

# Sustainable Development of Sports Media Industry in Hunan Province under the New Normal

Xin Ma\*

School of Physical Education, Hunan University of Arts and Science, Changde 415000, Hunan, China  
420456016@qq.com

\*Corresponding author

**Abstract:** Today, as sports are becoming more and more developed, the audience's demand for sports news is also increasing. Both traditional media and online media are promoting the dissemination of sports news. As an important part of the sports industry, the sports media industry is a typical "green industry" and "sunrise industry". This paper has obtained the development status of sports industry and media industry in Hunan Province through a combination of questionnaire surveys, expert interviews, and case studies by consulting literature. This article also uses a combination of quantitative and qualitative research methods to deeply explore the status quo of the development of the sports media industry and its relationship with the holding of large-scale events. Using the method of combining problem discussion and countermeasure research, after investigating the status quo of the sports media industry in Hunan Province and SWOT analysis, the variables involved in the relationship between the holding of large-scale events and the sports media industry are further sorted out and demonstrated, and targeted An actionable research on the development countermeasures of the sports media industry in our province. The experimental results show that the development status and industry structure of Hunan's media industry still need to be improved. The share of newspapers and broadcast sports media has dropped from 74% to 43% in 10 years.

**Keywords:** New Normal, Hunan Sports, Sports Media, Sustainable Development

## 1. Introduction

As our country's economic development enters a new normal, the development of the sports industry is an inevitable requirement to conform to market demand and a practical measure to stimulate supply-side structural reforms. In order to promote the development of the sports industry, its sports media is not without accident the best way to promote sports events. The sports media industry refers to a new type of industry that produces economic and social benefits from sports activities and dissemination and sales. The sports media industry in Hunan Province belongs to the regional sports media industry and is an important part of the national media industry structure.

There are many researches on sports media under the new normal. Acuna P examines the central role of sports media in discussions about national sports at the height of populism in Latin America. It is believed that the stories and images performed by the sports media are both inspired and criticized by the larger populist projects in Argentina and Chile [1]. Behzad, Heydarpour proposed that sports media has a certain popularization and incentive effect on people's health, thereby promoting the implementation of health policies [2]. Park SM clarified the impact of sports media participation on consumer behavior and the usefulness of information search. Analyzing the degree of participation of sports media seems to partially affect the usefulness of information search. Second, the participation of sports media seems to have a partial impact on consumer behavior, and the usefulness of information search seems to affect consumer behavior [3].

The main contents of this paper include: investigating the development status of sports media industry in Hunan Province, such as the development status and industry structure of Hunan sports newspapers and magazines; the development status and industry structure of Hunan sports broadcasting and television; the development status and industry of emerging media such as Hunan sports network structure. In addition, this article conducts a (SWOT) analysis on the status quo of the sports media industry in Hunan Province. Finally, it studies the sustainable development countermeasures of sports media industry in Hunan Province. The innovation of this article lies in the new perspective, combined with the situation of Hunan Province, investigating the status quo of its media industry development

from a regional perspective and conducting a comprehensive SWOT analysis of the sports media industry. The new method uses a combination of qualitative and quantitative research to overcome the shortcomings of traditional rational speculation; the research content is new, and there are not many researches to analyze the sports media industry from a regional perspective and propose sustainable development strategies. In terms of theoretical guidance, method selection, etc., there are few that can be used for reference, so the research The content is innovative and challenging.

## 2. Research on the Sustainable Development of Sports Media Industry in Hunan Province

### 2.1. Association Rule Algorithm

Association rule learning is a rule-based machine learning method used to discover interesting relationships between variables in large databases. This article mainly through the integration of sports events and sports media resources, using associated algorithms, to speculate on the relationship between the development of the media industry and sports events [4].

The association rule is defined as: assuming that the set of items is  $B = \{B_1, B_2, B_3 \dots B_n\}$ , obtaining a transaction database  $A = \{P_1, P_2, P_3 \dots P_m\}$  is generally regarded as a transaction set, where each transaction Pa(Transaction) is a non-empty subset of B [5]. The support count of itemsets can be expressed as follows:

$$\sigma(K) = |\{w_i | K \subseteq w_i, w_i \in P\}| \quad (1)$$

Among them, the symbol  $|\cdot|$  indicates the number of elements in the set. Substituting the types of sports media into formula (1), we can get the count of Hunan Sports Media's support for the upcoming Tokyo Olympics.

