



The Observatory of the Sports Economy at the French Ministry of Sports

Emergence of the Observatory of the Sports Economy

February 13, 2015: The Director of Sports convened WA at the Ministry asking him to gather a Scientific Council for a future Observatory of the Sports Economy (OSE).

April 2015: The Minister for the Economy (E. Macron) launched the creation of the *Filière Sport* (Filière = institutional framework coordinating all the participants into the French sports industry); the OSE is supposed to work as a provider of expert (+ academic) assistance to the *Filière Sport*.

April 15, 2015: First formal plenary meeting of the three OSE components.

September 16, 2015: the scheduled official launch of the OSE with the press was postponed; September 27, meeting of the State Secretary of Sport (T. Braillard) with WA.

Nevertheless, the OSE had started to work on its missions with different meetings and continuous work of its Bureau (see below) since 2015.

April 30, 2016: An official fiat of the Minister for Urban Affairs, the Youth and Sports (P. Kanner) had appointed the nine members of the OSE Scientific Council and the seventeen members of its Steering Committee.

June 9, 2016: P. Kanner officially announced the creation of OSE at the first conference of *Filière Sport*, at the Ministry of the Economy.

January 10, 2017: Official presentation of the OSE to the press together with an ex post impact study of the soccer Euro 2016 that had been steered by OSE.

March 16, 2017: First European conference on the sports economy convened by the OSE.

Missions and objectives of the Observatory (OSE)

1/ Collecting data and information – and encouraging sports actors to unveil and share them - about the French sports industry in view of elaborating on a Dashboard of the sports economy (about 60 indicators, 45 already available).

2/ Achieving or facilitating the achievement of co-financed economic studies on topics that are of mutual interest to OSE members and the *Filière Sport*.

3/ Realising (writing) documented Notes (short papers) on some selected currently hot (or unheeded) topics as regard the sports economy.

4/ Supporting the development of (academic) research on the sports economy, and gathering all the works (at least the best ones) published in this area in France.

5/ Becoming an analytical evaluation tool of public sport policies and providing data, information, suggestions to private actors in the *Filière Sport*.

The structure (components) of the Observatory

A/ OSE *Steering Committee* gathers all significant actors/participants in the sports business/industry, for example:

National Olympic Committee, Ministry of the Economy, Higher Council for Media Regulation (CSA), Business France (export and FDI agency), French Federation of the Sporting Goods Industry, Federation of Sport Enterprises, National Centre for Sport Development (CNDS), National Institute of Sport (INSEP), Regulation Authority of On-Line Betting (ARJEL), National Association of Professional Sports Leagues, Ministry of Sports, etc.

B/ OSE *Scientific Council*: 5 academics, 4 experts of which 1 statistician and 1 registered accountant (WA: President).

C/ Last, not least: OSE *Bureau* of Professional Sport and the Sports Economy, operates as OSE secretariat and «hard worker» with L. Letailleur (head), H. Tuillier (deputy), N. Blanchard and V. Massardier from the Ministry of Sports.

First achievements of the Observatory

Below-listed 'products' are all available on the Observatory website:

www.sports.gouv.fr/sporteco

1/ The **Dashbord** with indicators grouped as follows:

- . Macroeconomy of sports (national sport expenditures accounting, public finance, turnover of the sporting goods industry).
- . Sportainment (sport leisure and entertainment).
- . Sport markets (abroad): export + sport events organised abroad.
- . Sport infrastructures (supply, access, subsidies).
- . Sport events (ticket sales, clubs' budgets, mega sport events, TV rights).
- . Sport participation (into associations, in enterprises).
- . Human resources: employment in the sport sector, education-training.

2/ **Economic studies** (co-financed and steered by the OSE):

«Sports industries in France and international expansion: stakes and prospects»
(co-steered with the Ministry of the Economy).

«A mapping of value chains in sport event organisation».

«The economic impact of Euro 2016».

Recently launched:

«A mapping of European clusters in the sports industry».

« Economic impacts of public policies promoting physical and sporting activity » (in line with an OECD project).

All in French.

3/ **Notes** of different lengths are posted on the OSE website, namely:

Emerging football (soccer) markets.

Sporting and/or financial performance: a convergence between major European football leagues (the 'Big Five').

The economic model of French tennis tournaments except Roland Garros.

Impact of Brexit on major European football leagues: facts or fancy?

The 2017 Handball World Championship (betting on).

Unemployment in professional sport.

Newcomers in the market of sport media.

Two Notes are going to appear:

Sport, health and the quality of public finances.

Running contests: a fast-growing economy.

4/ **Research** and studies on the sports economy (OSE support to):

The OSE has organised and convened its first European conference, March 16, 2017 on: *Characterising the European market of sport infrastructures*

About 100 participants, balanced attendance of academics/students, professionals and decision makers.

11 keynote speakers of which 2 from European institutions (Commission's Sport Unit, EIB), translation French and English.

1 round table with 5 professionals.

The OSE has created a Ph.D dissertation Award and a Master thesis Award in sports economics (including management); the winners were awarded during the OSE conference:

Ph.D on: Implicit cognitions and actual reactions to the effects of sport sponsoring (using neurosciences for management), by F. Escoubes (Toulouse).

Master on: International competitiveness and domestic competition: an application to European football, by M. Cardot (Paris 1).

5/ Assistance to **public** and **private** sectors in sport:

Choosing scientifically accurate and feasible studies to be done, of interest for public policies and to the (including privately-owned) participants of the *Filière Sport*, collecting and providing data.

Gathering interested partners (primarily, not only, among OSE members) for co-financing and co-steering such studies together with the OSE Scientific Council.

Facilitating the convergence toward a single, homogenous and scientifically-based methodology for assessing the impact of international sporting events.

Participating to scientific events on the sports economy (conferences, workshops, summits, etc.).

Providing expertise and (basically methodological) advices to public and governmental bodies (namely the *Direction des Sports* at the Ministry), but also for example:

a/ The OSE (through its Bureau) has participated into the preparation of the new law « aiming at preserving sport ethics, strengthening the regulation and transparency of professional sport, and improving sport clubs' competitiveness » passed on the French Parliament on February 15, 2017.

b/ The President of the OSE Scientific Council was appointed as an international expert for methodological advice in the ex ante study on the economic impact of the 2024 Summer Games in Paris, ordered by the Candidature Committee Paris 2024 (achieved by a CDES+Keneo consortium).

c/ The OSE participates for the sake of the Ministry of sports to the Working Group on Economic Dimension of Sport at the Sport Unit (European Commission).

Recent updates

. The Observatory has operated as a consultant to the Minister during the preparation of the law project on sporting ethics (Parliament: 02/15/2017).

. Now 13 Notes of which (the last two):

Is sport a determinant of economic growth?

On-line sport betting on the 2017 Roland-Garros tennis tournament.

. Meeting of the jury awarding the second Ph.D prize, November 23, 2017.

. Possibly running an econometric model for predicting the medal distribution at the 2020 and 2024 Summer Olympics (decision to be made).

. Under examination at the Minister's cabinet: creating an Observatory's subsidiary (Agency) which would evaluate mega sporting events hosted in France in view of avoiding cost overruns and supervising their legacy.



OBSERVATOIRE DE L'ÉCONOMIE DU SPORT

www.sports.gouv.fr/sporteco

