

Interpretation of results

The countries studied are obviously very different in terms of sport-related production and consumption:

- Austria is a net exporting country in the sport sector due to a significant share of sport-related tourism. About half of Austria's revenue from tourism (5.1% of all overnight stays in the EU) is sport-related. Most of the guests are from abroad.
- Cyprus does not feature a significant sport-related manufacturing industry, but sport-related services and education are of substantial size. The main activities include sports betting, radio and TV sport casting, trade and construction.
- The main activities involved in generating sport's GDP in Poland include sports and recreation services, education, trade, transport services, manufacturing and construction. The biggest contribution of the sport-related manufactured products in Poland concerns the metal industry, sports equipment, clothes, underwear and pharmaceuticals.
- The United Kingdom's share of gross value added exceeds the share of employment. Sport-related productivity is thus above average. In 2006, the most important category of sports consumer expenditure was sports betting at £2.8bn, followed by wearing apparel (£2.7bn), telecommunications (£2.6bn) and health & fitness (£2.05bn). The UK is unusual in Europe in having such a large expenditure on sport-related gambling.

Use and purpose of Sport Satellite Accounts

- SSAs stimulate methodological rigor and structural coherence across countries and over time.
- SSAs serve as a backbone and programming device for economic research in the sport sector.
- SSAs help policy makers from the European down to the local level in formulating sport policies.
- SSAs provide a framework for sport development analyses and investment decisions.
- SSAs are a labour market analysis reference point.
- SSAs highlight sport-related specialisation patterns and associated (niche) markets with above-average growth potential.
- SSAs serve as a 'reality check' on claims voiced by sport interest groups.
- Efforts to create SSAs in an EU-wide harmonised manner help attain the goals of the Europe 2020 strategy.

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Sport Satellite Accounts

A European Project: New Results

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The EU context

Comparable and sound information on the economic importance of sport in the EU and on the macro-economic potential of the sector to contribute to wider policy goals, such as the EU 2020 strategy, is scarce. In the context of EU-level cooperation in sport pursuant to Article 165 of the Treaty on the Functioning of the European Union, there have been increasing demands on the European Commission by policy-makers, experts and sport stakeholders to provide more reliable and comparable data. In 2006, under the Austrian Presidency, EU Sport Ministers set up an EU Working Group "Sport & Economics", led by the European Commission, to address this situation.

Encouraged by the Commission's 2007 White Paper on Sport, the Working Group has developed a statistical method for assessing the importance of the sport sector in an economically meaningful way. In particular, the Working Group has found consensus on a common joint definition, the "Vilnius Definition of Sport", as the basis for the collection and production of data at national level and thus the compilation of national Sport Satellite Accounts (SSAs). The four countries that have produced national SSAs so far are reflected in this leaflet. Further progress regarding the work on SSAs at national levels should in time also lead to further consolidation at EU level. As part of this process, the Commission launched a study on the contribution of sport to economic growth and employment in the EU, the results of which should become available in the first half of 2012. The study builds on the Vilnius Definition of Sport. The Commission's Communication on sport of 18 January 2011 further highlights the importance of evidence-based policies for developing the European dimension in sport and includes concrete action supporting the production of SSAs.

What is a Sport Satellite Account?

A Sport Satellite Account (SSA) filters the National Accounts for sport-relevant activities to extract all sport-related value added while maintaining its structure. The instrument of SSAs permits all sport-related economic activities to show up explicitly, rather than keeping them concealed in deeply disaggregated (low-level) classifications of the National Accounts. The remaining part of the National Accounts does no longer contain any sport-related value added. Together with the value added covered by the SSA it equals the figures of the original National Accounts.

How is sport defined in economic terms?