Through the definition of support count, we introduce the concepts of support and confidence.

Suppose there is an implication expression  $S \Rightarrow R$  in the transaction set  $S \cap R = \phi$ , where this expression can represent an association rule, and S and R are respectively called the pre-term and post-term of the rule [6]. Support (support) is the ratio of the number of transactions that contain both S and R to the total number of transactions in P. According to (1), we can get:

$$\text{Support } (S \Rightarrow R) = \frac{\sigma(S \cup R)}{H} \quad (2)$$

According to the above formula, the range of support can be obtained.

### 2.2. Status Quo of Sports Media Industry in Hunan Province

The performance of new media in changing the world's communication pattern proves that it can not only serve as a powerful supplement to traditional media and become an important part of the sports promotion platform, but also can rely on its own communication advantages to become the "most exciting means of sports communication". However, the sports media industry in our province currently has serious problems of single content product development and low level of resource utilization. At the same time, our province also pointed out that the development and attention of the sports culture consumer market and the advantage of the sports media industry as a sunrise industry will promote the development of the media market [7].

Use the SWOT analysis method to conduct a comprehensive and systematic research on the development status of my country's new media sports communication, find out the factors that are beneficial to oneself and worthy of development, and avoid disadvantages that are unfavorable to oneself, seize opportunities, so as to improve my country's new Media sports communication effects provide corresponding scientific development strategies.

Strength:

(1) National policy support. When my country pays attention to the development of the sports media industry, it particularly emphasizes the need to accelerate the transformation from traditional

sports media to equal emphasis on emerging media. (2) The diversified media forms have greatly expanded the platform of sports communication in our country, opened up new spaces and channels for the external sports communication work of our province, and provided new means and channels [8]. (3) Rich content resources. In the new media sports communication, all existing communication methods can be assembled to build an integrated information dissemination and communication platform. (4) New media's own advantages. New media has the infinite time and space of dissemination. It can break geographical restrictions and spread quickly to achieve instantaneous dissemination of sports news. These characteristics endow the new media with incomparable power in sports dissemination.

**Weakness:**

(1) The institutional mechanism needs to be improved urgently. The degree of government intervention is relatively high, and most of our country's online media do not have independent interview rights, making the content of sports news disseminated to the outside world single and lack of originality [9]. (2) The media has insufficient international credibility. The official color is still strong, the website positioning is vague, and the dissemination content lacks pertinence. (3) The research on audience psychology is lacking. The convergence of the audience positioning and lack of interactive awareness in our country's external communication network media has affected the effect of sports communication. (4) Shortcomings in the evaluation of communication effects. For a long time, the investigation and research on the effect of sports communication in my country has been very lacking, the degree of market-oriented operation is low, and there are no hard indicators for effect evaluation.

**Opportunities:**

(1) The borderless nature of the Internet has beneficially broken the news monopoly and discourse hegemony of the superpowers and a few developed countries. (2) Our country's significantly enhanced economic strength provides a relatively solid material foundation for the development of new media sports communication. (3) The Tokyo Olympics is imminent, bringing expectations and highlights to the public.

**Threats:**

(1) Communication barriers in ideology and cultural differences. The difference in cultural differences has gradually cultivated a kind of public opinion and public opinion foundation that is prejudiced against Hunan sports in the hearts of the people. (2) The fierce competition in the sports media market. Without strong economic strength, there will be no strong sports communication system.

### ***2.3. Strategies for Sustainable Development of Hunan Sports Media Industry***

As a comprehensive sports event with the highest global influence and attention, the Tokyo Olympics provides a broad platform and opportunities for the development of sports media. However, due to the shortcomings of sports media, its communication faces many difficulties, and it is urgent to explore an effective path [10]. In order to seize the opportunities provided by the Tokyo Olympics and strive for sustainable development, the development of the sports media industry in Hunan must start from the following aspects:

(1) Attach importance to the interactive win-win situation between sports and media, and expand the scale of development of the sports media industry. At present, the interaction and integration between the media and the sports industry has become more and more common. For example, when sports run media, sports clubs can manage their own TV channels; if media runs sports, media not only purchase broadcasting rights from event operators, but also own professional sports club.

