



## The Digital stadium – challenges of digitalization of sport sector in India

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**Abstract :** Digital stadium is a new & innovative concept of sports sector today as there is a growing linkage between sports sector & sports managements through digital media. Consumer Brands have taken the place of sport stars as there is growing demand for sport telecasting , sports video replays , sports live add ons etc. The country beaming with population of youth aged between 15-45 is more than 50% of the total population & hence sports is more popular with them. Catering to the sporting & entertainment through sports is a herculean task , But with the globalization whole world is being linked through digital equipments. Indian sports fans have become a Icon for sport goods as each brand wants to enter the brand market with enormous researches in fan behavioral satisfaction strategies. . The whole stadium is being equipped with new & innovative digital mechanisms & stadium has become digital with web cameras , close shifting advertizing boards , glow lights , flood lights, artificial grass tracks , But Technology changes fast so the stadiums need to work constantly towards updating technology . In order to stay updated. Innovative technologies are endless all focused to create an ultimate fan experience & generate positive benefits & financial results. There is a need to quickly assess and prioritize technology and investments, creating a direct path for tackling the most important needs of the organization with the most impact.

**Keywords :** Digital mechanism in sports , changing fan behaviors , need for integrated technology policy.

**Introduction-** Sports have been one of the most cherished activities in India. Right from hockey, cricket, football, badminton, and tennis to golf, swimming and archery, almost every one indulges in one or the other form of sports. Gone are the days when different sports were mainly played for recreational purpose or to satisfy the fitness demands. In the present times, sports in India are essentially played for competitive and professional purpose. With time, the mindset of people has also undergone a change. Today, parents encourage their children to play sports and make a name in their choicest field. With the growing stature of all the sports, the need to have

a managing body has also gained. To manage all the sports in India, the task of governing and promoting them in India have fallen on a number of Indian sports associations. Sports organizations such as the Indian Olympic Association and Sports Authority of India are spearheading efforts to raise the standard of Indian sports through different talent promotion schemes. The central governing bodies, a host of sports academies and institutes are actively involved in the grooming of Indian sportsmen. Besides them, there are various corporate houses, which have initiated and have shown interest in supporting the talent in India. ( The



report of the sports authority in India 2014)

**New technologies** - western countries have experimented with new technologies in their sport sector.

1. web services,
2. POS systems,
3. digital signage and concessions
4. Operational components such as high-density Wi-Fi,
5. integrated lighting control and voice & data.
6. Life safety functions, such as access control, fire/security alarms and digital voice evacuation.
7. digital TV & IPTV
8. digital control systems
9. massive sound systems to provide evenness of the sound coverage
10. digital signage system to cover huge stadium uniformly- Digital signage technology is a quick and effective means of displaying attention-getting visuals, delivering an effective medium for advertising, information services and entertainment. Southwest Audio Visual, Inc. can help you plan, design and integrate a signage system that creates a lasting impression.
11. Video on demand service to ensure the digitisation and distribution of the signal picked up by the television cameras as well as it arriving properly to the press box and the more than 400 televisions located in different areas of the stadium
12. Engaging fans with attractive entertaining & informative content

from the very moment they enter the stadium & keep them engaged whole sporting event is a very big task . Companies are investing in research & technology for making stadiums digital. They want to make the sports fan to visit the stadium not for the sake of the sport but for the sake of the sport experiences.

#### **Lessons for Indian sports sector**

India beaming with population of youth aged between 15-45 is more than 50% of the total population & hence sports is more popular with them. Catering to the sporting & entertainment through sports is a herculean task , But with the globalization whole world is being linked through digital equipments. Indian sports fans have become a Icon for sport goods as each brand wants to enter the brand market with enormous researches in fan behavioral satisfaction strategies. . The whole stadium is being equipped with new & innovative digital mechanisms & stadium has become digital with web cameras , close shifting advertizing boards , glow lights , flood lights, artificial grass tracks , But Technology changes fast so the stadiums need to work constantly towards updating technology . In order to stay updated. Innovative technologies are endless all focused to create an ultimate fan experience & generate positive benefits & financial results

**Impediments to technological up gradation In India** - the growing demand for sports has not been equally linked with growing technological innovations in sports sector. The number of sports associations, institutes and academies in India is increasing everyday but the outcomes of such associations is very less. The sports sector which is growing at a



faster pace needs more organizational support. The sports organizations are suffering from Several organizational defects such as

1. insufficient fund generation
2. management lacuna
3. improper funding urban rural context
4. infrastructural lacuna for sports
5. organizational shortcomings

#### **The sports sector management**

1. sports organization often depend on private & voluntary membership
2. sports brands such as Nike , Adidas, ESPN, Reebok etc have their own fan following
3. brands want to make use of social media to tap more avenues of income
4. as the social media is being used to social conversation it can become supportive if used for sport opinion sharing
5. fans are used to follow the brands endorsed by their favorite sport stars . more than anything they want to follow them by using the brand products used by their player .
6. smart brands link themselves with the portfolio of the popular athlete
7. brands want to consider & reconsider the player's social & digital followings

There is a change in the shading & roofing of the stadiums as well. Standard sun guards Bleacher shading Stadium seating shading Concession area shading Ticketing area shading Basketball court shading Baseball dugout shading Tennis

court shading Golf seating area shading etc.

**Future up gradation in stadiums** –There are several innovative mobile Smartphone applications which are being experiments in the western countries.

1. A mobile app to guide fans to the closest parking area
2. instant access to replays alternative views close-up videos
3. ordering for food & beverage inside the stadium through mobile phone
4. Getting information about the rest room , child play area utility area through smart phones
5. Getting information about traffic signals , toll plaza information etc after departure from the stadiums
6. Sure selfies with the favorite player
7. A instant chat with the coach / manager / player inside the stadium
8. Instant access to digitally signed photos of favorite stars

**Conclusion** – Sports is now not only entertaining it is more informative .It has become a social dialogue between sports stadium & the fan. Ensuring connectivity throughout the site has gained heavy importance. From parking area to Escalators fans need the new technology supporting them. The sports stadium are good venue for Face book & Insta gram selfies .It has become a place where instant friendship can grow & culminate into good bondage with common fan experience The need for fans to stay current on the event visually & audibly is driving audio video equipment into more unique application This needs to higher level of support from technology experts. Engaging fans



with attractive entertaining & informative content from the very moment they enter the stadium & keep them engaged whole sporting event is a very big task . Companies are investing in research & technology for making stadiums digital. They want to make the sports fan to visit the stadium not for the sake of the sport but for the sake of the sport experiences .

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