

The innovation of sports events in the new media era

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Abstract: *In this era of rapid development of science and technology and economy, the public's awareness of sports and health sports is gradually becoming stronger, and people's interest in watching various types of sports events is stronger, especially the more convenient means of receiving such as mobile phones and computers, which greatly meet people's entertainment hobbies, which makes the media in the broadcast production of sports events, etc., needing improvement. At present, it is also a research topic of great concern to the industry. Due to the arrival of the new media era, the previous radio and television sports events, although a lot of improvements and changes have been made, still can not meet the needs of the public, especially in the form of the program, in the content of the broadcast, in the quality of the host and narrator and many other aspects of the problems, need to have deep thinking. At present, how to find the mode of development and innovation of sports events programs, how to make some new breakthroughs in sports events programs by increasing the channels of watching programs, enhancing the characteristics of programs, setting up program links and two-way interaction, etc., is the main proposition of this paper's research and discussion.*

Keywords: *Sports events program; Program innovation; Viewing channels; Program features and links*

1. Introduction

1.1. Research Background

Since the advent of the new media era, sports events are no longer limited to TV, radio and newspaper. Audiences can watch them through various channels. With the increase of channels and the advent of the era of everyone's self-media, the threshold of program creation has been lowered, and a large number of sports events programs have emerged, including: Live events, post-match commentary, etc. The appearance of this phenomenon also poses a problem for traditional or official programs that are already in crisis. They have to find a breakthrough point from the programs themselves, so as to increase their own flow and maintain their popularity.

1.2. Basic Concepts

1.2.1. Sporting events

Sports events generally refer to organized, large-scale and regular sports competitions with certain influence. There are many kinds of sports events and they are inclusive. Well-known sports events in the world today include: Olympic Games, World Cup, American Professional Basketball League (NBA), five major European football leagues (Premier League, Serie A, La Liga, Bundesliga, French League), as well as a variety of individual events and world championships.

1.2.2. Program of the event

The event program includes live broadcast, studio communication, game commentary, graphic broadcast, etc. Through the communication of the host and commentary, the content of the event is interpreted. The multi-angle lens is used to bring rich visual perception to the viewers. Through the program's link setting, let the audience experience the fun related to the event.

1.2.3. Live broadcast platform

Event programs are generally broadcast on special live sports platforms, which are divided into traditional media event platforms and new media event platforms. Traditional media platforms generally refer to the sports channels of major TV stations. For example, CCTV5, Shanghai Five Star Sports and other new media platforms such as Tencent Sports, Hupu, Migu, etc., which hold the broadcasting rights, occasionally provide information sources for official sports channels, thus creating TV event programs.

1.3. Research methods

Comparative research method: In the process of research, the traditional sports events and new media sports events are compared to find out their problems and characteristics, and then sort out and draw a conclusion.

Literature research method: Read the existing relevant literature, and summarize, sort out and summarize their views.

Case analysis: analyze the successful new media sports event program, find its success, so as to get better suggestions for the development of sports program.

1.4. Research Problems

This paper analyzes the characteristics and existing problems of traditional sports event programs from the perspective of the public. Analyze the form and content characteristics of sports events on the network, compare them with traditional sports events, and identify the similarities and differences; discuss aspects such as the warm-up, opening, interaction, commentary, follow-up and other parts of the event program. Find out the points of innovation and provide some suggestions for the innovation of future sports event programs.

1.5. Research significance

Through the research on sports event programs in this paper, the purpose is to find out the current innovation and existing problems of sports event programs, and put forward relevant suggestions for the improvement, development and innovation of sports event programs. The sports events programs of radio, television and network media can be better integrated in the new media era, so that sports events can better reflect their sports value while meeting the needs of the audience.

2. The development history of sports events programs

2.1. Appearance of sports event programs

The founders of Chinese sports commentary are Zhang Zhi and Chen Chen, who broadcasted the Soviet Union men's basketball match in China on Shanghai People's Radio on January 8, 1951. This is the first live broadcast of a sports match in China, and also the first broadcast of a sports event in China. On June 19, 1958, Beijing TV broadcasted the match of "August 1" men's and women's basketball team and the Beijing basketball team live in Beijing Gymnasium, which was the first live broadcast in Chinese sports TV history. In December 1978, our country carried out the first live broadcast of foreign sports events. In July 1984, the opening ceremony of the 23rd Olympic Games and other events were broadcast live by satellite for the first time. With the appearance of this series of sports events, sports events are constantly coming into the public's vision.

