



## The application of Mobile technology for sports promotion - the expanding global trends

**Praveen. M.** Physical Education Director, Govt. First Grade College, Gowribidanur,  
Chickaballapura District, Karnataka state

**Abstract:** This paper examines the affirmative & negative impact of use of mobile technology for enhancing sports promotion & sports entertainment. Sports sponsorship these days means a heavy usage of technology. Sports has been a growing sector with heavy corporate investment & fan following. There is an increasing tendency to apply mobile technology to attract youth towards sports activities. The smart phones have come in handy for sports sponsors because the technology has been more income generative. The present day youth who use mobile application for all their activities are using mobiles for sports as well. Even inside the stadium they are via media converse through their phones. But these days there is an expanding tendency to use mobile phones to augment sports involvement. The phones have been used as a media to link the player, his team, with the sports fan & the sports sponsor. Sports means not purely connecting a corporate name & corporate logo to the sports it has it is becoming a co-relative association of fan with his favorite team through a sponsor.

**Keywords:** sports sponsoring, mobile technology, linking sports fans, positive supports, challenges of mobile technology for sports.

**Introduction :** Sports Fans often link themselves with the brand their favorite player is endorsing. Such as a sports shoe, sportswear, sports bike, sports car, sports drinks, sports shirts, sports accessories etc. Sports such as cricket, basket ball, tennis, baseball, rugby, hockey, kabaddi etc have millions of fans across the globe. The globalization has linked sports to corporate funding & there has been an increasing trend of corporate sponsorship of player as well. Companies vie with one another to endorse their products through a popular player & link his popularity with their products. Sports sponsorship is not merely attaching a corporate name / logo to the stadium it has becoming a correlative association of fan with his favorite team through a sponsor. Fans often link themselves with the brand

their favorite player is endorsing. Fans especially children & youth are attracted by their favorite sports players habits, his daily routine, his energy secrets & his vigor. Sports sponsorship these days means a heavy usage of technology. Sports has been a growing sector with heavy corporate investment & fan following. (Sports Technology by Stewart Ross (2010).

sports are watched through different mediums hence, camera angles & its management through **DRONE** cameras is being experimented. As sports fans try to get acquiescence to their favorite sports player at all angles, it all matches hence technology can be supported to make fans meet their favorite sports events. The sports fans can be given invitation to pre game warm ups



/ post game press conference /standing with sports stars during national anthems session , The Sports fans often wish to pose with their favorite sports player , chat with them , know about their health secrets hence mobile application are used to link these inner concerns. There is an increasing tendency to apply mobile technology to attract youth towards sports activities. The smart phones have come in handy for sports sponsors because the technology has been more income generative. The present day youth who use mobile application for all their activities are using mobiles for sports as well. Even inside the stadium they are via media converse through their phones. But these days there is an expanding tendency to use mobile phones to augment sports involvement. (Sports Technology by Stewart Ross (2010).

New researcher in this field have been published. For instance Sports Technology by Stewart Ross (2010) looks at developments in the world of sport, and explores the way in which technology has enhanced both the players and the sports supporters whole some experience. It discusses electronic decision-making, advances in technology that have improved equipment, sportswear, athletes training and performance, and looks at what constitutes cheating. New Technology is an exciting, up-to-date look at new technology and the effect it is having on the world. Each looks forward to likely future technological advances that will affect everyday lives. The top five sports applications in India are

1. ESPN SPORTS CENTER
2. YAHOO SPORTS GAME ON
3. SPORTSKEEDA

4. CBS SPORTS
5. CRICBUZZ

#### The Key Indicators

1. Sports Franchisees are looking towards capitalizing on mobile technology to enhance the fan experience in their home spectators in stadiums.
2. Mobile devices are becoming popular as second screens in home viewing of sports events. Families often shift to view their favorite sports through their smart phones.
3. Nearly 70% of the fans bring mobile devices to stadium & enjoy their team's performance through recording , viewing , capturing closer moments & entertaining themselves for the money they have paid for tickets.
4. The innovative mobile applications for stadium check ins is being devised in western countries. This mobile application would relieve the entry –exit process of stadium. even the fans would be satisfied of being relived of never ending queues , traffic halts,
5. Seat position, bathroom facility , destination to rest rooms, seat charges concession available, seat upgrade motions etc can be handled through mobile applications easily.
6. Cash less commerce is the new thing these days. often sports fans rely on e- commerce such as buying a product endorsed by their favorite player through on line .



