

# *Introducing SEM- Classroom Trivia*

## *Introducing SEM: Classroom Trivia*

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Classroom Trivia*

**GAME RULES**

# *Introducing SEM- Classroom Trivia*

- ✓ Divide the class into two teams
- ✓ Create team names
- ✓ Desks should be facing the other team
- ✓ Game begins as questions appear on slides
- ✓ The first team to raise a hand has first opportunity to answer

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- ✓ One point per correct answer
- ✓ Negative one point per incorrect answer
- ✓ Team with the most points at the end of the game is the winner

*GOOD LUCK!*

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## **Preliminary Question**

### **WHAT IS SEM?**

- a. Sports Every Morning***
- b. Sports and Entertainment Management***
- c. Sports Evolutionary Marketing***
- d. Sports and Entertainment Marketing***

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## Question # 1

**WHAT IS THE ALL-TIME HIGHEST GROSSING BOX OFFICE FILM?**

- a. Star Wars***
- b. Marvel's The Avengers***
- c. Titanic***
- d. Avatar***

***\*\*\* Avatar has generated nearly \$3 billion in world wide revenue***

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## Question # 2

**HOW MANY HOURS PER DAY DOES THE AVERAGE AMERICAN SPEND WATCHING TELEVISION?**

- a. 2 Hours***
- b. 4 Hours***
- c. 6 Hours***
- d. 8 Hours***

Source: [csun.edu](http://csun.edu)

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## Question # 3

**FORMS OF SPORTS MARKETING  
WERE FIRST IDENTIFIED AS EARLY  
AS WHAT YEAR?**

- a. 1712**
- b. 1858**
- c. 1912**
- d. 1923**



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## Question # 4

**HOW MANY INDIVIDUAL SONG  
DOWNLOADS HAS APPLE'S ITUNES  
ONLINE MUSIC STORE SOLD?**

- a. 20 billion***
- b. 42 billion***
- c. 51 billion***
- d. 70 billion***

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## Question # 5

**IN HOW MANY LANGUAGES DOES THE NBA OFFER BALLOTING FOR IT'S ALL-STAR GAME?**

- a. 9**
- b. 12**
- c. 20**
- d. 26**

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## Question # 6

**WHAT IS THE MOST VALUABLE  
SPORTS FRANCHISE IN THE  
WORLD?**

- a. New York Yankees***
- b. Dallas Cowboys***
- c. Los Angeles Lakers***
- d. Manchester United***

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## Question # 7

**IN WHAT YEAR WAS THE FIRST  
BASEBALL GAME BROADCAST ON  
THE RADIO?**

- a. 1886**
- b. 1901**
- c. 1921**
- d. 1935**

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## Question # 8

**WHAT EVENT GENERATED THE MOST REVENUE IN PAY-PER-VIEW HISTORY?**

- a. Manny Pacquiao vs. Floyd Mayweather (2015)*
- b. WWE's WrestleMania 28 (2012)*
- c. UFC – Lidell vs. Jackson (2007)*
- d. Conor McGregor vs. Floyd Mayweather (2017)*

*\* The 2015 boxing match between Manny Pacquiao and Floyd Mayweather drew 4.4 buys, generating \$400 million*

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## Question # 9

**WHO IS THE LARGEST PAY-PER-VIEW PROVIDER IN THE WORLD?**

- a. WWE (World Wrestling Entertainment)***
- b. WBO (World Boxing Organization)***
- c. ICC (International Cricket Council)***
- d. UFC (Ultimate Fighting Championship)***

*Source: Milwaukee Journal Sentinel*

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## Question # 10

**ACCORDING TO NIELSEN, WHICH IS THE MOST POPULAR SPORTS APP BASED ON TOTAL MINUTES USED?**

- a. Yahoo! Sports***
- b. ESPN SportsCenter***
- c. NFL Mobile***
- d. CBS Fantasy Football***

*Source: Nielsen's Year End Sports Media Report*

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## Question # 11

**IN WHAT YEAR DID APPLE LAUNCH  
THE iTUNES MUSIC STORE?**

- a. 2003**
- b. 2004**
- c. 2005**
- d. 2006**



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## Question # 12

**HOW MUCH REVENUE WILL BE GENERATED AT THE BOX OFFICE (MOVIE TICKET SALES) BY 2021?**

- a. \$10.6 billion***
- b. \$11.2 billion***
- c. \$12.5 billion***
- d. \$13.1 billion***

