

DIGITAL TRANSFORMATION IN SPORTS JOURNALISM

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Annotation: This article aims to show the modification of Sports Industry in the age of digitalization. Digital technology is growing day-by-day and opening great opportunities for growth in the sports industry and sports journalism. Fans are offered to get closer with news and story through innovative and customized experience. Moreover, they want interactive communication with players, coaches and other fans. That is why traditional channels such as newspapers or TV broadcasting cannot satisfy customers anymore. Digital era will solve this problem and help sports not only draw closer to their fans, but may also find it easier to create innovative and customized experiences that will both broaden and strengthen their customer base.

Keywords: *digitalization, sports, sports journalism, changes.*

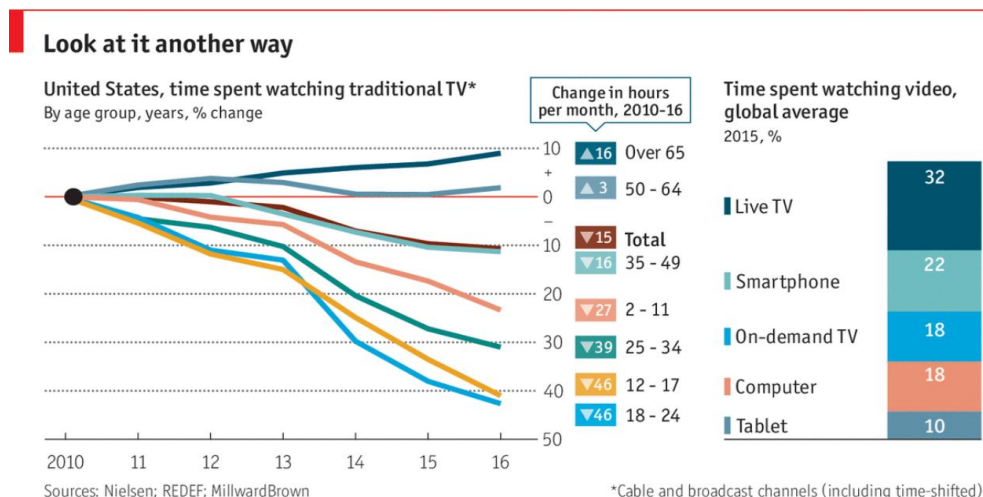
Introduction. Audiences are expecting sports news on as it happens and as digital technologies continues to develop. Now news is readily presented on many devices and plat-

forms. Not so long ago sports fans would have had to wait until the next day's newspaper or the evening's news broadcast to find out the score of a sports match. Now, via a huge array of platforms, they can access the score, a match report, post-match comments, video highlights and every imaginable statistic almost as soon as the final whistle is blown.

It is telling of the age we are living in and the impact digital technology and, in particular, the internet, is having on traditional sports media. Sports news consumers are no longer satisfied with consumption of the news on just one platform. Moreover, they want interactive communication with players, coaches and other fans.

News habits, audiences, sports organizations and as such, sports journalism is changing. We are in a historical period, where digital technologies is forcing developments in sports reporting, however, traditional methods of sports journalism are being sustained and even improved to keep up with competition presented by digital coverage.

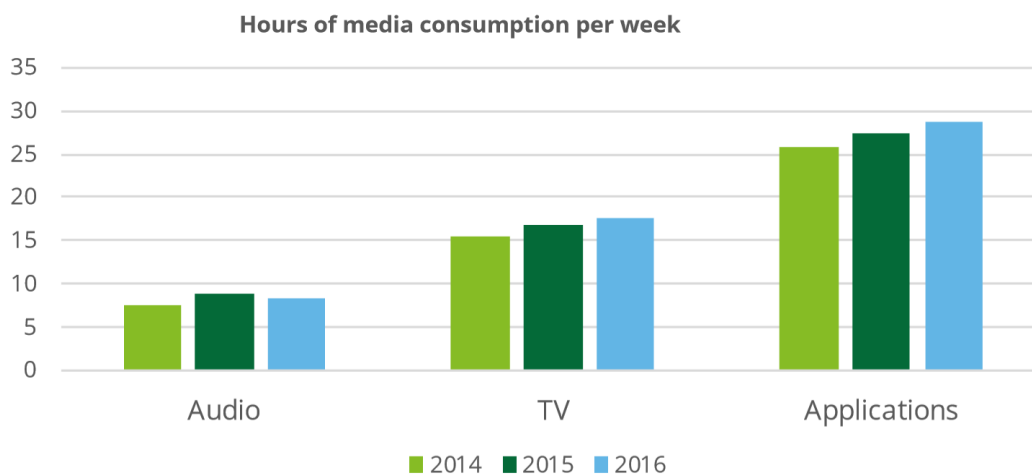
The degradation of traditional channels. Immersive media has changed sports fans' expectations. The old ways of doing things are no longer sustaining audiences.



