

# Research on Digital Economy Empowering Sports Industry Development

Dongjin He<sup>1</sup>, Haiting Shao<sup>1,\*</sup>, Yingmei Li<sup>1</sup>, Bosi Zeng<sup>1</sup>, Jiajun Zhou<sup>2</sup>

<sup>1</sup>Guangdong University of Finance, Guangzhou 510521, China

<sup>2</sup>Southern Medical University, Guangzhou 510515, China

## Abstract

With the rapid development and popularity of information technology, the digital economy is becoming an important force driving economic growth. As an industry with wide influence and huge development potential, the sports industry has become a major beneficiary of the digital economy. By analysing the relationship between the digital economy and the sports industry, this paper explores how the digital economy can empower the development of the sports industry, including digital sports products, digital sports services and digital sports marketing, and makes corresponding suggestions to promote the integration of the digital economy and the sports industry.

## Keywords

Digital Economy; Sports Industry; Digital Sports Products; Digital Sports Services; Digital Sports Marketing.

## 1. Chapter 1 Introduction

### 1.1. Background of the Study

Digital economy refers to the economic activities based on information technology, with digitalization, networking and intelligence as the main features, with digital information as the core, covering various fields in which digital information is the production factor. The rise and development of the digital economy has not only changed the production methods and business models of traditional industries, but also driven the rise and development of new industries. The sports industry, with its wide influence and huge development potential, has become a major beneficiary of the digital economy.

The digital economy empowers the development of the sports industry and can drive it to achieve a higher level and higher quality of development. The application of digital technology can help the sports industry to achieve digital transformation and improve production efficiency and market competitiveness. Digital sports products, digital sports services and digital sports marketing will also provide consumers with more convenient and efficient sports services, meeting the needs of consumers at different levels and with different needs.

### 1.2. Purpose of the Study

The purpose of this paper is to analyse the relationship between the digital economy and the sports industry, explore how the digital economy can empower the development of the sports industry, including digital sports products, digital sports services and digital sports marketing, and make corresponding suggestions to promote the integration of the digital economy and the sports industry.

### 1.3. Research Methodology

This paper adopts the methods of literature, case study and logical analysis to analyse the relationship between the digital economy and the sports industry and explore how the digital economy can empower the development of the sports industry.

## 2. Chapter 2 The Relationship between the Digital Economy and the Sports industry

### 2.1. The Relationship between the Digital Economy and the Sports Industry

The digital economy and the sports industry are closely related. The development of the digital economy has provided new opportunities, new impetus and new space for the sports industry. The rapid development of the digital economy provides a broader market and more opportunities for the development of the sports industry, and also provides technical and platform support for the development of digitalisation, networking and intelligence in the sports industry.

### 2.2. The Impact of the Digital Economy on the Sports Industry

The impact of the digital economy on the sports industry is mainly reflected in the following aspects:

#### (1) Digital sports products

The application of digital technology can help the sports industry achieve digital transformation and improve production efficiency and market competitiveness. Digital sports products can help consumers to obtain sports products and services more conveniently and efficiently, and to achieve personalized demand satisfaction.

#### (2) Digital sports services

The application of digital technology can help the sports industry provide more convenient and efficient sports services to meet the needs of consumers at different levels and with different needs. For example, online live events, online ticketing and online fitness are all typical examples of digital sports services.

#### (3) Digital sports marketing

The application of digital technology can help the sports industry to achieve digital marketing and improve brand awareness and market competitiveness. Digital sports marketing can deliver brand image and product services to more consumers through online promotion, social media marketing and digital promotion, increasing brand awareness and market share.

### 2.3. Opportunities and Challenges for the Development of the Digital Economy-Enabled Sports Industry

The digital economy that empowers the development of the sports industry brings new opportunities and new dynamics, but also faces new challenges and new risks. The application of digital technology can help the sports industry achieve digital transformation and improve productivity and market competitiveness, but it also needs to face challenges and risks in terms of data security, privacy protection and user experience, as well as the impact and competition from new technologies such as artificial intelligence and blockchain.

### **3. Chapter 3 Practical Examples of the Digital Economy Empowering the Development of the Sports Industry**

#### **3.1. Digital Sports Products**

##### **3.1.1. Nike Training Club**

Nike Training Club is a leading global fitness app that provides users with personalised fitness plans and services through the application of digital technology. Users can access fitness advice, training plans, course guidance, social communication and other services through the app to personalise their fitness needs.

##### **3.1.2. China Football Association Digital Platform**

The CFA Digital Platform is a digital platform launched by the Chinese Football Association, which provides users with football information, football training, football matches and other services through the application of digital technology. Users can access football news, football matches, football training and other services through the application to achieve full coverage of digital sports services.

#### **3.2. Digital Sports Services**

##### **3.2.1. NBA Online Live Streaming**

NBA Live Online is a digital sports service launched by the NBA, which provides users with real-time live streaming services of NBA games through online live streaming. Users can watch NBA games through the internet, mobile phones and TV, realising the global coverage of digital sports services.

##### **3.2.2. Easy to Play**

Easy to Play is a leading online venue booking platform in China, which provides users with venue booking, venue enquiry and online payment services through the application of digital technology. Users can obtain venue information, book venues and make online payments through the application software, realising the convenience and efficiency of digital sports services.

#### **3.3. Digital Sports Marketing**

##### **3.3.1. Beijing Olympic Games Digital Marketing**

The Beijing Olympic Games, the first Summer Olympics in China's history, has achieved digital marketing innovation through the application of digital technology. Through the application of digital technology, the Beijing Olympic Games delivered its brand image and product services to a wider range of consumers, increasing brand awareness and market share.

##### **3.3.2. Adidas Digital Marketing**

Adidas, a leading global sports brand, has achieved digital marketing innovation through the application of digital technology. Adidas uses social media marketing, online live streaming and digital promotion to deliver its brand image and product services to more consumers, increasing brand awareness and market share.

### **4. Chapter 4 Suggestions for the Development of the Digital Economy-Enabled Sports Industry**

#### **4.1. Promote Digital Sports Product Innovation**

The sports industry should strengthen the application of digital technology and promote the innovation of digital sports products to improve product quality and market competitiveness. The sports industry can promote the upgrading and innovation of digital sports products

through the application of new technologies such as artificial intelligence and blockchain to improve user experience and satisfaction.

#### **4.2. Strengthening Digital Sports Service Innovation**

The sports industry should strengthen the application of digital technology to promote innovation in digital sports services and improve service quality and market competitiveness. The sports industry can promote the innovation and upgrading of digital sports services through the application of technologies such as virtual reality and augmented reality to improve user experience and satisfaction.

#### **4.3. Optimise Digital Sports Marketing Strategies**

The sports industry should strengthen the application of digital technology and optimise digital sports marketing strategies to increase brand awareness and market share. The sports industry can use social media marketing and digital promotion to deliver its brand image and product services to more consumers and increase brand awareness and market share.

### **5. Conclusion**

The digital economy empowers the development of the sports industry and is an important direction for the integration and development of the digital economy and the sports industry. The rapid development of the digital economy has provided new opportunities and new impetus for the development of digital transformation, brand marketing and service upgrading in the sports industry. The sports industry should strengthen the application of digital technology, promote the innovation and upgrading of digital sports products, digital sports services and digital sports marketing, improve market competitiveness and user experience, and promote the integration of the digital economy and the sports industry.

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