La domanda di Sport

Determinanti dei prezzi delle manifestazioni sportive

Il mercato degli eventi sportivi

- Una volta selezionata la quantità di tempo libero va studiato il mercato per i beni e servizi destinati all'intrattenimento.
- Analizziamo la struttura di quei servizi associati allo svago come gli «eventi sportivi».
- La domanda di questi servizi «opera» nelle stesse modalità di quanto studiato nella teoria del consumatore.
- L'offerta presenta aspetti «peculiari».

La domanda di Sport:

Quali fattori influenzano la domanda?

- Prezzi del servizio;
- Prezzi dei servizi alternativi;
- Prezzi dei servizi complementari;
- Uncertainty of Outcome;
- Qualità dell'evento.

Breve – Medio periodo

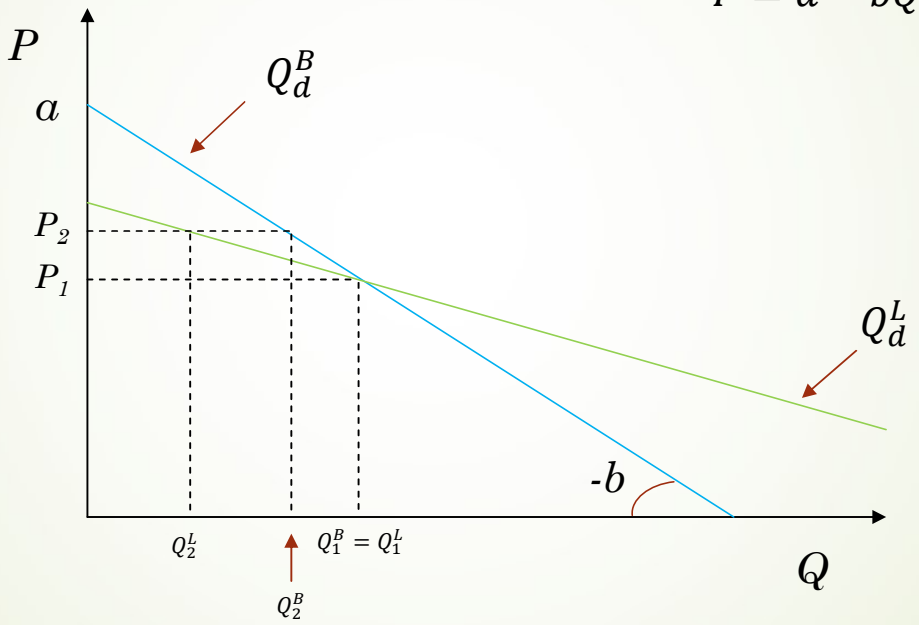
- Preferenze;
- Competitive Balance;
- Reddito.