(2) To improve the operation industry chain of the sports media industry and to innovate the profit model of the sports media industry. Whether the main industry chain of sports media is complete is a prerequisite for the normal operation of the sports media industry [11]. Various industries of the sports media industry should explore the value chain of the sports media industry suitable for their own development according to their own characteristics and market needs, and constantly adjust them during the development process. Relying on the cultural influence of Huxiang, the hometown of the great man, consolidate the cultural platform for the development of sports media.

(3) Vigorously promote the development of new sports media and balance the industrial structure of sports media. Titan.com can use the advertising resources of the traditional and powerful media of Sports Weekly, and by giving great discounts, it can strive for advertisers to publish advertisements on the website and develop the e-commerce function of the Sports Mall.

(4) Vigorously implement national fitness [12]. According to the physique, body shape, and personality characteristics of Hunanese, it is proposed to do weightlifting, wrestling, taekwok, track and field and other advantageous projects, as well as formulates badminton, gymnastics, shooting, and swimming projects.

### **3. Experimental Research on Sustainable Development of Sports Media Industry in Hunan Province under the New Normal**

#### **3.1. Experimental Background**

The "Hunan Sports Powerful Province Construction Plan (2020-2030)" proposes that, in the next ten years, Hunan Province will implement the construction of national fitness facilities. The development of sports in Hunan can drive the development and expansion of the sports media industry. Then, how to enhance the influence of Hunan sports media and promote the development of the sports media industry is the purpose of this experimental investigation.

#### **3.2. Experimental Content**

After understanding the development of the sports industry in my country under the new normal, this article conducts the following experimental investigations on the media industry: researches the types of sports media industry, calculates the influence of sports events on the media industry through association rules, and then uses SWOT analysis methods to study Hunan The current situation of the sports media industry in the province, and surveyed the opinions of Hunan people on the planning of sports projects in Hunan, collected data on the media industry in the province, and conducted research on the sustainable development of sports media.

#### **3.3. Experimental Data Collection**

This article has logged on the official website of Sports Weekly, collecting data on newspaper distribution in the past 5 years. Then conduct online and offline questionnaire surveys, interview residents, and record their opinions on sports planning. I also learned from the Internet database the share of various sports media industries around 2010.

### **4. Experimental Analysis of Sustainable Development of Sports Media Industry in Hunan Province under the New Normal**

#### **4.1. Development Status of Hunan Sports Newspapers**

There is a professional sports newspaper in Hunan called "Sports Weekly", which is the sports newspaper with the largest circulation, the largest market share of sports newspapers and the strongest profitability in China today. The basic situation is shown in Table 1 below. Its circulation has been generally low in the past five years, and it was up to 1.4 million in the year when the Rio Olympics were held.

*Table 1: Basic Situation of Sports Weekly*

Year	Circulation	Revenue of Issue	Advertising Revenue	Profit
2016	140	4522	8600	5600
2017	115	3714	7100	3200
2018	125	4037	6700	3000
2019	110	3553	5300	2800
2020	115	3714	4200	2200

It can be seen from Figure 1 that the "Sports Weekly" has adopted a relatively stable profit model of publishing and advertising on two legs. This is a sign that the newspaper conforms to the overall trend of market-oriented operation development and corporate management. But at the same time, the circulation of newspaper media and advertising profits are declining. Therefore, the traditional media newspaper industry has been impacted by new media, and its development has encountered bottlenecks.