Source: Price Waterhouse Coopers

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## Question # 13

**WHAT IS THE MOST POPULAR  
ATTRACTION IN THE WORLD?**

- a. Walt Disney World***
- b. The Eiffel Tower***
- c. Yellowstone National Park***
- d. The Grand Canyon***
- e. Buckingham Palace***

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## Question # 14

**THE FIRST COMMERCIALY  
RELEASED PERSONAL MUSIC PLAYER  
CAPABLE OF PLAYING MP3 FILES  
WAS LAUNCHED IN WHAT YEAR?**

- a. 1989**
- b. 1995**
- c. 1998**
- d. 2003**

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## Question # 15

**WHO IS THE MOST RECOGNIZABLE  
ATHLETE IN THE WORLD  
(ACCORDING TO AN ESPN STUDY)?**

- a. LeBron James***
- b. Cristiano Ronaldo***
- c. Tom Brady***
- d. Tiger Woods***

Source: [espn.com](http://espn.com)

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## Question # 16

**WHAT AGE GROUP PURCHASES  
THE HIGHEST NUMBER OF MUSIC  
DOWNLOADS?**

- a. 18-24**
- b. 25-35**
- c. 36-45**
- d. 46-57**

Source: [www.cnet.com](http://www.cnet.com)

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## Question # 17

**WHO OWNS THE ESPN NETWORK  
OF CABLE TELEVISION PROGRAMS?**

- a. ABC**
- b. Fox**
- c. CBS**
- d. Turner Broadcasting**

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## Question # 18

**WHICH OF THE FOLLOWING  
INTERNATIONAL THEME PARKS  
WAS NOT AMONG THE TOP 25  
HIGHEST ATTENDED LAST YEAR?**

- a. Universal Studios (U.S.)***
- b. Disney Land (Japan)***
- c. Six Flags (St. Louis)***
- d. Ocean Park (Hong Kong)***

*Source: The Global Attractions Attendance Report*

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## Question # 19

**HOW MANY THEME PARKS DOES THE SEAWORLD PARKS & ENTERTAINMENT COMPANY OPERATE?**

- a. 3**
- b. 6**
- c. 10**
- d. 15**

*\* The group owns and operates three Sea Worlds, two Busch Gardens, four water parks (including two Adventure Islands), Discovery Cove and Sesame Place*



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## Question # 20

**WHAT TYPE OF MUSICAL GENRE IS THE MOST POPULAR IN THE WORLD BASED ON STREAMING STATISTICS?**

- a. Hip-Hop***
- b. Pop***
- c. Country***
- d. Rock***

Source: Spotify

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## Question # 21

**WHICH ATHLETE EARNED THE MOST MONEY LAST YEAR?**

- a. Floyd Mayweather***
- b. Cristiano Ronaldo***
- c. Danica Patrick***
- d. LeBron James***

Source: Forbes

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## Question # 22

**THE OLYMPIC GAMES WERE  
PROFITABLE FOR THE FIRST TIME  
IN WHAT YEAR?**

- a. 1926**
- b. 1966**
- c. 1970**
- d. 1984**

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## Question # 23

**IN WHAT YEAR DID ESPN MAKE ITS TELEVISION DEBUT?**

- a. 1965**
- b. 1972**
- c. 1979**
- d. 1982**

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## Question # 24

**WHAT DOES ESPN STAND FOR?**

- a. Entertainment & Sports Programming Network*
- b. Everything Sports Programming Network*
- c. Exceptional Sporting Programs Network*
- d. Entertaining Sports Programs Network*

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## Question # 25

**IN WHAT YEAR DID THE MAGAZINE  
*SPORTS ILLUSTRATED* FIRST HIT  
THE NEWSSTAND?**

- a. 1954**
- b. 1958**
- c. 1964**
- d. 1971**

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## Question # 26

**WHO IS RECOGNIZED AS THE  
VISIONARY FOR MONDAY NIGHT  
FOOTBALL?**

- a. Roone Arledge***
- b. Mark McCormack***
- c. Ted Turner***
- d. Bill France***