2.2. The rise of sports events programs

With the variety of events becoming more and more abundant, resources becoming more and more mature technology, various local TV stations are emerging, CCTV5 is no longer the sole power, and the sports channels in Shanghai, Guangdong and other places develop rapidly. In addition to the competition, local sports channels also develop jointly one after another, and then CSPN appears, and then sports TV becomes bigger and stronger. However, our country's innovation ability is still limited, the ability to host the event is insufficient, of course, the role is still there, laying the foundation for the future exploration. At the same time as the development of sports event programs, derivative programs outside live events have continued to appear, such as "NBA Frontline". The audience is no longer satisfied with the single program type of the event, and live events are no longer exclusively broadcast on CCTV5. New media companies such as: Sina, letV, Tencent Sports, etc., also hold broadcasting rights of the event, allowing the audience to watch events through the PC terminal, making it more convenient.

2.3. Status quo of sports events programs

With the continuous development of new media, sports programs are now competing among hundreds

of schools of thought. Major sports platforms in China vie to buy Copyrights, such as NBA (Tencent Sports) and CBA (Migu), etc. Of course, there are also self-organized events for broadcast, such as Hupulu (King), etc. There are more and more broadcasting platforms for sports programs, and the competition is becoming more and more fierce. With the increasing demand of the audience, the sports programs broadcast by the major sports platforms are no longer just broadcast events, but have added many links to attract the audience and increase the viewing interest. In contrast, the event programs of traditional TV stations are still stereotypical, with no other highlights except the broadcast of events, and their attractiveness is declining. Finding a breakthrough point is also a thorny problem for insiders.

3. Broadcasting Forms of Sports Events in the Era of Integrated Media

3.1. Broadcasting platform and method

The broadcasting platforms of sports events can be mainly divided into traditional media platforms and new media platforms. Traditional media platforms are represented by CCTV5 and local satellite TV sports channels, mainly broadcasting through television and radio, with a development history of more than half a century. They have accumulated experience for the development of sports and laid a foundation for the development of new media. Their event broadcasts are usually aired at fixed time slots according to the event time, and some wonderful events will be recorded and replayed. However, this broadcasting method has problems such as fixed platforms, single modes, and lack of flexibility and convenience.

New media platforms such as Tencent Sports, Hupu, and PP Sports, with the help of terminals such as mobile phones and computers, use emerging technologies such as the Internet and satellite connections to provide the public with personalized information such as live event broadcasts and event news, enabling viewers to obtain the latest and in-depth event programs and information at the first time, anytime and anywhere, such as live broadcasts, replays, or highlights of events. Compared with traditional media platforms, new media platforms are more convenient, with rich and regular event resources, which can meet the viewing needs of different audiences.

Traditional sports events are professional and official, but they have insufficient publicity, fixed and inflexible broadcasting times. The focus of the program is mainly on the event itself, lacking interest. Viewers are often only attracted by the wonderfulness of the event or the commentary style of the commentator, and the interaction methods are single and one-way.

In contrast, new media event programs have large capital investments, many promotion platforms, and strong publicity. The program content is rich, which can fully arouse the enthusiasm of the audience and give them the opportunity to express their opinions and participate in the program production process. For example, the participation of female hosts makes the viewing of events more smooth, and the professional commentary team has a clear division of labor and unique characteristics, using basketball emotions to narrow the distance with the audience.

3.2. Program Process

Traditional sports event programs generally include pre-game analysis, live game broadcasts, commercial breaks, and post-game comments. The process is relatively simple, lacking interactivity, and it is difficult to meet the needs of emerging audience groups. Except for the game, there are few other design elements. Once the game is not exciting enough, the traffic will naturally decline. However, this mode can meet the viewing needs of some elderly viewers.

Taking Tencent NBA as an example, the program process of new media events is more abundant, including discussions on hot sports topics, pre-game predictions, live game broadcasts, interactions with female anchors during breaks, interesting advertisements related to sports, halftime tactical analyses, questions from netizens, and post-game chats. There are always highlights that can arouse the interest of the audience. In terms of communication and interaction, new media programs have obvious advantages and can enhance the communication effect, which is particularly important in sports events. The earliest interactive methods of traditional event programs include SMS quizzes to win prizes and hotline calls. Now, new media, with the help of software such as WeChat and QQ, can conduct group lucky draws, scan QR codes to enter mini-programs to participate in activities, and the interactive mode is more diverse. Viewers can make real-time predictions on mobile phone and computer terminals while watching the game, express personal opinions in the discussion area, or participate in interactions during game breaks,

such as Tencent's "I Want to Pause" and "Bullet Screen Moment". At this time, the screen switches to the studio, and the staff selects the comments, opinions, or messages of the audience to display on the screen behind the female host, and the professional commentator and guests answer and select them for reading. In the interactive guessing session, due to the uncertainty, unexpected situations, and drama of sports events, the director will set questions according to the game situation. This not only increases the sense of participation of the audience, makes the break more interesting, but also fully mobilizes the emotions of the audience. In addition, new media pay more attention to details in the program process than traditional media. Traditional media often make hasty predictions and comments before and after the game, while new media invest more effort in this aspect.

