.2 million to 2.6 million, oe
- (c) **B1** 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
- **(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) **B1** 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
- **(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 15

- **B1** a guaranteed large audience concentrated on one platform boosts the broadcaster's own advertising or subscription revenue, oe
- **B1** exclusivity gives the broadcaster a competitive advantage over rival broadcasters, who cannot show the event at all, oe
- **Answer: A guaranteed large audience concentrated on one platform boosts the broadcaster's own advertising or subscription revenue, and exclusivity gives the broadcaster a competitive advantage over rival broadcasters, who cannot show the event at all.**

Question 16

- **B1** one way, e.g. accepting a lower overall fee in exchange for a free-to-air deal, to protect wider public access, oe
- **B1** a second, distinct way, e.g. agreeing a mixed-rights deal that splits coverage between free-to-air and subscription broadcasters, oe
- **Answer: For example, accepting a lower overall fee in exchange for a free-to-air deal to protect wider public access, and agreeing a mixed-rights deal that splits coverage between free-to-air and subscription broadcasters.**

Question 17

- **B1** B
- **Answer: B (constant public criticism affecting confidence and wellbeing)**

Question 18

- **B1** media training, helping performers prepare for interviews and public appearances, oe
- **B1** press officers who manage or filter interview requests, and guidance on appropriate social media use, oe
- **Answer: Media training, helping performers prepare for interviews and public appearances, and press officers who manage or filter interview requests, along with guidance on appropriate social media use.**

Question 19

- **B1** one example, e.g. publishing official highlights and interviews directly, rather than relying only on third-party press coverage, oe
- **B1** a second, distinct example, e.g. controlling how announcements about performers or the sport are worded and released, oe
- **Answer: For example, publishing official highlights and interviews directly, rather than relying only on third-party press coverage, and controlling how announcements about performers or the sport are worded and released.**

Question 20

- **B1** enhances spectator understanding and enjoyment of technical or fast-paced action, oe
- **B1** can support fairer decision-making when paired with officiating, e.g. reviewing a contested moment, oe
- **Answer: It enhances spectator understanding and enjoyment of technical or fast-paced action, and can support fairer decision-making when paired with officiating, for example by reviewing a contested moment.**

Question 21

- **Level 3** (5-6): 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.
- **Level 2** (3-4): 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.
- **Level 1** (1-2): Basic or generic statements about media coverage with little or no application to the Riverside Mile's specific situation.
- **Level 0** (0): No relevant content.
- **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.