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## Question # 27

**IN WHICH YEAR DID NINTENDO  
INTRODUCE ITS HOME VIDEO GAME  
ENTERTAINMENT SYSTEM?**

- a. 1985**
- b. 1987**
- c. 1989**
- d. 1991**



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## Question # 28

**IN WHAT YEAR WAS MUSIC TELEVISION (MTV) LAUNCHED?**

- a. 1979**
- b. 1981**
- c. 1983**
- d. 1985**

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## Question # 29

**HOW MANY AMERICANS CONSIDER THEMSELVES TO BE SPORTS FANS?**

- a. 1 of every 8 adults***
- b. 3 of every 8 adults***
- c. 5 of every 8 adults***
- d. 7 of every 8 adults***

*Source: The Sports Business Journal*

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## Question # 30

**HOW MANY PEOPLE VISITED THE  
TOP 25 THEME PARKS IN 2017?**

- a. 92 million***
- b. 167 million***
- c. 203 million***
- d. 243 million***

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## Question # 31

**HOW MUCH DOES THE NCAA MEN'S BASKETBALL TOURNAMENT COST U.S. BUSINESSES EACH YEAR IN WORKER PRODUCTIVITY?**

- a. \$20 million**
- b. \$100 million**
- c. \$175 million**
- d. \$1 billion**

Source: *The Detroit News*

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## Question # 32

**IN HOW MANY COUNTRIES ARE  
ESPN BROADCASTS AVAILABLE TO  
VIEWERS?**

- a. 75**
- b. 125**
- c. 172**
- d. 200**

Source: [espnmediazone.com](http://espnmediazone.com)

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## Question # 33

**HOW MANY AMERICAN ADULTS ARE PLAYING SOME FORM OF FANTASY FOOTBALL?**

- a. 50 million**
- b. 75 million**
- c. 100 million**
- d. 120 million**

*Source: Fantasy Sports Trade Association (FSTA).*

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## Question # 34

**WHO WAS RESPONSIBLE FOR  
FOUNDING THE SUNDANCE FILM  
FESTIVAL IN 1981?**

- a. Woody Allen***
- b. Marlon Brando***
- c. Robert Redford***
- d. Lorne Michaels***

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## Question # 35

**WHO WAS HOLLYWOOD'S HIGHEST PAID ACTOR/ACTRESS IN 2018?**

- a. Jennifer Lawrence***
- b. Mark Wahlberg***
- c. Dwayne "The Rock" Johnson***
- d. Amy Schumer***



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## Question # 36

**WHAT WAS THE FIRST PRODUCED  
FULL FEATURE ANIMATED FILM?**

- a. Bambi***
- b. Snow White***
- c. Pinocchio***
- d. Dumbo***

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## Question # 37

**WHAT WAS THE FIRST MOVIE TO BE RELEASED WITH A PG-13 RATING?**

- a. Dirty Dancing***
- b. Red Dawn***
- c. Ferris Bueller's Day Off***
- d. Baan***

Source: Forbes

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## Question # 38

**WHAT IS THE BEST SELLING  
CONSOLE VIDEO GAME TITLE OF  
ALL-TIME?**

- a. Grand Theft Auto***
- b. Super Mario Brothers***
- c. Wii Sports***
- d. Fortnite***

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## Question # 39

**WHAT INDIVIDUAL TELEVISION SHOW HAD THE HIGHEST VIEWERSHIP RATINGS IN HISTORY?**

- a. The 2015 Super Bowl (Patriots/Seahawks)*
- b. The 2018 FIFA World Cup Final*
- c. The final episode of Seinfeld*
- d. The 2012 Olympic Games opening ceremony in Beijing*

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## Question # 40

**WHAT IS THE ALL-TIME BEST SELLING ALBUM IN THE U.S.?**

- a. Adele “21”**
- b. Lady Gaga “Fame Monster ”**
- c. Michael Jackson’s “Thriller”**
- d. The Beatles “1967-1970”**

Source: *Recording Industry of America*

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*END*