



What is the Sports Economy Index (SEI)?

The Sports Economy Index (SEI) is a comprehensive framework designed to measure the size, maturity, and impact of a country's sports economy. It captures how effectively nations convert participation, events, innovation, and influence into economic and social value.



Why it Matters

Traditional sports rankings focus on medals, elite performance, or participation rates. The SEI takes a broader perspective by measuring sport as an economic sector and a contributor to national development.

The index enables governments and stakeholders to:

- ◆ Benchmark their sports economy against peers
- ◆ Identify strengths and gaps across the ecosystem
- ◆ Prioritize investments and policy interventions
- ◆ Measure economic and social value generated through sport
- ◆ Track progress over time



The Sports Economy Index Framework

The SEI is built around four interconnected dimensions that collectively define a country's sports economy.

Pillars

Participation



Movement economy (14 KPIs)

The economy created by mass participation, active lifestyles, and sport-driven social and civic engagement.

- ◆ Adult physical activity and/or sports participation
- ◆ Youth physical activity and/or sports participation
- ◆ Participation-related spending

Consumption



Experience economy (10 KPIs)

The economy created by live events, tourism, spending, and fan experiences that generate loyalty, commercial activity, and consumer value.

- ◆ Sports tourism
- ◆ Sports event attendance
- ◆ Events ancillary revenue generation

Innovation



Imagination economy (10 KPIs)

The economy created by creativity, innovation, technology, and intellectual property that drive new products, ventures, and market opportunities in sports.

- ◆ SportsTech investment and valuation
- ◆ Sports innovation and IP

Amplification



Influence economy (12 KPIs)

The economy created by media reach, digital engagement, fan communities, and platforms that amplify the cultural and commercial value of sports.

- ◆ Traditional media and broadcast value created
- ◆ Digital sports applications development
- ◆ Fan engagement and community building

Enablers

High performance talent

4 KPIs



Talent development

4 KPIs



Physical infrastructure

10 KPIs



Technology and data

9 KPIs



Partnerships

6 KPIs



Healthcare

4 KPIs



Policies and regulations

5 KPIs



Funding

4 KPIs



Sustainability and circular systems

4 KPIs



Macro impact

Economic

Captures GDP and employment generated by the sports economies.



Social

Captures wider societal benefits such as wellbeing and social cohesion generated by the sports economies.



Participation

Movement economy

Key indicators
14 KPIs

Adult physical activity and/or sports participation

(7 KPIs)

K.01	Percentage of adults who get at least 150' of physical activity a week	%
K.02	Percentage of male adults who get at least 150' of physical activity a week	%
K.03	Percentage of female adults who get at least 150' of physical activity a week	%
K.04	Percentage of population that walks to commute	%
K.05	Percentage of population that cycles to commute	%
K.06	Number of members at gyms / fitness clubs	#
K.07	Gym or fitness club membership rate	%

Youth physical activity and/or sports participation

(3 KPIs)

K.08	Youth sports participation	%
K.09	Youth sports participation (male)	%
K.10	Youth sports participation (female)	%

Participation-related spending

(4 KPIs)

K.11	Sports nutrition market size	USD Mn
K.12	Consumer spending on apparel / gear	USD Mn
K.13	Consumer spending on gyms and memberships	USD Mn
K.14	Consumer spending on wearables	USD Mn

Consumption

Experience economy

Key indicators
10 KPIs

Sports tourism

(2 KPIs)

K.01	Sports tourism market size	USD Mn
K.02	Tourism flows: international arrivals	#

Sports event attendance

(4 KPIs)

K.03	Professional league attendance	#
K.04	Mega event attendance	#
K.05	Number of mega event days, since 2010	#
K.06	Number of major events	#

Events ancillary revenue generation

(4 KPIs)

K.07	Sponsorship market size	USD Mn
K.08	Brand licensing market sales revenue	USD Mn
K.09	Merchandise market size	USD Mn
K.10	Ticketing market size	USD Mn

Innovation

Imagination economy

Key indicators

10 KPIs

SportsTech investment and valuation

(3 KPIs)

K.01	Number of SportsTech startups	#
K.02	Investment in sports-related startups	USD Mn
K.03	Total valuation of sports-related ventures	USD Mn

Sports innovation and IP

(7 KPIs)

K.04	Number of sports leagues or events founded	#
K.05	Number of sports patents, copyrights, or trademarks	#
K.06	Number of sports innovation centers	#
K.07	Number of science journal articles	#
K.08	Researchers per 1 million population	#
K.09	R&D spending as a share of GDP	%
K.10	Global Innovation Index ranking	#

Amplification

Influence economy

Key indicators

12 KPIs

Traditional media and broadcast value created

(5 KPIs)

K.01	Telecom and pay TV services market size	USD Mn
K.02	Media rights market valuation	USD Mn
K.03	Country CPM for YouTube	USD
K.04	Advertising market value	USD Mn
K.05	Sports streaming market value	USD Mn

Digital sports applications development

(2 KPIs)

K.06	Paid sports app market size	USD Mn
K.07	Sports app market share in the region	%