It is obvious that the time spending on TV of total ages degree by 15% and only the over 50 year old group use more time staying in front of television. Old people who used to watch TV all times and fell hard to adapt with new technology is only group saw the increasing [2].

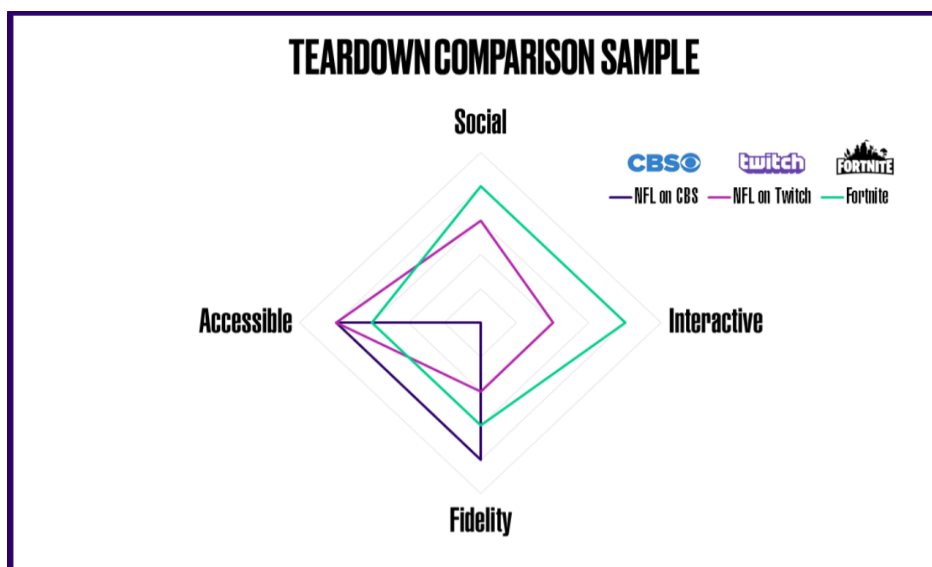
The changes is significant in the young group under 24 years old with the number is 46%. It shows that the technology change their habit. They are using computer and smart phone more and more, so that TV event become not necessary in their life.

Social and interactive changing. Many sports fans are no longer interested in the game alone—they crave the kind of exclusive and shareable experiences that can be amplified by technology. Sports organizations could grow stadium attendance by using immersive technologies such as augmented and virtual reality to create an intensely exciting viewing experience. They can also increase the engagement by leveraging loyalty and customer relationship management data to tailor experiences to individual fan preferences.



Fans are interacting with media more than ever before – between 2014 and 2016, audio consumption, TV viewership, and application usage increased across the board [9]. Couple this with the fact that sports fans are increasingly receptive to personalized engagement, and therein lies a world of opportunity. Targeted

advertisements are reported to be twice as effective on average as non-targeted ads: 60 percent of millennials would willingly share their data for coupons or promotions, and 71 percent of consumers would rather see ads focused on their interests [8].



Sports Innovation Lab has developed a diagnostic that compares sports media experiences side-by-side [2]. They call it the Immersive Media Diamond. It provides a platform agnostic baseline that measures media experience's features and quality. The Diamond allows decision makers to understand the relative strengths and weaknesses of two media experiences "at-a-glance", regardless of their channel or medium. Even users without deep technical understanding of how the experiences were created benefit from seeing how the sports media stacks up to fans expectations.

Why undertake a digital transformation? "With 650 million sports fans, Facebook is the world's largest stadium," writes Steve Kafka, product manager for Facebook Sports Stadium [3]. The numbers at the intersection of the digital environment and sports are truly impressive. Data analytics, which makes it possible for organizations to analyze immense amounts and varieties of data. Related technology trend starting to make a big impact on sports is the Internet of Things, whereby organizations collect and analyze data transmitted from myriad network-connected devices [4].

