



# April Used to be the Greatest Sports Month Ever

*Intentionally inflammatory debate questions to light up your social media*

The world of sports has shut down because of the coronavirus. The NBA, NHL, MLB, PGA, MLS, USATF, ATP, USAT, NASCAR, XFL, NCAA, your local high school and your town's recreational leagues are all closed. And no one really knows when they might reopen.

No matter what your favorite sport, you probably watch it on TV, right? Because almost everyone watches sports at least once during the year. But does it come as a surprise that the most-watched televised sporting events actually take place outside the United States?

## We Watch A Lot of Sports

In fact, of the Top 10 most watched sporting events around the globe, three are soccer, two are cycling, two are Olympic Games (winter and summer), and Rugby, Cricket and the Asian Games round out the list. None are in the U.S.

Holding the top spot for the most watched sporting event by cumulative audience is the FIFA World Cup, which draws an average cumulative TV audience of 3.5 billion every four years – that's more than half of the world's population aged four and over.

Second on the list is the three-week Tour de France, which attracts an average viewership of 2.7 billion. Compare these numbers to the most watched sporting event in the U.S., which happened to be the

2015 Super Bowl that drew 114 million (last year's drew just under 100 million).

Global TV viewership aside, let's agree that April is (usually) "The Greatest Month in Sports" every year.

## Inflammatory Debate Questions

But since we are all social distancing, let's start a bunch of conversations with a few Intentionally Inflammatory Debate Questions that are designed to light up your social media activity.

**NCAA Basketball.** March Madness winners are crowned in early April as the Championship Game is usually played during the first week in April.

Inflammatory Debate Question: What is the best NCAA basketball team of all time?

**Baseball's Opening Day.** Since 1876, every year has had an Opening Day. And Opening Day reminds us that summer is not far behind.

Inflammatory Debate Question: Who should throw out the first Opening Day pitch in 2020?

**The Boston Marathon.** The Boston Marathon is the world's oldest annual marathon and started in 1897, having been inspired by the success of the first marathon run at the 1896 Olympics. And as a nod to those across the Atlantic, the London Marathon is held in late April and it is currently the Guinness

World Record's largest annual fundraising event in the world – a record it has broken for the past 10 years.

Inflammatory Debate Question: Now that the 2-hour marathon was broken, will it every be done in an open marathon like Boston or London?

**The Masters.** The Masters Tournament usually begins in early April, maintaining a tradition that started in 1934.

Inflammatory Debate Question: What is the greatest Masters moment of all time?

**NBA and NHL.** Both the National Basketball League and the National Hockey League wrap up their regular season and the playoffs begin.

Inflammatory Debate Question: Should the 2020 NBA and NHL season be called off completely?

**NFL.** The middle of April brings us the release of the upcoming fall football schedule. And it also brings us the NFL draft.

Inflammatory Debate Question: Who is the biggest NFL draft bust of all time?

**English Premier League/Champions League.** If you didn't know, FIFA stands for Fédération Internationale de Football Association. Translated to English it means: International Federation of Association Football. Besides being the most-watched sporting event around the globe, FIFA also says that there are 265 million players actively involved in soccer around the world, which is about 4% of the world's population. Or, the entire population of the U.S. minus California and Texas.

Usually in April, world soccer is coming down the final stretch in the most important of global competitions – the English Premier League and the Champions League.

Debate Question: Why is soccer less popular in the U.S. versus other places in the world?

**International Cricket.** The international cricket season usually wraps up in April. Did you know that Rupert Murdoch's Star India paid \$2.5 billion to buy the global media rights of the Indian Premier League,

making it one of the richest sporting events in the world?

Inflammatory Debate Question: Do you think cricket is more fun than baseball?

## Why We Watch Sports

We watch sports for the excitement, we watch sports for the drama and we watch sports to be with friends and family. Well, in April 2020, we can't watch live sporting events. But we can still talk about sports on the phone or through social media.

What does this have to do with Financial Planning? Absolutely nothing. But it can help maintain connections while we social-distance from one another.