Fan engagement and community building

(5 KPIs)

K.08	Number of X followers - Olympic national team	#
K.09	Number of X followers - National federations (Top 5)	#
K.10	Number of X followers - Athletes (Top 5)	#
K.11	Number of X followers - Media outlets (Top 3)	#
K.12	Total content creation market size	USD Mn



High performance talent

4 KPIs

High performance athletes

(4 KPIs)

K.01	Number of Olympic athletes	#
K.02	Number of Olympic medals, including Summer, Winter and Youth Olympics	#
K.03	Total FIFA World Cup points	#
K.04	Number of professional leagues	#

Talent development

Super-enabler

4 KPIs

Sports practitioners

(4 KPIs)

K.01	Number of coaches, trainers and referees	#
K.02	Number of graduates from sports-related fields	#
K.03	Number of jobs in sports industry	#
K.04	Physiotherapists per 100,000 population	#

Super-enablers are critical because they have an outsized influence on the performance of the four core sports economies.

Physical infrastructure

Mega events infrastructure

(3 KPIs)

K.01	Number of tier 1 venues available (>30k seats)	#
K.02	Number of seats in tier 1 venues	#
K.03	Number of tier 1 seats per 1 million population	#

Urban infrastructure

(2 KPIs)

K.04	Distance of walking and cycling networks per 1000 population	km
K.05	Infrastructure spending as a share of GDP	%

Sporting places

(2 KPIs)

K.06	Total number of sports fields	#
K.07	Number of local clubs score	Scale (1-3)

High performance

(1 KPI)

K.08	Size of high performance training center	km ²
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Education

(1 KPI)

K.09	Number of higher education institutions	#
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Water access

(1 KPI)

K.10	Cubic meters of renewable freshwater per capita	mt ³
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10 KPIs

Technology and data

9 KPIs

Core digital infrastructure

(4 KPIs)

K.01	Percentage of population with access to internet	%
K.02	Average internet speed	Mbps
K.03	Cybersecurity readiness / data protection index	Scale (1-5)
K.04	Information and communication spending as a share of GDP	%

SportsTech ecosystem (supply)

(2 KPIs)

K.05	Number of sports innovation hubs / accelerators	#
K.06	Number of patents/publications in sports technology/wearables	#

Adoption in sports (demand)

(3 KPIs)

K.07	Percentage of clubs/leagues using wearables/analytics	%
K.08	Stadiums using smart infrastructure score	Scale (1-5)
K.09	Digital fan engagement score	Scale (1-5)

Partnerships

6 KPIs

Partnerships by type of entity

(6 KPIs)

K.01	Number of Olympics committees	#
K.02	Number of sector-specific government entities score	Scale (0-3)
K.03	Number of cross-sectoral government entities score	Scale (0-3)
K.04	Partnerships with academia score	Scale (0-3)
K.05	Number of sports federations and organizations score	Scale (0-3)
K.06	Partnerships with local clubs score	Scale (0-3)

Healthcare

4 KPIs

Sports medicine

(2 KPIs)

K.01	Sports medicine market size	USD Mn
K.02	Number of physiotherapists per 100,000 population	#

Sports nutrition

(2 KPIs)

K.03	Sports nutrition market size	USD Mn
K.04	Food security index score	Scale (1-100)

Policies and regulations

5 KPIs

Sports governance

(1 KPI)

K.01	Dedicated body for sports governance score	Scale (1-2)
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Sports strategy

(1 KPI)

K.02	National sports strategy score	Scale (1-2)
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Favorable business environment

(2 KPIs)

K.03	Strength of intellectual property protection	%
K.04	Ease of doing business index	Scale (1-100)

Other supporting regulations

(1 KPI)

K.05	Migrant integration policy index	MIPEX Score
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Public funding		(1 KPI)
K.01	Total government expenditure on sports	USD Mn
Private funding		(2 KPIs)
K.02	Number of venture capital deals per USD billion	#
K.03	Private equity market size	USD Mn
Consumer wealth		(1 KPI)
K.04	Disposable household income	USD
Environmental impact		(2 KPIs)
K.01	Environmental performance index solid waste score	Scale (1-100)
K.02	Percentage of population exposed to more than 10 micrograms/m ³	%
Social inclusion and equity		(2 KPIs)
K.03	Inclusiveness index	Scale (1-5)
K.04	Labor rights index	Scale (1-5)

Macro impact

Policy actions on enablers can raise a country's Sports Economy Index (SEI), improve its ranking, and unlock economic and social gains. Strengthening enablers like talent development and infrastructure leads to direct gains in the sports economy and broader national returns.



Sports act as a catalyst for national economies by stimulating several interconnected sectors.

- Infrastructure, real estate and utilities
- Tourism, hospitality, retail and wellness
- Media, technology, and professional services

The sports economy can be further categorized into several key dimensions and real-world outcomes

- Community cohesion and inclusion
- Health and human development
- Social stability and national identity

Countries that strengthen enablers can expect both direct sports economy gains and wider economic and social returns