



Ministero dell'Istruzione, dell'Università e della Ricerca

M460 – ESAME DI STATO DI ISTRUZIONE SECONDARIA SUPERIORE

Indirizzi: ITRI, EA06 – AMMINISTRAZIONE, FINANZA E MARKETING
ARTICOLAZIONE RELAZIONI INTERNAZIONALI PER IL MARKETING

Tema di: LINGUA INGLESE

PART 1: Reading Comprehension

The Super Bowl at 50, and beyond

The National Football League (NFL) and the game of American football enjoy the widest fan following by far in the United States, including the top-rated show on television (“Sunday Night Football”) and the most-watched show in American television history (last season’s Super Bowl). But our world is changing rapidly. We carefully study how young people all over the globe connect to sports differently now because of technology, which is also allowing us to improve our game and the fan experience.

As we celebrate the 50th season of our Super Bowl and look to the next 50 years, we recognise the importance of becoming a core part of today’s global sports landscape that ignores boundaries of geography and time. Sports fans can now access sports entertainment from anywhere in the world, at any time and on any device.

Technology is driving the change. Although broadcast television remains the bedrock of how Americans experience the NFL, consumers are watching more video on multiple devices than ever before. In 2013, for the first time, Americans spent more time on the internet or with their mobile phone than watching TV, and the gap continues to widen. As a result, people are interacting with sport and each other in new ways. Social-media platforms enable people to share, discuss and support the things they feel most passionate about. Nowhere is this more pronounced than among “millennials”, who comprise the largest generation in history. Millennials are still watching television but they are now doing half of their viewing on screens other than TVs. They are digital-media natives, not passive viewers. They expect to find and share the content they love in a seamless way on the devices and places of their choosing. We are adapting to this.

Technology is also helping us make advances in player medical care and officiating, and in creating the high-tech sideline of the future for teams and a better stadium experience for fans. This will include the next generation of player and team statistics based on video and wearable technology. It will take fans deeper inside the game, breaking it down into interesting pieces of data such as how fast players are moving or changing direction.

As it has done on television for decades, American football has a uniquely powerful ability to convene mass audiences on these new mobile and social platforms. We have formed partnerships with Snapchat, Twitter, YouTube and others. NFL Mobile, NFL Game Pass and other direct-to-consumer NFL platforms are experiencing enormous growth. Fantasy Football, a game enjoyed almost exclusively on internet-connected devices, has never been more popular. There has been significant growth in female fantasy players over the past five years. In these and other ways, fans are engaging with NFL football 24 hours a day, year-round.



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Tomorrow, the world

The NFL was built by reaching as many fans as possible with our live games. Technology now gives us the ability to accomplish this globally. In October 2015 we streamed a game online for the first time – Buffalo playing against Jacksonville in London – via Yahoo to a worldwide audience free. Through deployment of media rights, we have built a platform for fans to access our games globally. And they want more. We are now playing three regular-season games a year in London, but we are expanding our horizons. There are more opportunities in Canada and Mexico, where we already have a strong foothold as the second-most popular sport in each market. We also have opportunities to accelerate our growth in China, Germany and Brazil.

This reach will transform the scope and passion of non-American fans and create demand for more. What could this demand look like? Potentially it could mean a team or teams based outside the United States, regular-season games in Mexico, Latin America and Europe, and teams holding training camps, pre-season games and skills camps beyond America.

A global stage brings with it crucial responsibility. We must earn the respect of the public every day by living up to our core values on and off the playing field. This means making our game better, more exciting, more accessible and safer. It means having the courage to do what's right and address issues in a thoughtful, realistic way guided by what's best for the long term.

On a technology-driven, hyper-connected, mobile world stage, it cannot be any other way. [...]

[730 words]

Article by Roger Goodell, in The Economist -The World In 2016,

November 2nd 2015

[also available online: <http://www.theworldin.com/article/10477/super-bowl-50-and-beyond>]

Answer the following questions. Use complete sentences and your own words.

1. Which record does the NFL hold?
2. How can sports fans access sports entertainment nowadays?
3. What does the number “50” refer to?
4. What happened in 2013?
5. Who are “millennials” and how different are they from previous generations?
6. How will technology improve fans' experience in the future?
7. How are fans engaging more and more with NFL football?
8. How can sports events become global?



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9. What is the potential future scenario?
10. What does a global stage imply?

Part 2: WRITING

Choose one of the following questions.

Number your answer clearly to show which question you have attempted.

Either

1. You are one of the football team managers making up the NFL and you want to organize training camps overseas. Write an email of about 250 words to the NFL Commissioner to make your proposal and to provide all the relevant details (where and when they will take place, what they will be like, which staff members will be involved, etc.).

Or

2. You work in the Marketing Department of a popular restaurant chain in the USA. You have recently launched special services for customers interested in attending sports events on maxi screens or individual devices. Write an article of about 250 words for a national newspaper to spread information about the restaurant locations, opportunities and offers.

Durata massima della prova: 6 ore

E' consentito soltanto l'uso dei dizionari monolingue e bilingue.

Non è consentito lasciare l'Istituto prima che siano trascorse 3 ore dalla dettatura del tema.