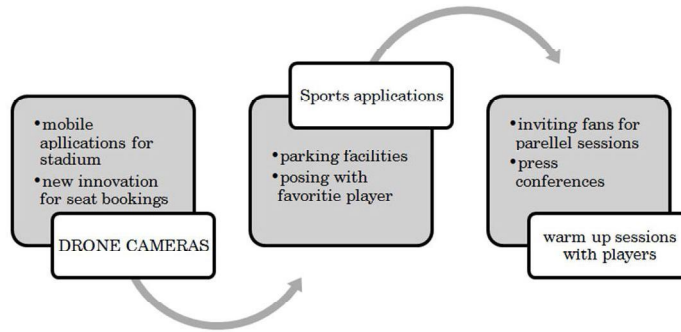
7. Stadiums are so devised as to provide in seat mobile wireless charging
8. the use of **DRONE** technology to survey parking space facility inside stadiums is being linked to sports
9. In certain sports areas , camera angles management through **DRONE** cameras is being thought of .
10. sports fans try to get acquiescence to their favorite sports player at all angles , it all matches hence technology can be supported to make fans meet their favorite sports events
11. sports fans can be given invitation to pre game warm ups / post game press conference /standing with sports stars during national anthems session ,
12. Sports fans often wish to pose with their favorite sports player , chat with them , know about their health secrets hence mobile application are used to link these inner concerns.
13. collection of personal data of the sports player through mobile technology
14. Sports fans want to connect to sports teams , sports player , sports content , sports statistics every time hence mobile application
15. The highlight compilations / match recaps of matches with commentaries by fans of special support wishes to the present games can be more winning
16. T-shirt offers /sportswear offers / sports accessories offers also establish the fan with the sports player through easy mobile applications. The fans who follow players almost blindly, can become sports entrepreneur in future . After being linked with the minutest details of the sports player he might end up in becoming a youth sports capitalist. This would drive him towards gearing up the information he has collected through mobile technology to initiate a new website or launch a apparel outlet , or start a web portal , or commence a sports store . The application can induce several youth to become young entrepreneurs.
17. social media is a being used a s a digital cock pit is being developed
18. Companies vie with one another to endorse their products through a popular player & link his popularity with their products. Sports sponsorship Is not merely attaching a corporate name / logo to the stadium it has becoming a correlative association of fan with his favorite team through a sponsor.
19. The fans often linked themselves with the brand their favorite player is endorsing . Fans especially adolescent children & youth are attracted by their favorite sports players habits, his daily routine , his energy secrets & his dress code , his accessories ,his favorite dishes , his cars , his lifestyle, his pass time activities etc. Sports sponsorship these



days means a heavy usage of technology. Sports has been a growing sector with heavy corporate investment & fan following. ( Sports Technology by Stewart Ross (2010).

1. mobile applications for stadium
2. new innovation for seat bookings
3. Sports applications
4. parking facilities
5. posing with favorite player
6. warm up sessions with players
7. inviting fans for parallel sessions
8. press conferences

**Mobile usage links-** The following chart )1( shows the implications of mobile technology in sports.

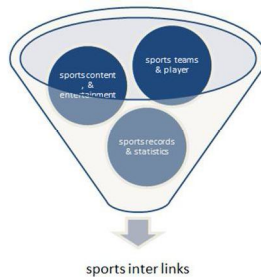


As shown in this chart (Chart -1) there have been several openings for sports sector through innovative mobile applications

sports & inter connectivity

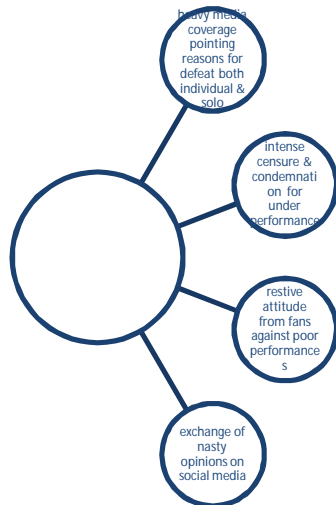
As this chart (2) shows Sports fans want to connect to sports with the

entertainment & information sake. They wish their favorite team wins every time. Their sport experiences revolves round its entertainment value, its motivation value its team play value & its total content value.





**Shortcomings of mobile technology applications** – This chart (3) shows the negative impact of heavy sporting technology influences on fan behaviour.



1. Too much social media exposure will destruct the performances of the players. This also hampers their individual performances
2. A sports player is escalated through high-quality appraisal for his great performance while he is criticized in nastiest language for his underperformance. The condemnation by fans often become limitless & cross all the ethical boundaries. Sometimes the websites shut their comments windows as the reprimand language about the sports club / organization / sponsor are
3. The fans often become impatient, restive & irritated of their teams' loss or defeat in a key match & indulge in disruptive tendencies. They hurl water bottles, slippers, plastic bags, & such other sundry materials not tolerating their favorite team's defeat.
4. The fans who do not get tickets/ who do not get closer view of their star

player might end up in vandalism inside / outside the stadium.

**Conclusion-** Thus the use of the affirmative & negative impact of use of mobile technology for sports entertainment. Sports sponsorship these days means a heavy usage of technology. Sports has been a growing sector with heavy corporate investment & fan following. There is an increasing tendency to apply mobile technology to attract youth towards sports activities. The smart phones have come in handy for sports sponsors because the technology has been more income generative. The present day youth who use mobile application for all their activities are using mobiles for sports as well. Even inside the stadium they are via media converse through their phones. But these days there is an expanding tendency to use mobile phones to augment sports involvement. The phones have been used as a media to link the player , his team ,with the sports fan & the sports sponsor . Sports means not



purely connecting a corporate name & corporate logo to the sports it has it is becoming a co-relative association of fan with his favorite team through a sponsor.

**References:**

1. <http://www.mobilesportsreport.com/>
2. <https://www.gsb.stanford.edu/insights/five-key-trends-are-driving-busines>
3. <http://www.techrepublic.com/article/how-sports-teams-are-scrambling-to-keep-millen>
4. <http://www.theguardian.com/technology/blog/2014/sep/29/how-the-mobile-and-cloud-d>
5. <http://www.alleywatch.com/2013/11/how-new-technology-affects-sports-teams-and->
6. <http://www.mobilesportsreport.com/>
7. <http://www.alleywatch.com/2013/11/how-new-technology-affects-sports-teams-and->
8. <http://www.mobilesportsreport.com/>
9. *Sports Technology by Stewart Ross* (2010)
10. *Sports Technology by Stewart Ross* (2014)