

« Business of American-style football »

1. What "marriage" is Mike Richman is talking about ? \_\_\_\_\_ ( /0,5pts)

2. Tick the correct answer: ( /0,5pts)

The Professional Football Researchers Association says:

"football was made before TV"     "football was made after TV"     "football was made for TV"

3. Complete the following sentences: ( /0,75pts)

« With annual revenue of about \$10 billion the NFL now \_\_\_\_\_ more revenue than the National Basketball Association and National \_\_\_\_\_ League combined. Half of the NFL revenue comes from \_\_\_\_\_ rights.»

4. Tick the correct answer: ( /0,5pts)

By 2027, the NFL projects annual revenue of:

\$35 billion                       \$55 billion                       \$25 billion

5. Tick the two words or expressions which were NOT mentioned by Mike Richman: ( /1pt)

athleticism     scepticism     competition     television     division

6. Complete the following sentence: ( /0,5pts)

Ten years ago who would have thought about \_\_\_\_\_ and NFL \_\_\_\_\_ .

7. Say if these statements are "TRUE" or "FALSE" according to the document: ( /1,25pts)

a) American football is not so big in the USA:                       true  false

b) American football is a good mix between sport and entertainment:                       true  false

c) NFL history stretches back to 1940:                       true  false

d) The 1958 NFL championship game made American football famous on TV:                       true  false

e) The NFL's annual revenue is compared to the gross domestic products of Paraguay and Cameroon:                       true  false