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Sports are appealing in part because they present unalloyed competition. Considerations other than the goal to win appear extraneous.

Some fans appear to enjoy financial aspects relevant to professional sports as much as they enjoy the sport itself. For instance, some fans enjoy playing general manager, filling web sites with their analyses of how potential player trades or free agent acquisitions would comport with salary cap limitations. Likewise, many fans engage in sports fantasy leagues, gambling on fictitious games made up of fictitious teams populated by real players playing in real games. Finally, some fans fulfill their sports viewing enjoyment through gambling directly on the games themselves.

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