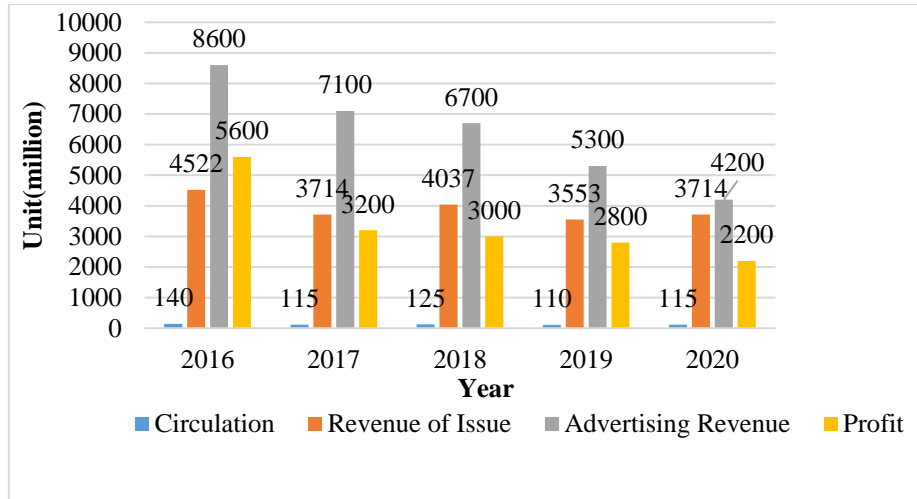


Figure 1: Basic Situation of Sports Weekly

4.2. Analysis of the Development of Hunan Sports Media Industry

We conducted a survey and analysis of the proportion of sports media in Hunan in 2010. According to Table 2, we can see that newspapers and broadcast media have always played a role in sports communication. They accounted for 43% and 31% respectively. % Market share. Moreover, as a long-lived news medium, the value of newspapers is immeasurable regardless of whether it encounters the multimedia era or not, and it can become a propaganda tool. Taking into account the sound development trend of the broadcasting and publishing industries in Hunan, our province must do a good job in the construction of sports culture quality projects.

Table 2: Hunan Sports Media Industry Share Comparison Table around 2010

	Before 2010	After 2010
Newspaper	43%	25%
Journal	14%	10%
Broadcast	31%	18%
TV	12%	17%
Internet	0%	30%

From Figure 2, it is not difficult to find that network multimedia was rapid development, whose proportion has risen by 30% within ten years, while the share of newspapers etc. has declined, and periodicals have little effect on sports promotion. Therefore, in summary, we can infer that in the context of rising economic pressures and the rapid development of the Internet, the sports media industry also needs to adapt to changes. In order to promote the development of the sports media industry, not only need to rely on the Internet and other means to update sports news dissemination channels, but also need to pay attention to the infectiousness of sports competitions, and attract the interest of the people through sports events, thereby promoting the development of the media industry.

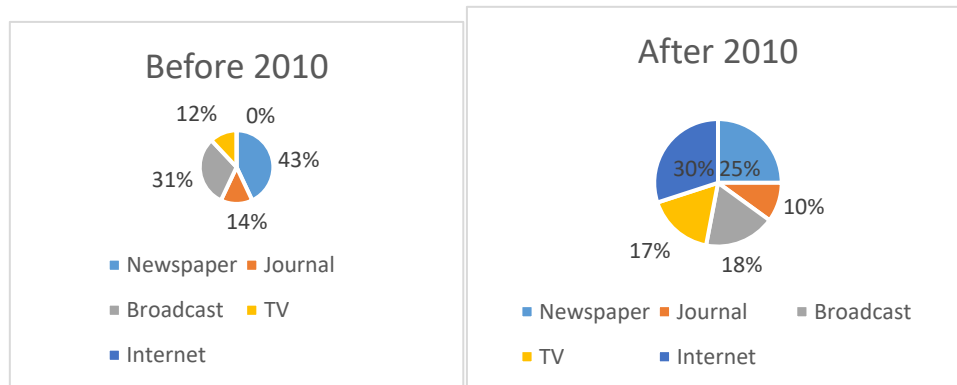


Figure 2: Hunan Sports Media Industry Share Comparison Chart around 2010

## 5. Conclusion

The smoke of the Rio Olympics is not exhausted, and the Tokyo Olympics is approaching. Olympic events are also events in the sports media industry. Hunan, as a strong cultural province, must vigorously develop competitive sports and actively develop the sports industry market in the development process of a strong sports province. Therefore, the sports media industry in Hunan Province will also achieve greater development. In order to overcome the undeveloped economic foundation of Hunan Province and the unbalanced development of sports, the development of sports media industry is unsatisfactory. Under the background of the new normal, our province can actively use the Internet to update and upgrade sports news dissemination channels. At the same time, our province can develop Hunan's characteristic sports based on Hunan's unique geographical environment and human relations, so as to promote the development of the media industry.

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