

Evaluation of the Business Sports Information Market

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Abstract. The article analyzes the market of the sports industry, the object of research is sports information as part of the product. The term "sports product", being an integral concept, includes several components. Currently, the study of the sports product often implies a consideration of the material and sports and entertainment side, while information is one of the fundamental concepts in the field of sports.

1. Introduction

The sports industry market is subject to the laws of the market economy and contains all the relevant elements for the market. Thus, to determine the evaluation of the sports industry market, its situation, it is necessary to determine, first of all, what is a sports product, as well as to describe the sellers and buyers of a sports product.

The concept of a sports product is currently under-researched in economic and legal disciplines. Sports products are very numerous and diverse. However, it should be noted that the same issue is extremely important for many other stakeholders. For example, for the state, which constantly has to make decisions on the extent of its interest in the sphere of sport and the extent of its participation in this sphere, including participation in the form of financial support from the state budget, in various forms of organizational intervention in the sport.

2. Methodology

Relations in the sports industry include three main elements: consumers of the sports product, the sports product itself, suppliers (including intermediaries) of the sports product[1]. A distinctive feature of the sports product is its dual nature-material and intangible.

Sports product is an integral concept, structurally including, covering the following positions[2]:

1) intangible sports products:

- * sports process;
- * sports and image product;
- * sports and entertainment product (including sports and broadcasting product)
- * sports and information product, etc.;

2) material sports products:

- * sports product in the sporting goods market;
- * sports infrastructure, etc.;

3) mixed (material and intangible) sports products.

However, today there is a direct link between the level of development of sports and the work of thematic media, both at the federal and regional levels, because it is through the media that states solve many socio-strategic and socio-pragmatic tasks related to the development and functioning of sports as a sphere of activity[3].

The authors suggest dividing the sports information market into two fundamentally different parts:

1) information that focuses on the sports process, preparation for it, its results and participants of the sports process (news about the results of sports competitions, sports Analytics, forecasts of game results, materials related to physical training, etc.)

2) business sports information, considering the issues of economic, marketing, financial activities of the sports industry.

Since the sport information was divided into two categories – information directly related to the game (sports) results and information about the economic, marketing, financial activities of the sports industry[4]. This division helps to specify the concept of "business sports information" and to distinguish it from the General information flow[5]. The target audience of such information is people from the professional community, or more deeply studying the issues of sports lovers.

The difficulty in segmenting the sports information market is that, firstly, the media mainly base their content on the actual sports results of sports teams and clubs, that is, on the current information relating to the first category[6]. Secondly, business information in the media appears in the General flow, which complicates its search and analysis. Internet portals type sports.ru users and bloggers create the main part of the content, they have many materials on the Economics and marketing of sports, but the breakdown of information on the site is by sports, and it is almost impossible to assess the business component.

Sports media, similar to general media, are divided into 3 types:

- Printed (Newspapers, magazines).
- Audiovisual (television; radio)
- Internet (electronic media)

3. Results and Discussion

Let us count the number of mass media in Russia. The main trend in the work of the media is the transition to an online environment and the growth of the number of readers on the Internet. Table 1 presents the findings of the MediaDigger study for 2017.

Table 1. Changes in the number of media in Russia to 2017[7]

Indicator	Value
Total number of officially registered media in Russia in 2017	80134
Number of new registrations of mass-media for the year	+3461
Number of closed media for the year	-6679

Here is a rating of the largest sports media in Russia, indicating the form of publication. The developer of the automatic monitoring system of media and social media in real time "Medialogia" periodically analyzes the state of the media in Russia. Due to the fact that Internet sites do not disclose full statistics and do not provide access to the analysis of visitors in order to avoid the use of information by competitors, there are other methods of analyzing the popularity of sports media. Figure 2 presents the ranking of the most cited in social media sports media in the first quarter of 2017. The citation index is the number of hyperlinks placed by users on the Internet to the online resource of the publication.

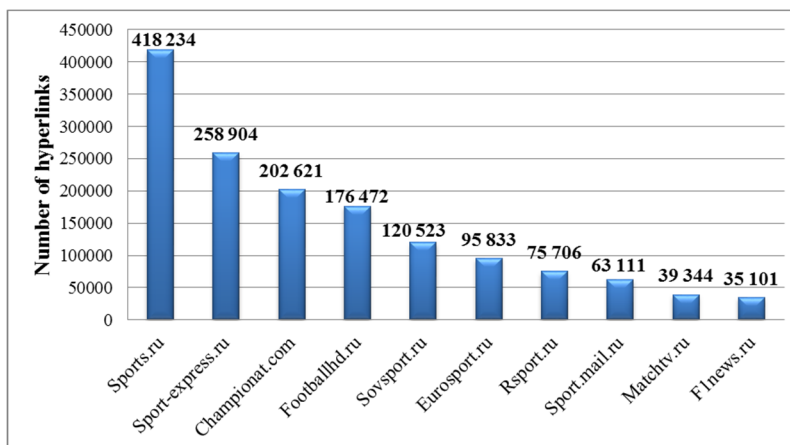


Fig. 1. The number of citations of the most cited in social media sports media for the first quarter of 2017[7]

The sports information market, according to the findings of the current study, is sufficiently developed and competitive. Internet resources are fighting for visitors and the citation rating is updated with new data. Table 2 presents data of the research Agency Media Scope. Let's compare the most popular resources among Russian sports fans.

Table 2. The average monthly audience of the Internet sites in 2017[8]

Name Media	Audience, thousand people (age 12-64)	Percentage of population (age 12-64)
Sport-express.ru	1652.4	3.1%
Matchtv.ru	2012.3	3.8%
Sovsport.ru	1060	2.0%

Analysis of the audience of analog (printed) media gives contradictory results. On the one hand, print media (Newspapers, magazines) have a well-defined circulation. On the other hand, the number of points of sale is very large and it is impossible to calculate the balance and the average monthly demand for products, and therefore take into account the real demand for the publication can only be approximately. In further analysis, the author proceeds from the assumption that media companies have their own statistics and control the volume of output, based on their own relevant data.

Table 3 presents a list of the most important and widely read publications in Russia devoted to sport, indicating the circulation (approximate audience).

Table 3. Circulation of the most widely read sports publications in Russia in 2017 (authors calculations)

Name Media	Circulation (audience), thousand copies.
Sport Express	220-240
Sovsport	180-200
Weekly „Football“	260
Big sport	140
Iron world	40

4. Summary

We can summarize that a significant part of consumers of sports product somehow faces business sports information and is a regular customer of sports and business media. According to experts, information on the sports market is not a valuable asset today. Sports organizations prefer to use the services of internal specialists, large companies or rely on open information. The General trends of the sports business information market are in online media care, preservation of printed materials as business cards and presentations, as well as the deployment of active activities in related industries – event-industry and consulting specialized organizations. According to the author, the pace of development of sports B2B media is consistent with the overall situation in the Russian sports industry market.

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