English presentation

Sporting personalities earn too much money

Mark Placer, 4.b
5 October 2026

FOR 1 Social priorities

Essential work

Teachers and nurses

Market value ≠ social value

Fairness

Cristiano Ronaldo

US$300m

Estimated total earnings
1 May 2025–1 May 2026

US$235m Playing contract
US$65m Off-field activities

Before taxes and agent fees (Knight)

FOR 2 Financial sustainability

Wage competition
Expensive contracts

Realistic budgets
Long-term stability

70%

UEFA squad-cost limit

Wages + transfers + agents

Adjusted revenue
+ net transfer earnings

UEFA, 2025, arts. 93–94

AGAINST 1 Commercial value

£6.7bn

UK broadcasting rights
Four seasons
2025/26–2028/29

Global audiences
Players' share

Source and photo: Premier League, 4 Dec. 2023

AGAINST 2 Talent and career risk

Years of training
Exceptional skill

Injury risk
Uncertain earnings

Superstars ≠ all athletes

Career evidence: U.S. Bureau of Labor Statistics

A balanced point of view

High rewards
Talent and commercial value

Limits
Fairness and sustainable budgets

Works Cited

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Photo: A l v i r a .E. “A Group of People Running on a Track.” *Unsplash*, 2 Jan. 2021, unsplash.com/photos/Utoy8hZv-bw.