

# 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).