

Due to the importance of matches, officials' decisions are scrutinised and heavily criticised

Sponsoring an athlete who goes on to take PEDs can result in bad publicity for a company

Drop in traditional values of sport e.g. sportsmanship

Increased money for NGBs to spend on the sport at grassroots level

Formats have changed to become more exciting

Officials can experience 'trolling' or spam via social media following matches

Increased ticket prices

May become encouraged to take part in new activities due to the media

Playing times altered to suit the media, not the player

Can become linked with sport, which gives a healthy image to the company

Viewing disrupted by adverts

Technology such as Hawkeye can make the sport more exciting

'Low profile' sports have started to gain recognition

Officials often receive higher pay now sport has been commercialised

It has led to some unpopular rule/format changes in certain sports

Video officials/systems can create even more controversy

Can encourage greater participation in sport

Several officials are now present on game day – improving the quality of officiating

Can lead to deviance/cheating/gamesmanship due to pressure to win

Attendance figures can at times drop because people can watch from home

Video officials means that performers careers are less likely to be impacted by one bad call

Links to an unhealthy sponsor can give a bad image of sport

Athletes become 'commodities' – owned and controlled by sport and sponsors

More opportunity to watch live sport

Professional sport is important but amateur performers are forgotten about

Playing times altered to suit the media, not the spectator

Opportunity to become a global star or rich and famous

Sport shown on subscription channels rather than terrestrial TV

Support from video officials means match officials aren't solely responsible for calls

Spectators can watch live replays on big screens at the stadium