Lungo periodo

La forma della domanda: breve e lungo periodo

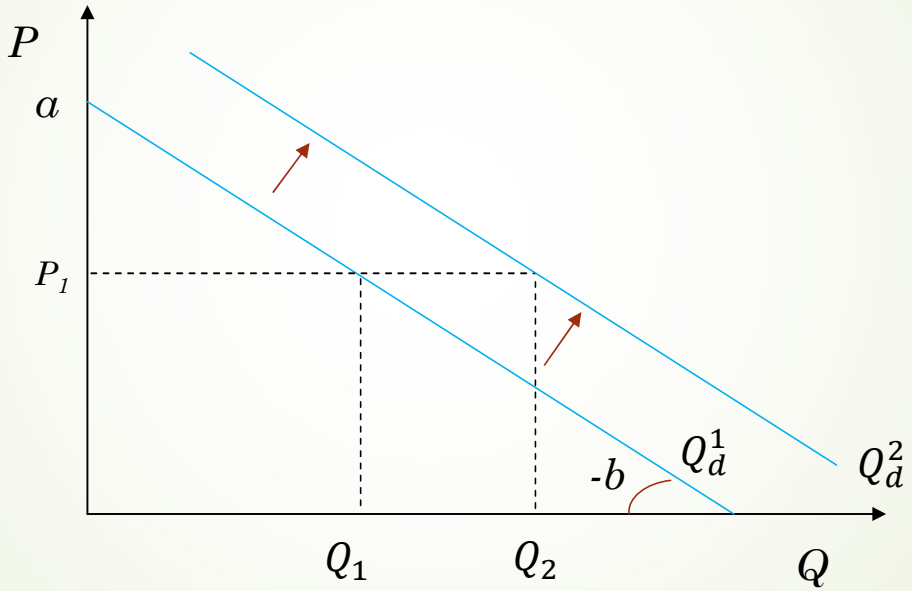
Funzione inversa di domanda

$$P = a - bQ$$

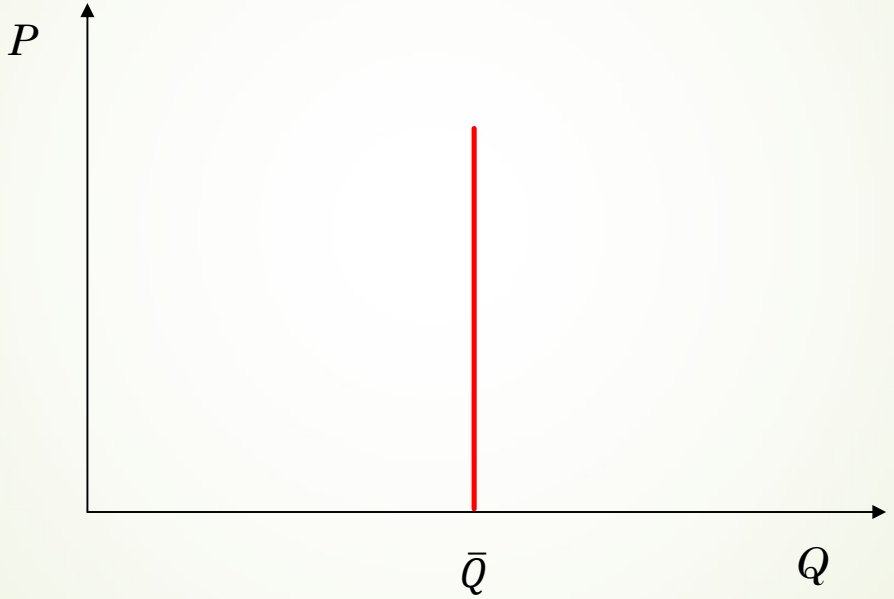


Spostamenti «della» domanda

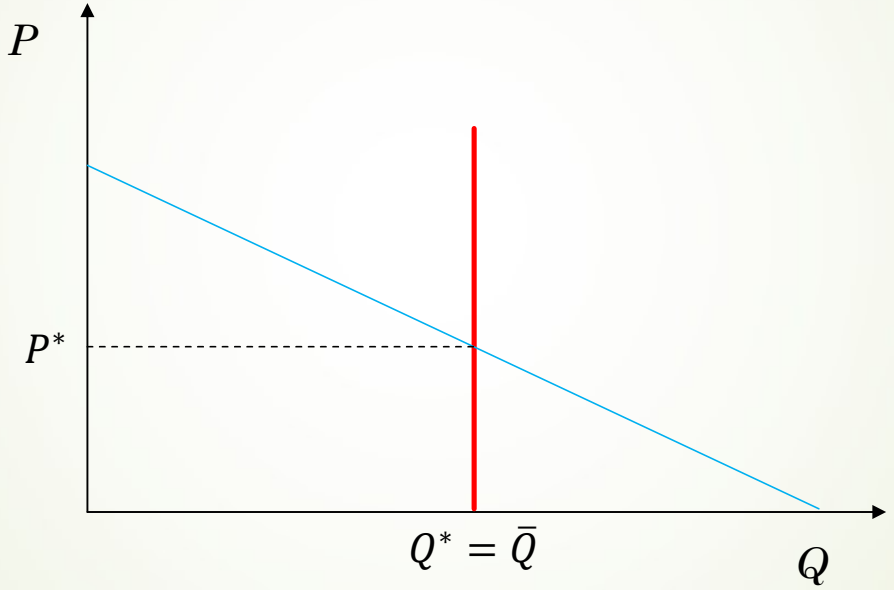
$Q_d^2 > Q_d^1$



Il lato della offerta



L'equilibrio «concorrenziale»