3.3. The role of the host

Traditional sports events usually have two hosts, mostly men, who are respectively responsible for program hosting and event commentary, responsible for the broadcast of the event and guiding the audience. On this basis, new media sports event programs have added professional guests and interactive female hosts, and each male host has a clear division of labor. For example, Zhang Desheng in "Sports Commentary" undertakes multiple roles such as sports program host, commentator, analyst, and guest, and the responsibilities of each role are different. The program host needs to control the program process and dig out topics to trigger discussions; the commentator is responsible for interpreting the event and has his own analysis and unique views on the event; professional guests are usually retired professional athletes who talk about the event with their own experience; the interactive female host is mainly responsible for the interaction during the event break to attract traffic.

The entertainment function of sports commentators refers to the use of humorous and witty language and performances during the commentary to bring entertainment and relaxation to the audience. The entertainment function is one of the important functions of sports commentators. It can help the audience relieve the tension of the game and enhance their viewing experience.^[1] Sports program hosts can be classified into five types according to their characteristics and styles: steady and elegant, gentle and kind, Internet celebrity, lively and interesting, and fresh and unique. The author believes that a qualified sports program host, regardless of the type, should first love sports and be interested in sports events. On this basis, he should possess the basic qualities of a professional host, as well as a deep understanding of sports events, rich knowledge reserves, and unique insights. Such a host can meet the standards. An excellent host can understand and interact with the audience, stimulate topic discussions, and trigger emotional resonances in the audience's hearts. However, it is necessary to control the degree of interaction. Wang Zheng, a host of Five-star Sports, believes that during the event, one cannot interact too much with the audience. One can mobilize the audience through the setting of links to avoid occupying time and disrupting the integrity of the event. In addition, an excellent host should not only have a clear control of the program process and not affect the program progress while interacting but also pay attention to his words and deeds, possess the ability to manage emotions, and avoid showing his identification or criticism of fans in the program. When the host is commentating on the event, he should adjust his language and intonation according to the rhythm of the event to make the audience feel as if they are on the scene. After the event, he should also continuously explore and master the knowledge related to the event.

4. Main Problems Existing in Sports Events at Present

4.1. The professional quality of the host needs to be improved

The program types of sports programs can be divided into: commentary and review type, news type, entertainment type, and comprehensive type.^[2] Although the division of labor between the host and the commentator is clear, it is rather vague in actual operation. The two do not cooperate well, and it is easy to have situations such as interrupting each other or silence during the live broadcast. The commentary content and emotion are not delivered in place and cannot keep up with the rhythm of the event. For example, at the critical moment of the event, the commentary is not synchronized with the event picture, and the voice cannot express the high emotions, resulting in a phenomenon where words fail to express the meaning, making it difficult for the audience to integrate into the event atmosphere. The host lacks knowledge of the event and cannot answer the professional questions of the guests. Some hosts even said that they were not well-prepared for the event and did not know much about the audience. In addition, some hosts are not focused enough during the live broadcast. Meng Hongtao, a senior commentator of China Sports Daily, believes that commentators should pay more attention to the event. The more

attention they pay to the event, the more accurately they can judge the trend of the event. At the same time, hosts also have problems such as a lack of political literacy. For example, Huang Jianxiang's inappropriate remarks during the football match between Australia and Italy led to his suspension from the event; commentators may also make extreme remarks due to personal emotions. For example, Ke Fan, a host of Tencent Sports, made overheated remarks about NBA superstar LeBron James, resulting in a one-year suspension from work. Some professional guests have strong dialect accents, unclear expressions, and talk nonsense during the event. Professional female guests, in order to attract attention, dress inappropriately, create gossip topics, lack professional ability, and are called "vases" by fans.

4.2. Lack of Standardization in Program Forms

After entering the live broadcast screen, the advertisement time is too long, resulting in a decline in the audience's interest. The pre-game analysis and comment time is too long, and there are few real-time pictures on the field, which cannot meet the audience's needs. The advertisements inserted by traditional media are mostly in the form of oral broadcasts, lacking attractiveness and unable to retain the audience. The live bullet screen area lacks management. Due to the uneven educational background and quality of the current audience, there are many offensive languages in the bullet screen, and some viewers will follow the trend of comments. A large number of comments may also lead to public opinion guidance problems in the comment area. For example, the quarrels between James' fans and his haters in the comment area, the ridicule of national team center Zhou Qi, and the personal attacks on NBA China ambassador Cai Xukun have all affected the audience's viewing experience.

