

Track 201 · Module 2 · Lesson 1 — The League as a Business

Activity Overview (Google Form)

Type	Interactive decision activity (Google Form)
Core challenge	Design a multi-billion-dollar league media deal that keeps players, networks, and owners satisfied.
Key idea	Each decision has trade-offs; only one mix produces a stable, profitable system.

What students do

- Work through a sequence of choices that simulate negotiating and structuring a league-wide media deal.
- Balance competing stakeholder incentives (players' compensation & exposure, networks' risk & ratings, owners' profit & stability).
- Submit a final package of decisions; outcomes reflect whether the deal is stable and profitable.

Learning objectives

- Explain how leagues monetize media rights and why media revenue is often a primary driver of league economics.
- Identify trade-offs between short-term maximization and long-term system stability (competitive balance, labor peace, and fan demand).
- Practice stakeholder analysis: how the same deal feature can create winners and losers depending on incentives.

How to complete the activity

1. Open the Google Form link.
2. Enter your email (required) and click Next.
3. Make your choices in each section. Treat each choice as a lever in the deal: changing one lever shifts the rest.
4. Submit your responses to receive the activity's outcome/feedback (depending on how the form is configured).

Source: Google Form titled "Track 201 · Module 2 · Lesson 1 — The League as a Business," description: "Design a multi-billion-dollar league media deal... Only one mix produces a stable, profitable system." (accessed January 26, 2026).