L'evidenza empirica …

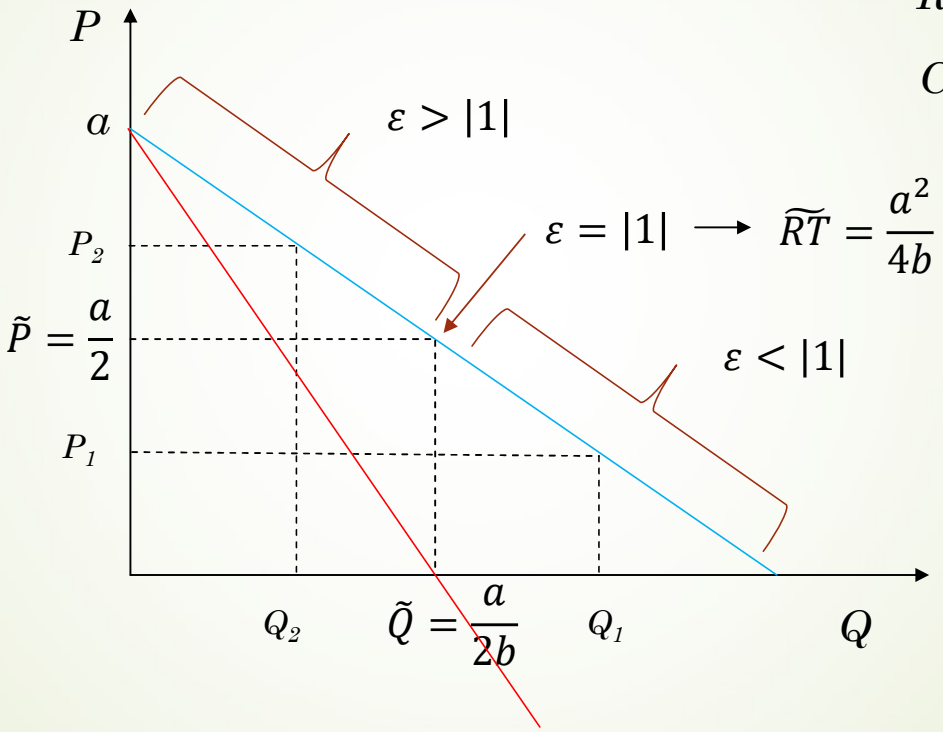
Top men's leagues in total attendance with a minimum of 8 million

	Sport	Countries	Season	Teams	Games	Average capacity	Average attendance	Occupancy Rate
Major League Baseball (MLB)	Baseball	United States Canada	2019	30	2430	43.103	28.199	**65,42**
Nippon Professional Baseball (NPB)	Baseball	Japan	2019	12	856	36.166	30.928	**85,52**
National Hockey League (NHL)	Ice hockey	United States Canada	2018–19	31	1271	18.332	17.456	**95,22**
National Basketball Association (NBA)	Basketball	United States Canada	2018–19	30	1230	19.122	17.857	**93,38**
National Football League (NFL)	American football	United States	2018	32	256	69.800	67.100	**96,13**
Premier League	Soccer	United Kingdom	2018–19	20	380	38.519	38.181	**99,36**
International League (IL)/Pacific Coast League (PCL) (AAA)	Baseball	United States	2019	30	2023	11.149	6.697	**59,33**
Fußball-Bundesliga (Bundesliga)	Soccer	Germany	2018–19	18	306	48.791	43.449	**91,50**
English Football League Championship (EFL Championship)	Soccer	United Kingdom	2018–19	24	552	28.087	20.181	**72,95**
Campeonato Nacional de Liga de Primera División (LaLiga)	Soccer	Spain	2018–19	20	380	39.532	26.811	**67,90**
Lega Nazionale Professionisti Serie A (Serie A)	Soccer	Italy	2018–19	20	380	41.174	25.237	**60,15**
Liga Mexicana de Béisbol (LMB)/Liga Mexicana del Pacífico (LMP)	Baseball	Mexico United States	2019-20	26	1333	12.488	6.685	**53,53**
Eastern League / Southern League / Texas League (AA)	Baseball	United States	2019	30	1992	7.545	4.429	**57,93**
Major League Soccer (MLS)	Soccer	United States Canada	2019	24	408	22.863	21.311	**95,67**
Championnat de France de football (Ligue 1)	Soccer	France Monaco	2018-2019	20	380	32.541	22.799	**70,06**
Campeonato Brasileiro Série A (Brasileirão)	Soccer	Brazil	2019	20	380	43.918	22.432	**51,07**
Canadian Hockey League (CHL)	Junior ice hockey	Canada United States	2015–16	60	2084	6.645	3.967	**59,70**

