

Strategies and Media Impact in Premier League

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ABSTRACT

This paper delves into the media and commercial strategies of top UK sports events, particularly focusing on the Premier League. It will try to study how exactly new projects in the sale of media rights, brand building, digitalization, and entering the foreign market have turned them into the world brands. Media is pivotal in promoting visibility, building brand personas, creating audience engagement and access to faraway markets, this is what it underlines. It also discusses how the Premier League has implemented innovative technologies like big data and AI to offer personalized content and effective marketing to hold on to the status of one of the most powerful football leagues in the world. It is concluded that the sport industry is in need of constant innovation and adoption of digitization trends in order to maintain its competitiveness on a global scale.

KEYWORDS

Media Strategies; Premier League; Global Sports Promotion; Digital Transformation.

1. INTRODUCTION

In this digital and globalized age, some unprecedented changes have happened in the sports industry. As one of the birthplaces of modern sports, the United Kingdom's top sports events not only enjoy high prestige domestically, but also have a broad global influence. Of these, the Premier League is one of the most welcome leagues in the world, but it has not succeeded only because of its excellent performance on the pitch, but also because of its creative media and commercial strategies.

Consequently, this paper will examine how the leading UK sports events, particularly the Premier League, have developed effective media and commercial strategies, and the part the media plays in selling sports and sustaining their international appeal. Specifically, this paper plans to seek answers to two key questions: The first is how the Premier League and other major UK sports events develop successful media and commercial strategies; the second is how media helps promote sports and their continued global appeal.

By analyzing these questions, this paper seeks to uncover the successes of the UK sports industry which can serve as an example for sports organizations worldwide and to shed new light on the further development of the sports industry.

2. MEDIA AND COMMERCIAL STRATEGIES OF MAJOR UK SPORTS EVENTS

Being the birthplace of modern sports, most of the best sporting events in the UK have a great reputation across the world. In this section, an analysis of the successful strategy of the Premier

League will be developed to compare it with other major UK sport events to explore common and unique parts in their media operation and commercial development.

2.1. The Premier League's Success Strategies

2.1.1. Innovation in Media Rights Sales

Since 1992, the Premier League has always been at the top for the sale of media rights for sports. Its core strategy has always been to package the whole league and sell the broadcasting rights as a single entity as opposed to negotiating club by club [1]. This model has doubled the value of the league whilst ensuring that revenue is distributed fairly and ensuring that competitive balance is maintained. In recent years, the Premier League has innovated further by adopting a “hybrid model” for its broadcasting rights auctions in which it secured the interests of the traditional broadcasters while also reserving space for streaming platforms to get the most out of its media rights [2].

2.1.2. Brand Building and Market Promotion

For branding purposes, the Premier League has successfully designed a proper branding strategy which has helped them to establish an image of “the most exciting league in the world”. At the same time, it's about creating personalized brands around certain star players and clubs, while also emphasizing the league as a whole. Moreover, the Premier League also formed strategic partnerships with worldwide popular brands such as Nike and EA Sports. These factors make the League even more international [3].

2.1.3. Digital Transformation and Technology Application

The Premier League has been among those on the front line in the wave of digital change. In addition to developing official apps and creating accounts on social networks, it has been actively introducing new technologies in the broadcast of matches. It was with this in mind that VAR (Video Assistant Referee) technology intended to increase the fairness of matches was introduced, along with goal-line technology to make such decisions much more accurate. Besides, these technological innovations have not only improved the viewing experience, but also the new exposure opportunities for sponsors [1, 4].

2.1.4. International Expansion Strategy

The success factor of the Premier League is an internationalization strategy. The League sets the match times with care, making sure that viewers from any time zone can go through a live broadcast. Besides, the Premier League is active in exploring developing markets like Asia and North America in pre-season matches to meet and greet the players in order to keep in touch with their overseas fans. Further, the league does localized content and marketing strategies to suit cultural characteristics across different regions [2, 5].

2.2. Strategic Comparison of Other Top UK Sports Events

2.2.1. Tradition and Innovation at the Wimbledon Tennis Championships

Wimbledon is the oldest tournament in the world, yet it innovates all the time. It follows some traditional rules, such as the “all-white dress code” that makes it a unique brand image. In media terms, Wimbledon continues to maintain a long term working partnership with the BBC, and has worked with video sites to widen its global broadcasts. Wimbledon has been bringing in a new generation of viewers with VR viewing experiences in recent years [3].

2.2.2. Brand Value Preservation at The Open Championship (Golf)

As one of the four majors golf tournaments, The Open Championship is dedicated to preserving its own brand value. It determines how many participants and what qualifications they have in order to maintain the event as an elite and authoritative event. The Open employs a multiplatform approach

using traditional broadcasters when partnering with media, but also works to develop its digital platform to allow fans to have a tailored viewing experience [4].