By 2020, 70% of the world's population will be using smartphones, predicts Swedish telecom equipment maker Ericsson. Smartphones, and in particular mobile messaging applications such as Facebook Messenger and WhatsApp, are how fans increasingly experience sports – watching videos, chatting with their friends about games and matches, and reading social media posts from their favorite athletes. It is also, where perceptive sports marketers are engaging that (mostly) youthful audience, through targeted content and interactive capabilities [4].

Future of sports media. The study, released by Stable Research and commissioned by over the top (OTT) streaming technologies company, Switch Media, surveyed over 1,000 consumers on their behaviour with streamed content and their expectations for future streaming. From the results, almost 70% of respondents said they would be interested in streaming content in either 360-degree view, virtual reality or an augmented reality environ-

ment. Of these technologies, almost half said they would be more likely to use 360-degree, and a third chose virtual reality [1].

It is best for strategists to focus on the fans and to give them a viewing experience that is unparalleled by any other. Fans across the globe want to remain in the thick of things and do not want to feel left out of the whole process.

As social media continues to dominate, teams, leagues, and broadcasters should assume when developing strategies that fans are interacting with the game, their friends, and the broader fan community on a second screen. This brings both challenges and opportunities for a new channel to create deeper connections with individual fans globally. Home games are no longer required to drive value; teams can now interact with fans on any given day through social channels, digital platforms, or events.

Conclusion. Digital technology offers the potential for sports organizations to enhance their engagement with both new and existing fans, also to monetize growing international audiences. However, technology increasingly brings the potential for disruption. Many traditional revenue streams are under threat as new rights and sponsorship models emerge. These models compel sports organizations to find alternative sources of income. In the 'battle' for consumer interest and attention, sports organizations are facing fierce competition for fan loyalty.

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İDMAN JURNALİSTİKASINDA RƏQƏMSAL DƏYİŞİKLİKLƏR

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Annotasiya. Bu məqalə rəqəmsal əsrdə idman sənayesindəki dəyişiklikləri vurğulamaq məqsədi daşıyır. Rəqəmsal texnologiyalar gündən-günə inkişaf edir və idman sənayesində, eləcə də idman jurnalistikasında böyük inkişaf imkanları təqdim edir. Azarkeşlər yenilikçi və fərdi təcrübələr vasitəsilə xəbərlər və hekayələr yaşamağa təşviq olunur. Üstəlik, oyunçular, məşqçilər və digər pərəstişkarlar ilə interaktiv ünsiyyət qurmaq istəyirlər. Bu sə-

bəbdən də qəzet və ya televiziya yayımı kimi ənənəvi kanallar artıq izləyiciləri razı sala bilmir. Rəqəmsal yaş bu problemi həll edərək, idmanın pərəstişkarlarına yaxınlaşmasına kömək etməklə qalmayıb eyni zamanda izləyicilərlə əlaqələri genişləndirən, gücləndirən yenilikçi və fərdi təcrübələrin yaradılmasına da kömək edə bilər.

Açar sözlər: *rəqəmsallaşma, idman, idman jurnalistikası, dəyişiklik.*

ЦИФРОВАЯ ТРАНСФОРМАЦИЯ В СПОРТИВНОЙ ЖУРНАЛИСТИКЕ

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Аннотация: Эта статья призвана показать изменения в спортивной индустрии в эпоху цифровизации. Цифровые технологии развиваются день ото дня и открывают большие возможности для роста в спортивной индустрии и спортивной журналистике. Фанатам предлагается познакомиться с

новостями и историями с помощью инновационного и индивидуального опыта. Более того, они хотят интерактивного общения с игроками, тренерами и другими болельщиками. Вот почему традиционные каналы, такие как газеты или телетрансляции, больше не могут удовлетворить клиен-

тов. Цифровая эра решит эту проблему и поможет спорту не только стать ближе к своим болельщикам, но и сможет облегчить создание инновационных и индивидуаль-

ных впечатлений, которые одновременно расширят и укрепят их связи с клиентами.

Ключевые слова: *цифровизация, спорт, спортивная журналистика, изменения.*