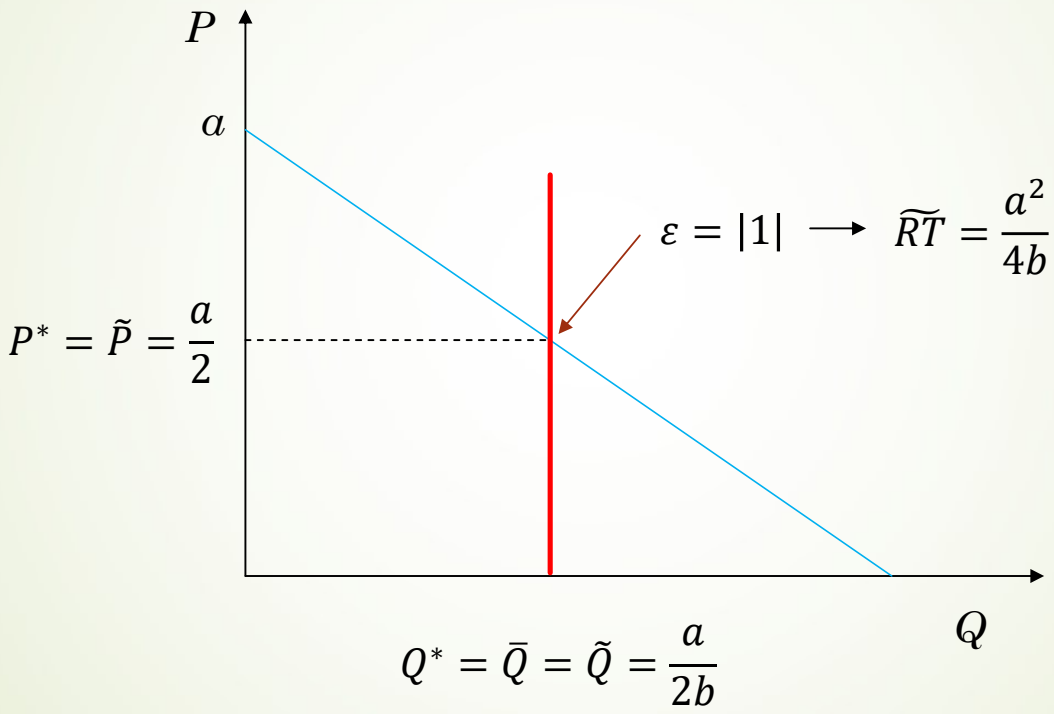
L'evento sportivo come Monopolio Naturale – max RT

