

ANZMAC 2010

Strategic Options in a Fragmented Sport Media World

Reinhard Kunz, University of Bayreuth, reinhard.kunz@uni-bayreuth.de

Herbert Woratschek, University of Bayreuth, hj.woratschek@uni-bayreuth.de

Abstract

Current literature, as well as practice, indicates the rapidly growing importance of new media (Internet, mobile technologies, etc.) for the global sport industry, e.g. in terms of revenue generation. The aim of this paper is to discuss, using grounded theory as a general methodology, the symbiotic relationship between sport and new media. Media and sport experts were interviewed to identify current trends and future insights related to the strategic implications for both sport and media enterprises. The results related to one central development trend; that of media and market fragmentation. Sport media rights deals as a manifestation of the fragmentation trend are regarded in more detail and analysed from a media as well as a sport business perspective. Implications concerning segmentation and new coordination forms are given for strategic sport and media marketing.

Keywords: Sport and new media, strategic marketing management, fragmentation, grounded theory, expert interviews