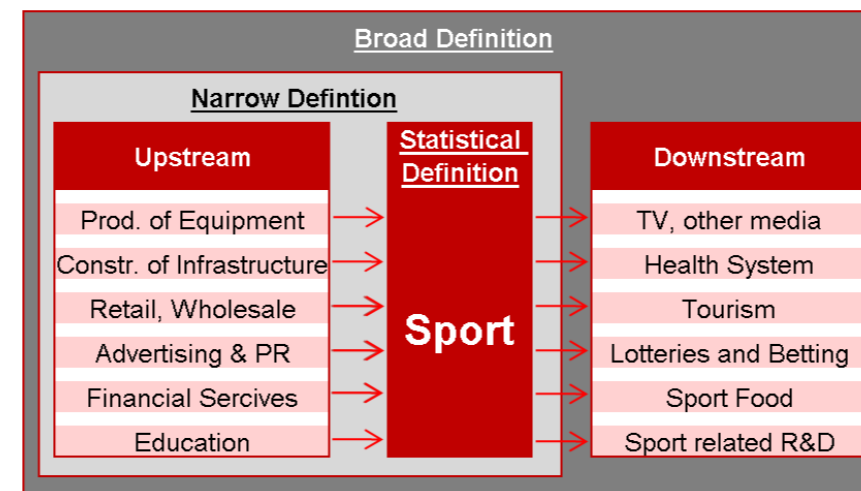
A statistical definition of sport is required to identify sport-related activities in the NACE, the EU's statistical nomenclature. In 2007, the Working Group reached a consensus on the "Vilnius Definition of Sport":

- **Statistical Definition:** Comprised of NACE 92.6 Rev.1.1; ("sporting activities", the only part of the sport sector having its own NACE category).
- **Narrow Definition:** All activities which are inputs to sport (i.e. all goods and services which are necessary for doing sport) plus the Statistical Definition.
- **Broad Definition:** All activities which require sport as an input (i.e. all goods and services which are related to a sport activity but without being necessary for doing sport) plus the Narrow Definition.

Each definition builds on the previous one(s). All activities covered by narrower definitions thus form a part of the broader definitions as well.

Production side of sport

Sport according to the statistical definition is located in the centre of the sport-related value added chain. Upstream sectors are necessary to do sport. Downstream sectors use sport as input. Together they form the narrow and broad definition of sport covering different parts of the production side. This can be illustrated in the following cross-sector presentation:



Consumer expenditure and sport

Performing sport can be an activity in the statistical definition and/or requires input from upstream sectors according to the narrow definition. Such sport activity or its outcome may serve as input in other sectors. The overall output represents consumer expenditure of sport. Public expenditures and exports are additional forms of consumption.

Consumer Expenditure		
Goods and Services Conditional on Doing Sport		
Veterinarian	Dietary Supplements	Sport Bets
Health Services	Hotels, Restaurants	TV Broadcasts
Doing Sport According to the Statistical Definition		
Stadiums	Swimming Pools	Arenas
Goods and Services Necessary to Do Sport		
Racing Horses	Sport Shoes and Clothes	Sport Weapons
School Education	Sport Cars, Motorbikes	Fitness Centres
Watches, Clocks	Sailing Equipment	Dancing Schools

Economic impact of sport

Following Austria, Cyprus, and the United Kingdom, Poland has produced a national SSA on the basis of the Vilnius Definition of Sport in its broad version.

Figures in the tables are direct effects only. Indirect effects resulting from multi-level business-to-business supplies and induced effects from the consumption of income generated in the sport sector were computed as well and are available upon request.

Employment in Heads	AT	CY	PL	UK
Sport-related	242,968	7,600	225,500	632,400
% of total	6.35%	2.2%	1.54%	2.5%

Gross Value Added in Market Prices	AT	CY	PL	UK
Sport-related	€10.73bn	€0.31bn	€5,3bn	€39,86bn
% of total	4,89%	2.4%	1.96%	2.3%

Consumer Expenditure	AT	CY	PL	UK
Sport-related	€4.94bn	€0.30bn	€3,5bn	€35,18bn
% of total	3.62%	3.7%	2.1%	2.9%

* Reference year: AT 2005, CY 2004, PL 2006, UK 2006

Exchange rates:
 1 € = 0.58 C£ (2004)
 1 € = 3,90 zł (2006)
 1 € = 0.68 £ (2006)