

## Background Information

As a group we would like to know why companies in the U.S. advertise and endorse male soccer players more than female soccer players. Even though men and women in professional soccer are playing the exact same sport, male soccer players receive more advertisements and endorsements than female soccer players do.

## Factors

- The existence of male-centric video games such as FIFA.
- Magazine covers showing the different posing of male and female soccer players.
- Average salary differences among male and female soccer players.
- Female athletes receive unequal opportunities in advertising for large companies.

## Pay Difference in FIFA



Based on the chart above, the winning men's team (Germany) of the 2014 FIFA World Cup won over 17 times more prize money than the winning women's team (USA).

## Pay Differences in MLS

"Women's USA soccer players make about \$25,000 - \$85,000 per season, while the average is around \$40,000. Some original players from the U.S. National soccer team make around double the average. The only issue is that teams have a cap of about \$800,000 for salaries."

"Professional soccer salaries for the men's are much different. They range from \$25,000 to \$300,000 per player. The average appears to be around \$60,000 per player, with many players earning above and beyond that" (Robert B., Men's vs. Women's professional soccer salaries).

## Internet Reactions

"With women in FIFA 16, will they have a new celebration where you make a sandwich?" –James Wyllie

"Can't believe they are putting women teams in FIFA 16. Out for the season due to pregnancy." –Brad Hodgson

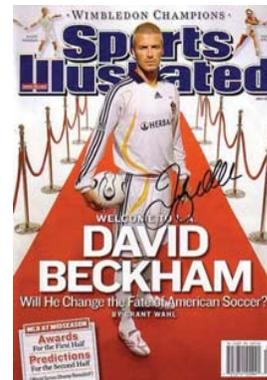
"On career mode does their morale go down every month suddenly?" –JMX

"Women belong in the kitchen, not on the field. Unless there's a new kitchen simulator on career mode." –Kurt Ford

"Can you now add some celebrations such as taking shirts off?" –Daniel Atherton

"No women should be over than 55 ratings in FIFA 16." –Alex Guerrero

## Athletes in SI



Note the two superstar soccer players, one male, one female, but only Alex Morgan is sexually objectified. Out of the 716 regular *Sports Illustrated* magazines published between 2000 - 2011, only 35 of the covers featured female athletes (*Sports Illustrated* Vault).

## FIFA Featuring Women

