Sports and Audience

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Response to Question 1:

There have been questions regarding if the sports audience can be defined as consumers or not. Sports followers are usually considered as fans, but over the time sports fans are considered as consumers. Sports audience looks for entertainment in sports. For instance, the followers of football sports actively engage with the leagues. Sports consumers are different from the sports traditional sports fans as they consume every aspect of a sport. Sports fans have a consumer behavior that is depicted when they make choices, take purchase decision and evaluate their experience of enjoyment. Sports consumer consume the sport for fun and enjoyment using all the modern technologies including mobile phones and connecting with sports teams and players using social media.

Response to Question 2:

Over time, the sports audience has been evolving and becoming more diverse. The consumers not only watch sports on TV but also on laptops, tablets and mobile phones. Some leagues are tapping this such as National Football League selling streaming rights separately to the TV rights. Moreover, views also watch two sports simultaneously and following social media or sports commentary while watching it. Sports fandom is becoming popular than ever before. Sports consumers prepare for FIFA, and other football matches all over the world and its international reach has been increased using the televisions and live streaming (“Beyond The Competition,” n.d.). Changing sports consumption habits are giving opportunities for leveraging foods and drinks, sportswear and merchandise, tourism, etc. views are more and more engaged with their favorite sports, player, and teams using social media.

Response to Question 3:

Leagues and tournaments are engaging their consumers and sports fan in providing them hat they want to consume. They are providing content to their consumers as quickly as possible. They are making the games accessible to their fans all over the world. Over the years, NFL has made the game accessible by playing games on Monday nights and putting names on jerseys and building larger stadiums to accommodate from all over the world. NFL is also providing additional content to the consumers like legendary NFL Films series. They make the consumer feel like they are part of the team. In addition, they are connected with their fans via social media, NFL has a strong presence on all the famous social media platforms such as Twitter, Facebook, and Instagram.

Response to Question 4:

Considering the current political climate sports sponsorship is a trending topic this year. ‘Hot sports’ due to consumers’ will remain unchanged. The global marketers are focused on spending’s behind major sports leagues such as NFL, National Hockey League, World Cup soccer and Olympic Games. Integration will be the single most important component for consideration of sponsorships. Athletes will be integrated into the marketing plan as celebrity spokespeople, or their sponsorship appeal will decrease. New players will emerge, and ‘price value' relationship between seller and sponsor will change. The real world exists for sports sponsorship when they want to make an everlasting impression on consumers. Technology is also a great opportunity for marketers.

Response to Question 5:

Social media contributes all the people who have their love for sports. People sit on twitter and share their views on matches as they began, and it has emerged as a low-cost way to engage with fans (Witkemper, Lim, & Waldburger, 2012) Sports industry is using social media platforms to reach out audience and are using this medium for their advantage. Live tweeting is the perfect way to reach out fans who are not able to come to the match. Fan giveaways are conducted to create an active community following sports franchise. Social media platforms make fans able to amplify their passion for a certain sports team. An avid market is captured when fans spread a certain hashtag on social media during matches and other than matches. Social media based community allows attracting a large audience as marketing is directed at right people. Sports stars on social media excite the fans and followers and build a huge community.

References

Beyond The Competition: Sports Consumption in a Game-Changing Media Landscape. (n.d.). Retrieved from https://www.jou.ufl.edu/insights/sports-consumption/

Witkemper, C., Lim, C. H., & Waldburger, A. (2012). Social media and sports marketing: Examining the motivations and constraints of Twitter users. *Sport Marketing Quarterly*, *21*(3).