$RM=CM$

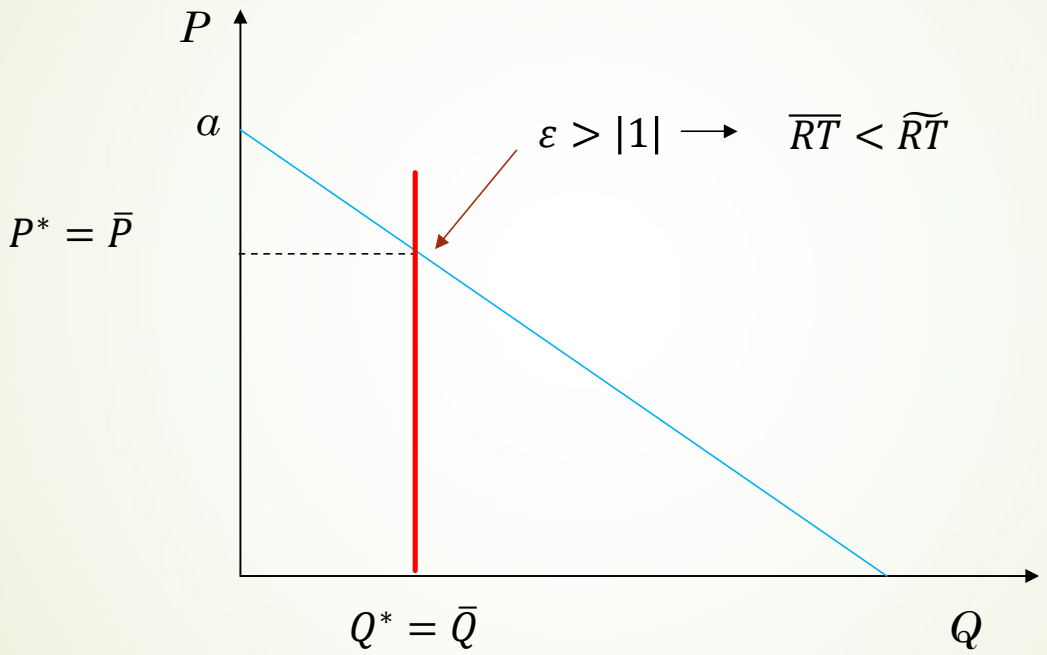
$CM=0$



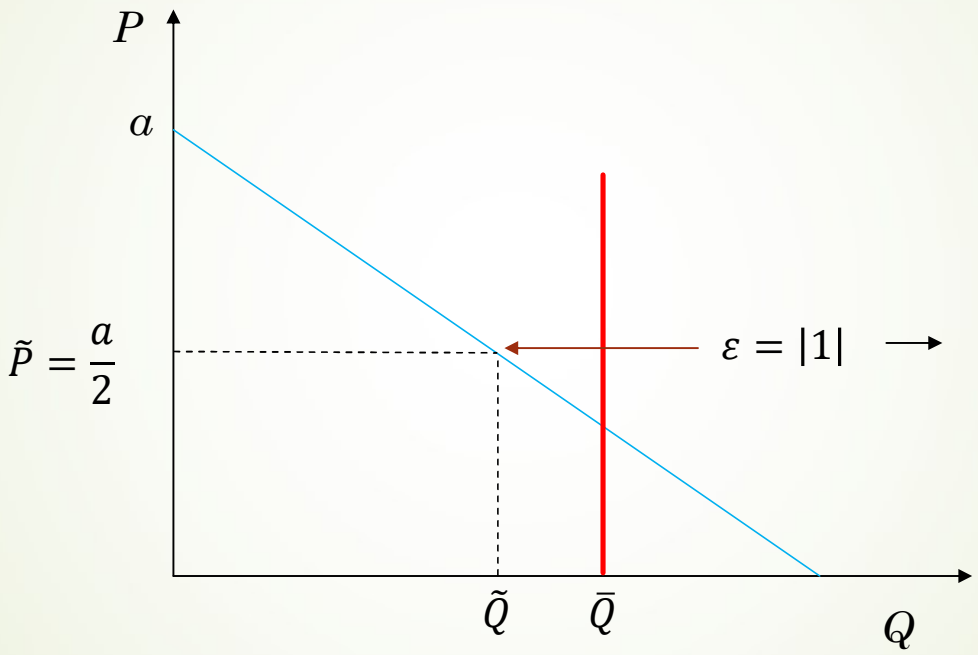
Abbiamo 3 casi possibili
1: *sold-out*, max RT, elasticità pari a 1



2: *sold-out*, no max RT, elasticità > 1



3: no *sold-out*, max RT, elasticità = 1



L'evidenza empirica: Borland & MacDonald, Demand for Sport, in Oxford Review of Economic Policy, Vol.19, n.4, 2003, pp.478-502