The interaction forms of traditional media event programs are single, and the technical support is insufficient. The host cannot achieve two-way interaction with the audience. Although new media event programs have more interaction links and fans have a certain sense of participation, the exposure rate of the audience's opinions is low, which cannot satisfy the audience's desire to express their opinions. For example, the comments of netizens in the "I Want to Pause" session may be prepared in advance by the program team, and the interaction lacks authenticity. In terms of communication technology, although traditional media are constantly introducing advanced technologies such as satellite connections and multi-screen live broadcasts, there are still limitations in event reporting. There is a lack of dedicated applications, special sections, and live broadcast technical support. Compared with new media event programs, there is still a certain technical gap. There are problems such as the overlap of the original sound and the live sound, the inability to adjust the picture quality, and the stiff playback of the picture, lacking innovation. The technical means of new media event programs are rich, but the application is not rigorous and proficient enough. There are phenomena such as stiff picture transitions, picture delays, and signal interruptions. For example, at the last moment of the match between the Chinese men's basketball team and the Polish team, the live broadcast room could not be entered, and the audience missed the wonderful showdown, feeling very disappointed. The page design of some platforms is complex, distracting the audience's attention from the event. For example, the CBA games broadcast by Migu have much less influence than those broadcast by Tencent Sports. The multi-angle picture replay may also affect the normal live broadcast, causing the audience to miss the normal event picture, and the host and the audience cannot keep up with the goal moment. The live broadcast picture is blocked, affecting the viewing experience, and a large amount of text information cannot highlight the key points. Therefore, the communication technology still needs to be improved.

5. Innovative ideas for sports events programs

5.1. Build an excellent sports event program team

Traditional sports events and new media sports events usually have 1 - 2 hosts. Yang Tianyin, a reporter from China Sports Daily, pointed out that it is best for sports events to adopt a pairing mode so that they can communicate with each other and remind each other to ensure the smoothness of the live broadcast. However, in the long run, this mode is easy to cause visual and auditory fatigue for the audience, and the single commentary of the host makes it difficult for the audience to watch the program for a long time. Therefore, the host should transform from a single hosting mode to a comprehensive commentary host, from a simple host to an expert, through pre-game preparation, a unique language style, mining event information, and forming unique insights to turn the audience into fans.

The current hosts should also keep pace with the times. The new media platform has entered the era of everyone's self-media. Hosts can use platform resources and professional knowledge to create

corresponding works on new media platforms such as TikTok, Xigua Video, and Bilibili. Some hosts have achieved good results in this regard. For example, Yang Yi, Su Qun, Wang Meng, or Liu Xingyu from traditional media are using various new media resources to enhance their personal influence and make their commentated events more convincing.

The media and platforms should formulate corresponding reward and punishment rules for hosts and set a series of small goals for them, such as fan growth goals, broadcast session goals, and topic creation goals. This will enhance the enthusiasm of hosts and commentators and avoid making subjective inappropriate remarks or interpreting the event based on subjective factors during the live broadcast.

The host and commentator team of traditional media usually consists of hosts and guests. The guests are mostly retired athletes who can judge the situation on the field from a professional perspective, but the program lacks entertainment. Traditional media should learn from new media event platforms and increase the number of event teams to 3 - 4. Add female interactive hosts, professional commentators, or popular stars to create a combination of "host + female interactive host + commentator guest + star". For example, during the live broadcast, stars' popularity is leveraged to attract more viewers' attention to sports events, helping them feel the charm of competitive sports.

Of course, the team also includes directors, cameramen, copywriters, etc. Each position should perform its own duties to reduce the "single fight" of the host. It is very important to strengthen the professional quality and self-cultivation of editing and broadcasting staff to standardize and optimize the program content and produce content that suits the audience's taste according to the actual situation of the program. The live event program should play a role of supervision and control. The release of live broadcast titles should be real and reasonable, and the words used by the host in the commentary should be standardized. One cannot lack authenticity for the sake of gimmicks. Therefore, team building is more critical.

