



By: **Emre Alkin**

# Youngsters are not going our way: and they are right!



Sports, entertainment, and cinema are not just fields where huge amounts of money flow; they are also sectors that inspire young people's dreams, excite them, and sometimes even become a lifestyle.

Let's talk together about the size of these industries, the competition between countries, and which professions young people most dream of.

For example, the sports industry is truly gigantic. It **generates** approximately \$500 billion in annual revenue. Many sports, especially football, earn serious money through TV broadcasting rights, sponsorships, product sales, and match tickets.

The top leagues, like the English Premier League and Spain's La Liga, earn billions of dollars annually. Moreover, club brands like Manchester United and Real Madrid are **valued** at around \$3-4 billion.

And here is the thing: the best football players, such as Messi or Cristiano Ronaldo, can **earn** \$70-80 million per year. These enormous revenues and high earnings are reasons many young people think, "I should do this."

## The economic power of countries

Of course, we cannot just limit ourselves to sports. The entertainment world has a slightly larger overall budget. We are talking about an economy worth about \$2.1 trillion worldwide.

Music, television, video games, and especially Hollywood movies hold a large share here. Hollywood stars, with their high salaries, are almost unreachable, attractive, and exciting in the eyes of young people.

For instance, Taylor Swift and Beyoncé can **earn** \$300-400 million annually. One of the highest-grossing films, "Avatar: The Way of Water," **earned** around \$2.3 billion, making the cinema industry quite sizable as well.

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When considering competition among these sectors, the economic power of countries also comes into play. The USA, with Hollywood as its centre, has a total entertainment and media **economy** worth \$730 billion. At the same time, major transformations are happening in football and sports in the USA.

Meanwhile, countries like the UK and Spain are world leaders in football. China, with its rapidly growing film and entertainment industries, draws the interest of young people and continues to grow each year.

## An interesting picture, both economically and culturally

But the most important thing is the interest of young people in these sectors. Nowadays, becoming an athlete, singer, or artist is seen as much more exciting and attractive than other professions.

According to surveys, over 45% or more of young people dream of these careers. Thanks to social media platforms like TikTok and YouTube, becoming a superstar quickly, earning a high income, and reaching large audiences seem possible.

That's why young people dream of "becoming a great athlete or famous singer." On one hand, these industries truly generate significant earnings, and on the other, social media amplifies these dreams even more.

**It's not surprising that sports and arts are among the professions in young people's dreams**

All these factors combine to create a very interesting picture, both economically and

culturally. Young people may see these careers as more exciting and harder to reach than others because success and recognition in these fields happen very quickly, earnings are high, and popularity knows no bounds.

With all this excitement and appeal, it's not surprising that sports and arts are among the professions in young people's dreams.

All these foundations, the size of the sectors, and the competition between countries continue to establish a serious **power** in the global economy.

Particularly in the MENA region, Africa, and other developing countries, the popularity and interest in these sectors are truly dazzling. Because in these regions, young people seek both economic opportunities and the pursuit of many dreams culturally.

## A significant force within the global economy

Now, let's examine the situation and interest in these countries. In the MENA region, especially the Gulf countries, significant investments are made in sports and entertainment sectors. Countries like Qatar and Saudi Arabia attract attention with major tournaments, new stadiums, and entertainment projects.

For example, Qatar **hosted** the 2022 World Cup, showcasing its sports tourism and investments to the world. In these countries, being an athlete is highly prestigious and even a symbol of status. Additionally, Saudi Arabia and the UAE are investing billions of dollars in their music and entertainment industries.



*The fascination with sports and entertainment sectors among young people reflects their pursuit of dreams that seem both attractive and attainable - Emre Alkin*

In Africa, although economic and infrastructure limitations mean these sectors haven't always developed extensively, there is great enthusiasm and interest among young people. Especially in Nigeria, South Africa, and Kenya, music and football are dominant.

Nigeria's Afrobeat music and its athletes are creating admiration across Africa. Young Nigerians have big dreams in football and aim to attract international attention with their talent.

Thanks to the growing television and internet access in Africa, young people now follow global trends closely and want to build careers in these sectors.

In other developing countries, especially in Latin America and parts of Asia, a similar trend is present. Countries like Brazil, Argentina, and Mexico have football and music as their biggest dreams.

Both football and music are important parts of their cultural identity. In these countries, young people dream of becoming footballers or famous artists. This greatly contributes to their local economies as well as the global growth of these industries.

In summary, in developing countries, young people's interest in these sectors is very high towards becoming athletes, musicians, or artists. Because these jobs not only promise financial gains and fame but also bring

immense respect and societal status. Moreover, success in these fields often appears as a "small step to achieve big dreams" for many young people.

In conclusion, driven by the infrastructure, the size of these industries, and the competition between nations, they continue to constitute a significant force within the global economy.

The fascination with sports and entertainment sectors among young people reflects their pursuit of dreams that seem both attractive and attainable, especially with the rapid rise of social media and digital platforms.

This dynamic not only boosts individual aspirations but also fuels the ongoing growth and international competition of these sectors, making them vital parts of cultural and economic development worldwide.