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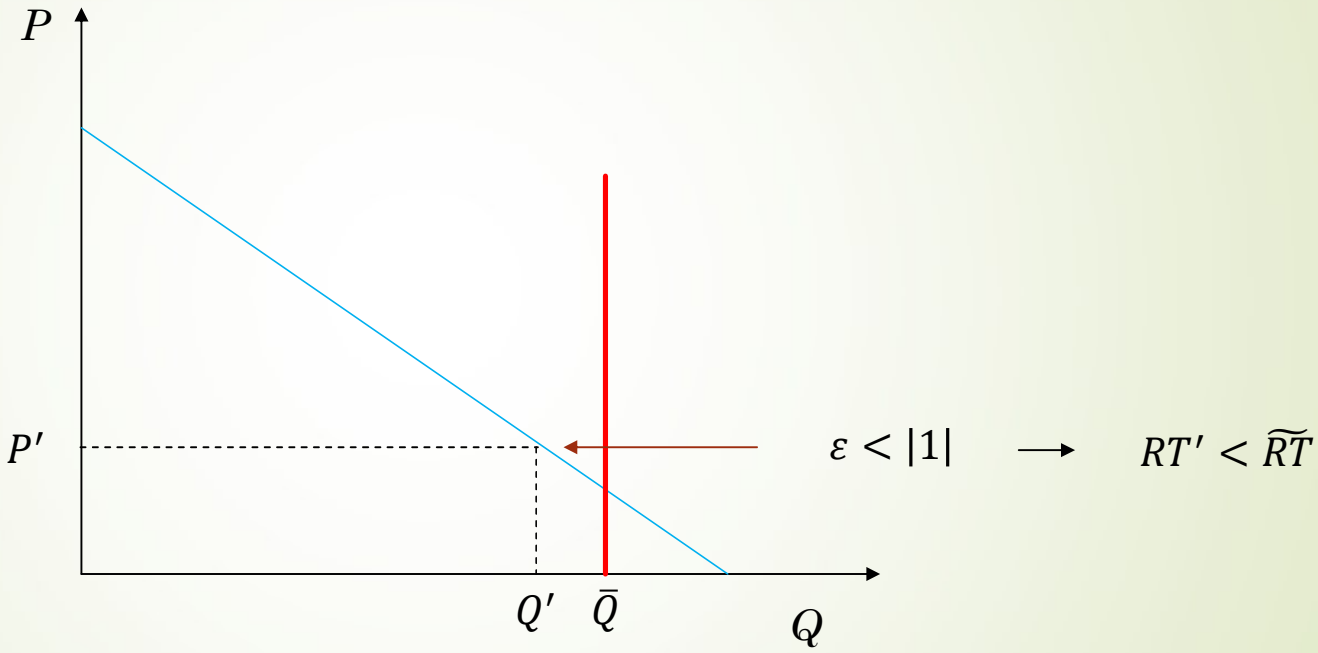
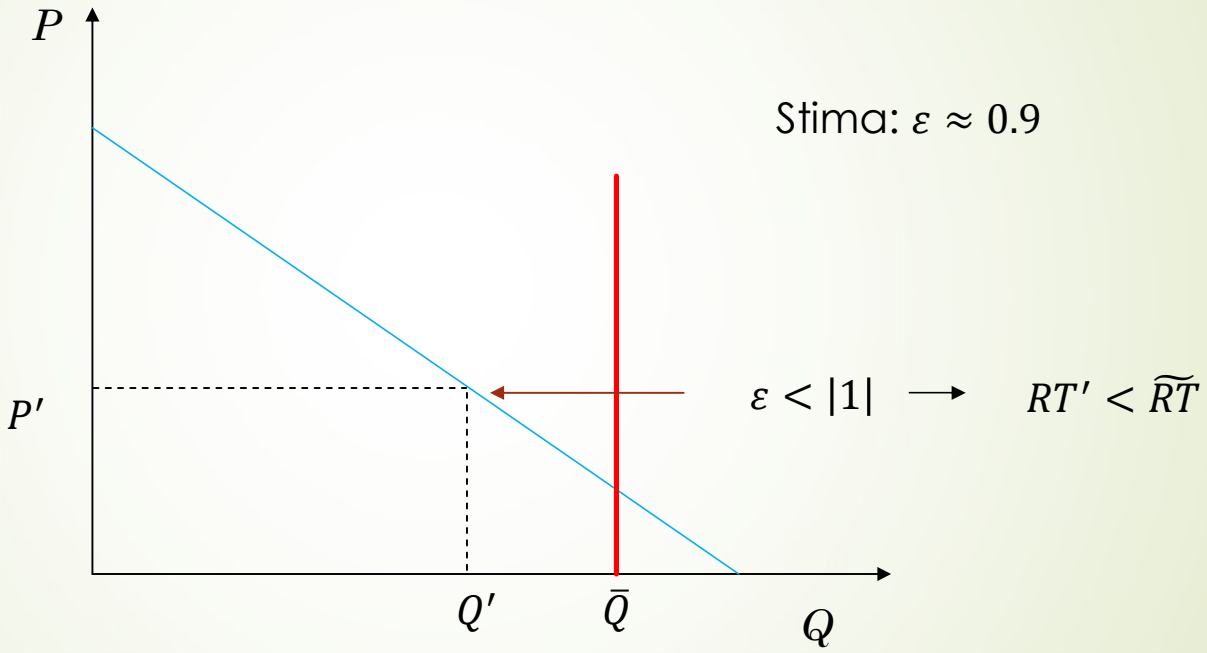
L'evidenza empirica nel nostro modello: no *sold-out*, no max RT, elasticità < 1 (0.2-0.6)