5.2. Effective coordination between program links and viewing pages

Traditional event programs have few links, high repetition rates, single forms, and lack of highlights for a long time. Therefore, in this regard, they should be consistent with the programs of new media platforms, conduct independent innovation, give play to the advantages of their own platforms, create topics, and avoid program homogenization as much as possible. During the live broadcast, short interactive questions and discussions on hot topics are included. This can not only fill the boredom of breaks and halftime rests but also make the program more complete. In addition, the program can also set up comparisons between teams and players to add more topics. At the same time, short videos related to the event can be produced and corresponding advertisements can be added. In the past, advertisements covered a wide range of fields but had little relevance to the event or players, resulting in a decrease in the number of advertisements and poor revenue. The advertisements added to the short videos can not only ensure the audience's interest but also enable the audience to understand the advertising information.

The interaction links should ensure authenticity and answer the most frequently asked questions by the audience. Moreover, different hosts should be responsible for different links in the program to avoid audience aesthetic fatigue. The setting of program segments should change the thinking mode, integrate the concepts of new media and traditional media, start from the perspective of the audience, take the audience as the main body, change the previous passive acceptance mode of the audience, and increase the participation of the audience. At the same time, a live broadcast page designed by professional designers can be added, which is simple and easy to operate. The audience can easily view the players' data and physical conditions while watching the event. Such a page can not only satisfy the audience but also reflect the professionalism of the program.

The comment standard in the live comment area is of utmost importance. It affects the style evaluation of the program and may even trigger public opinion problems. Therefore, the program should filter sensitive words to a certain extent to prevent the audience from randomly posting bad information in the interactive comment area for the popularity of the program. The program should establish a reasonable publishing and filtering system, implement a real-name publishing system, and set up columns in the live area to guide the audience to post correct information. The program can also collect audience suggestions by setting up mailboxes, message boards, etc. to increase audience stickiness and standardize the program.

5.3. Make full use of the broadcasting platform

The emergence of online live - streaming platforms has provided a favorable viewing and communication platform for fans and numerous sports enthusiasts. They can watch games in real - time and, at the same time, interact with the hosts on the live - streaming platforms and other audiences. This

not only enhances users' viewing experience but also promotes the popularization of the sports industry.^[3] Traditional event programs should not be limited to the television station's own platform, and new media event programs should not be limited to their own new media platforms. They should be integrated with other platforms, cooperate with different media, increase broadcasting channels, and thus increase the page views of the program. For example, the Hupu Road King 1V1 basketball event previously had the broadcasting right only on the Hupu APP. Later, it cooperated with platforms such as TikTok and Bilibili to conduct live broadcasts. By combining with popular applications, the audience significantly increased, the event received more attention from more people, and the platform users also increased, achieving a win-win situation. Therefore, cooperation with new media platforms is particularly important.

In addition, a public account of the program should be established, and a live broadcast link should be attached to the public account. Articles should be published to interact with fans, or a media platform application should be developed to take advantage of the portability of mobile phones and break space restrictions. Both traditional event programs and new media event programs should combine the current situation and conform to the trend.

5.4. Enhance the ability of independent innovation technology

In the current era, for the sake of development, traditional media must enhance their independent innovation technology capabilities. In terms of broadcast picture animation design, the application of dynamic transitions, unique visual effects, etc., can enhance visual attraction and audience engagement.

The integration of large and small screens is also crucial. With the help of technology, programs can be seamlessly switched between televisions, mobile phones and other screens, breaking the limitations of single broadcast channels and expanding the scope of dissemination to reach more audiences.

Program technology is closely related to the effect, and improving technology is of great significance for meeting the needs of the audience. Nowadays, the audience's requirements for program technology are gradually increasing. For example, they expect multi-angle picture synchronous broadcasts. For instance, during sports events, they can select their own viewing angles to enhance interactivity. They also look forward to the improvement of screen technology, such as Blu-ray high-definition display, which brings a more realistic picture quality and improves the viewing experience.

In conclusion, technology is the key to enhancing the competitiveness of programs. By utilizing cutting-edge technologies such as artificial intelligence for personalized recommendations and VR and AR for creating immersive experiences, traditional media can meet the needs of the audience and stand out. Continuous investment in technological innovation is essential for its development in the media industry competition.

6. Conclusion

In recent years, new media sports events have developed rapidly, while traditional sports events have entered a bottleneck period under competition, and it is difficult to find a breakthrough. However, the author believes that new media traditional sports events provide a high-quality template for traditional sports programs. Its host type and interpretation style, event publicity and promotion means, emerging program links, interaction skills and new media technology are exactly what traditional media should learn from, which is precisely the key to the improvement of traditional event programs. No new media event program is the dominant player, so traditional media personnel should have the courage to find problems and respond in time, rather than just shouting slogans without implementing changes. Although traditional event programs lay the foundation for the development of new media event programs, in order to change the previous concepts in the minds of the public and bring new experience to the audience, it is necessary to actively innovate. It is believed that traditional event programs will surely glow with a second spring.

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