



Questions for Classroom Discussion

NFL Expansion

- **Why will the NFL be successful in expanding American football to other parts of the world?**

- ⇒ Consider how exciting the game of football is and how loyal the fan base is in America... and how sports fans around the world can become just as enthusiastic
- ⇒ Consider how other “American” sports, such as basketball and baseball, have successfully expanded to other parts of the world
- ⇒ Consider how there are so many ways to enjoy the game, such as watching on television and playing “fantasy football” (the Superbowl is the world’s most watched single-day sporting event)

- **What are reasons why American football might NOT catch on with the rest of the world?**

- ⇒ Consider that very few people outside of the U.S. have ever played football, and they might actually resist it since it is seen as an “American” sport (in much the same way some Americans believe that Cricket is purely a European sport)
- ⇒ Consider that football has major competition, such as soccer and basketball (both of which are much more popular on the international stage)
- ⇒ Consider that the rules of football are very complicated and it can be difficult to follow the first time... plus, the pads and helmets make it difficult to identify individual players
- ⇒ Consider the logistical difficulties of having teams in America travel across the ocean and how it might be an unwanted stress for players and fans alike

- **What are ways to help expand American football to the rest of the world... and why is it important to do so?**

- ⇒ Consider how it is necessary for people in Europe to actually see the games, whether it’s just on television or in an actual stadium
- ⇒ Consider how young people participating in the sport would help build a lasting fan-base
- ⇒ Consider how the expansion of the sport is essential to the NFL’s success, especially as the NBL (basketball) and MLB (baseball) grow on an international stage
- ⇒ Consider how many potential fans exist in Europe and beyond, and how these fans will buy merchandise and tickets to the game