Forrest, D., Simmons, R., & Feehan, P. (2002). A spatial cross–sectional analysis of elasticity of demand for soccer. Scottish Journal of Political Economy, 49(3), 336-356.



Il raffinamento del modello: i beni accessori (1)

Funzione diretta di domanda derivata da quella inversa

$$RT' = Q(P) \cdot P + c \cdot Q(P),$$

$$RT' = \left(\frac{a}{b} - \frac{1}{b} \cdot P\right) \cdot P + c \cdot \left(\frac{a}{b} - \frac{1}{b} \cdot P\right),$$

Cerchiamo il prezzo che massimizza la nuova funzione dei ricavi totali

$$RT' = \frac{a}{b} \cdot P - \frac{1}{b} \cdot P^2 + \frac{a \cdot c}{b} - \frac{c}{b} \cdot P,$$

$$RT' = \frac{a \cdot c}{b} + \frac{a - c}{b} \cdot P - \frac{1}{b} \cdot P^2 \ , \quad \text{imponiamo la FOC} \quad \frac{dRT'}{dP} = 0$$

$$\frac{a - c}{b} - \frac{2}{b} \cdot P = 0, \quad \text{da cui} \quad P' = \frac{a - c}{2}.$$

Il raffinamento del modello: i beni accessori (2)

$$Q' = \frac{a}{b} - \frac{1}{b} \cdot \left(\frac{a-c}{2}\right)$$

$$Q' = \frac{2a - a + c}{2b}$$

$$Q' = \frac{a+c}{2b}.$$

Calcoliamo il corrispondente valore della quantità

$$\tilde{P} \equiv \frac{a}{2} > P' \equiv \frac{a-c}{2},$$

$$\tilde{Q} \equiv \frac{a}{2b} < Q' \equiv \frac{a+c}{2b}.$$

Confronto

Il raffinamento del modello: i beni accessori (3)

$$\varepsilon_{Q/P=P'} = \frac{dQ}{dP} \cdot \frac{P'}{Q'}$$

$$\varepsilon_{Q/P=P'} = \left(-\frac{1}{b}\right) \cdot \left(\frac{\frac{a-c}{2}}{\frac{a+c}{2b}}\right)$$

$$\varepsilon_{Q/P=P'} = -\frac{1}{b} \cdot \left(\frac{a-c}{2} \cdot \frac{2b}{a+c}\right),$$

$$\varepsilon_{Q/P=P'} = -\frac{a-c}{a+c} < -1.$$

Il raffinamento del modello: i beni accessori (4)

$$RT' = RT_{Tickets} + RT_{Food\ \&\ Beverage},$$

$$RT' = P' \cdot Q' + c \cdot Q',$$

$$RT' = \left(\frac{a-c}{2}\right) \cdot \left(\frac{a+c}{2b}\right) + c \cdot \left(\frac{a+c}{2b}\right),$$

$$RT' = \frac{a^2-c^2}{4b} + \frac{ac+c^2}{2b},$$

$$RT' = \frac{a^2-c^2+2ac+2c^2}{4b},$$

$$RT' = \frac{a^2+c^2+2ac}{4b},$$

$$RT' = \frac{(a+c)^2}{4b} > \widetilde{RT} = \frac{a^2}{4b}$$

Analisi grafica (1)

Il modello:

P=a-bQ; Domanda inversa

CT=CF-cQ; Costi totali

RM=a-2bQ; Ricavo marginale

CM=-c Costo marginale

Analisi grafica (2)