

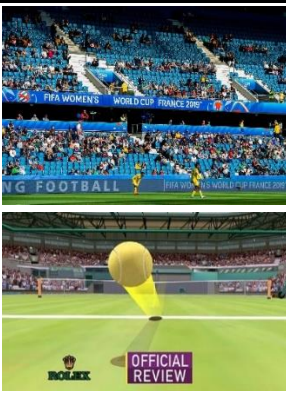



Paper 2: Technology

The Advantages of Technology

To the sponsor	<ul style="list-style-type: none"> Easier to see logos due to enhanced viewing quality More coverage of sports provides more opportunities to see products Advertising opportunities during breaks on TV Better standard of play using improved equipment encourages more sales 	
To the performer and sport	<ul style="list-style-type: none"> Improved equipment, clothing and footwear to improve performance such as running blades for disabled athletes Improved equipment, clothing and footwear to improve safety such as ski helmets and head guards in boxing Improved security at venues such as cameras and metal detectors Better facilities such as velodromes for cycling Better decisions by officials due to technology support such as VAR Better drug testing to prevent cheating 	
To the spectator	<ul style="list-style-type: none"> Multiple viewing platforms such as TV tablet, mobile phone Better picture and sound creating a better viewing experience Interactive options such as player cam Increases enjoyment as a result of better performances due to technology Increased interaction at live games for decisions VAR and Hawkeye 	
To the official	<ul style="list-style-type: none"> Technology support means less chance of errors as it provides additional help to reach the right decision (VAR, Hawkeye, Hot spot) Improved timing devices mean more accurate results Wifi allows for improved communication with officials and technicians 	

The Disadvantages of Technology

To the sponsor	<ul style="list-style-type: none"> They need to provide more funding to buy equipment for performers so they stay at the top of their game and give access to the best medical support to keep them fit such as ice baths and hypoxic tents Sponsored players may be found cheating which reflects badly on the sponsor 	
To the performer and sport	<ul style="list-style-type: none"> The cost of equipment increases State of the art facilities cost more Technology can go wrong Repairs are expensive Technology can be inaccurate The human part of lucky decisions is lost People can watch at home rather than attend live games Players/performers unable to afford modern technology are at a disadvantage 	
To the spectator	<ul style="list-style-type: none"> Breaks in play waiting for decisions is boring Technology changes the nature of the sport They have to pay to view some sports They have to pay for specialist sports channels Technology is expensive 3D and ultra HD TV's They don't experience the excitement of watching the match live 	
To the official	<ul style="list-style-type: none"> They become reliant on the technology Technology can go wrong Technology highlights the official's errors Decisions are challenged more owing to loss of respect for officials and judgement 	