THE DIGITAL ECONOMY IN RUSSIAN SPORT INDUSTRY

Abstract. The paper discusses the importance of including sports business in the program "Digital Economy of the Russian Federation". The components of the sport business and some statistics about the growth trends of the world’s and domestic sport industry are shown. The aspects of the digital economy in sports have been identified.

Key words: sports business, digital economy, sport industry, sponsorship, cybersport.

Аннотация. В статье рассматривается актуальность включения спортивного бизнеса в программу «Цифровая экономика Российской Федерации». Представлены компоненты спортивного бизнеса и статистические данные о тенденциях роста мировой и отечественной спортивной индустрии. Выявлены аспекты цифровой экономики в спорте.

Ключевые слова: спортивный бизнес, цифровая экономика, спортивная индустрия, спонсорство, киберспорт.

Sport industry can be defined as the market in which people, activities, business and organizations are involved in producing, facilitating, promoting, or
arranging any activities focused on sports. It is the market in which the products offered by business to its buyers are sports related and may be goods, services, people, places, or ideas. The business of sports is a sphere of production, promotion and sale of sports goods as well as sponsorship in sports.

The role of sport business is growing everywhere. The world’s sports market tends to develop rapidly. For instance, it increased by 3.7% and accounted for 145.3 billion dollars from 2010 to 2015. As for Russia, over the past 10 years Russians’ interest in sport has grown by 1.5 times, which is shown in statistics on sports facility construction. The number of pools have increased and more gyms and sports clubs have been built near the residence of Russian citizens.

The digital economy is a system of economic, social and cultural relations based on the use of digital technologies. Sometimes it is called the Internet economy, a new economy or a web economy [7]. Previously, there were only five areas such as education, human resources, cybersecurity, the formation of research competence and IT infrastructure in the Program "Digital Economy of the Russian Federation". This document was approved in 2017 and designed up to 2024 inclusive. In its turn, the digital economy has been included in the list of the main directions of the country's strategic development until 2025 [6].

Clearly, sport stimulates the development of all service sectors in Russia and is closely associated with industry, defense industry, science and medicine. Sports business is a key point of the country’s social and economic policy for 2018-2024 intended for the transition to a new economic structure, project management innovation, and the spread of public-private partnership, which played a key role in the large-scale construction for the 22nd Winter Olympic Games and the Confederations Cup 2017 and is vital for the World Cup 2018.

On the other hand, no one can deny that there are certain aspects of the digital economy in sports such as sponsorship in sports, sports brands, digital
technologies in sports and defense industry’s diversification in production of sporting small arms and ammunition [3;4].

As for sponsorship in sports, there are three types of sponsorship: event sponsorship, teams sponsorship and athletes sponsorship.

Cortsen (2016) claims that «the business of sports is an industry, which offers diverse opportunities in terms of commercial involvement and business development. Today, sports clubs and their sponsors have become increasingly aware of a new phenomenon, which is changing the way sports and sponsorship content is produced and consumed. Digitalization in sports embeds the creation and distribution of any type of content via online channels».

In 2015 the global sports sponsorship market had an estimated value of almost 45 billion U.S. dollars.

Another aspect, a sport brand, includes the presence of the brand names on the player’s uniforms, the ever-changing banners in the background, not to mention advertising sports during, before and after the game. All these tools mean getting help for the team in the form of money, goods and services.

Digital technologies in sports may present interaction with fans through digital communication channels. Most sports fans now have a variety of screens through which they can watch match and use different content. Video technology has allowed coaches and athletes to gain deep insight into the game and control all of its aspects. The use of technology in sport is one example of how changing lifestyles and evolving consumer habits are increasingly driving the country's digital economy [5].

The example of defense industry’s diversification in production of sporting small arms and ammunition is the 13th Moscow international exhibition ARMS & Hunting new sports pistols "Companion 9x19" and "Companion SP-15" held in October 2016. There were huge modernizations of foreign production.
Proliferation of mass sport in Russia causes cybersport to be included in the program of digital economy of the Perm Region for the next 5 years. The aim is to provide a synergy of related IT areas, attractiveness of the region and the development of cyber-tourism and prepare skilled IT staff for this program [2].

Thus, it is obvious that sport industry can supplement the program "Digital Economy of the Russian Federation".

Sport is getting more and more popular in Russia and all over the world. It’s worth including it in the program of digital economy of our country. It’s difficult to find limits between different spheres of the economy and we shouldn’t stop the interaction of sport with other spheres of people’s life [4]. It definitely assigns a new sector to the country’s economic development.

References


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