

## Measuring the economic relevance of sports - the sport satellite account (SSA) approach

Topic: 714Z IO Accounts and Statistics (2)

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(1) For many people sport is their favourite leisure activity. Whether for active participation as a leisure sportsperson or passively following as a spectator of sporting events, the enthusiasm for sport leads to a wide range of expenses such as the purchase of sports equipment and clothing, or the entry charges to visit sports facilities or events. Although sport has a high relevance at the individual and societal level, the measuring of its macro-economic relevance is a rather young discipline.

(2) Because of its high degree of social importance, the EU Commission introduced in 2007 a "White Paper on Sport" which recommends an adequate and consistent measurement with the National Accounts (see COM 2007). Although a couple of years ago some EU Member States (i.a. Austria, Netherlands, Poland, United Kingdom, Germany) have compiled first national "pilot" SSA a more regular SSA based monitoring has been only implemented for a few countries (Ahlert 2013, EC 2013). At present, the calculations are only regularly carried in three countries (Ahlert & An der Heiden 2015, Department of Culture, Media and Sports 2015, Statistics Netherlands et al. 2015).

(3) Against this background, the basic methodology of the SSA approach - using the Input-Output database as a starting-point - will be explained. In this context, especially the availability and inclusion of sport specific economic information will be discussed in more detail.

(4) The latter also suggests the how to possible implementation hurdles for a first time but also its regular calculation. The paper will give some practical recommendations how to "handle" them. Finally, the paper will show how the SSA results can be used in economic analysis and societal debate.

### Bibliography:

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