2.2.3. Regional Cooperation Model of the Six Nations Rugby Championship

The Six Nations Rugby Championship is a regional cooperation model and is linked to the rugby unions of six European countries. The central sales model for media rights is the starting point to achieve the value of broadcasting rights to the maximum level. Besides, it is also trying to expand its digital platform to engage with the young audience through social media and official apps [5].

2.3. Common Features and Unique Aspects of Successful Strategies

From the analysis of the Premier League and other top UK sports events, we may generalize some common features as follows: (1) Explore a new model in selling media rights, and balance the interests of traditional and emerging platforms. (2) Digital transformation: expanding the content delivery systems to cover many platforms. (3) Focusing on the global strategy, the development of the global markets with local content and marketing strategies.

Every event also has something different in it. The Premier League is characterized by high competition and the globalization approach, Wimbledon Tennis Championships harmoniously combine traditions and innovations, The Open Championship in Golf has strict admission requirements to preserve the elitist status, the Six Nations Rugby Championship is an example of the effective use of resources through cooperation of the regions.

3. THE ROLE OF MEDIA IN SPORTS PROMOTION

Since the world is more interconnected and the media is readily available, the media plays a significant role in boosting the popularity of sports events. This section explores how media enhances the role of sports events in building brand image, engaging fans, using data analytics, and expanding markets for sports events, with reference to the Premier League.

3.1. Enhancing Visibility and Influence

Media is the primary source through which the large number of people are drawn towards the sports events. The Premier League has made sure that they have covered all the platforms both traditional and new media to make sure that every fan gets to see them. For instance, it signs contracts with conventional broadcasters such as Sky Sports and BT Sport, and also with streaming services like Amazon Prime to take the event further [6]. Such exposure of this kind in the media enables the various global audiences to still have access to the Premier League through other mediums hence increasing the leagues influence [7].

3.2. Shaping Brand Image and Value

The media is a very significant in the formation of the brand image of the Premier League. Highly regulated reporting and content production by the media propagate the core value of the Premier League: that it is the “most exciting league in the world” [8]. As media coverage is crucial in developing personal brands of the Premier League players, for instance, Mohamed Salah from Liverpool, he shows how social media platforms can be used to post performances on the field and sneak peek of the off field life to create a strong global personal brand [9]. This a step which not only enhances the market value of Salah but also enhances the value of the Premier League as a league [10].

3.3. Fan Interaction and Community Building

The most extensive and intensive application of media resources, particularly social networks, is to create and sustain a global fan base for the Premier League. For instance, the official account of the Premier League on Twitter conducts a poll at some point to let the fans choose the best player or the best goal of the round. The interaction will not only enhance the level of fans' engagement, but also will help to gather data on users.

Another important element of the Premier League's media strategy is User-generated content (UGC). Most of the fan-made videos, artworks, memes, etc. are posted through official accounts of the Premier League and thus add more value to the content of the Premier League and generate more curated content with high productivity and reach.

3.4. Global Market Expansion

Media has a significant role in the process of globalization of the Premier League. Rather than this, through a partnership with large media outlets across different parts of the world, the league gets the efficient distribution. For instance, in the Asian market, the Premier League uses major local sports channels, which are frequently packed with commentary in the local language and related programming. For instance, in China, it operates with PPTV, and it is not only about broadcasting the match in Mandarin; it creates a ton of original content in Chinese that only strengthens the Premier League's presence in China [7]. The new formats of content provision help the Premier League to cover a vast cultural spectrum. For instance, it offered commentary in many languages and interactive statistics during its deal with Amazon Prime, so that it can reach out to the audience in different regions [9].

4. CONCLUSION

The paper has looked at the media and commercial aspects of top UK sports events and the importance of media in the marketing of sports and keeping them popular across the globe. The factors that have led to the success of the top UK sports events are innovation in the sale of media rights, brand creation, digital change, and the expansion of the events internationally. These events effectively use both conventional and emerging digital media to increase their reach and revenue generation on the international market.

Here, media can have a number of functions – from raising awareness of an event and building specific brand images, engaging fans, to supporting further development in other world markets. Modern technologies of social media and, particularly, data analytics give new opportunities for sports events that were previously unparalleled [11]. The most evident example is the Premier League, which, thanks to the media and business model innovations and developments, has become one of the largest football leagues in the world [12].

In conclusion, these successful experiences of the top sports events in the UK are good reference for the sports industry around the world. Further work could examine how the most recent technologies, including artificial intelligence and virtual reality, can be integrated into the sports media tactics and how these affect the sports fans' experience.

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