

Innovation of Commercial Models for Basketball Leagues from the Perspective of Sports Industry Development

Kaixin Fang^{1,a}, Hamdan Mohd Ali^{2,b}

¹Doctoral student of Philosophy in Sport Studies at City Graduate School, City University of Malaysia, Kuala Lumpur, 58000, Malaysia

²Professor at City University of Malaysia, Kuala Lumpur, 58000, Malaysia

^ajackfang95@163.com, ^bhamdanrunner@gmail.com

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Abstract: Under the background of the rapid development of sports Industry, the innovation of commercialization mode of basketball league has become a key factor to promote industrial progress. This study summarizes the popularity and influence of basketball league in the world, and discusses the promotion of its commercialization model innovation to the growth of sports Industry. The research goal is to put forward innovative strategies by analyzing the commercialization status and challenges of basketball league, so as to provide theoretical basis and practical reference for the sustainable development of sports Industry. This paper analyzes and reveals the problems existing in the commercialization of basketball league, including single income channel and fierce market competition. The results show that a series of innovative strategies, such as digital transformation, personalized promotion and community development, can effectively promote the commercialization of basketball league. Specific measures include using big data and artificial intelligence technology to optimize the fan experience, exploring new income channels such as e-sports and virtual reality, and strengthening cooperation and exchanges with the international market. This paper suggests that relevant decision makers and practitioners attach great importance to the innovation of the commercialization model of basketball league matches, and actively explore and practice new business models and operational strategies.

1. Introduction

Sports Industry is playing an increasingly prominent role in the global economy, and it is expanding at a rapid speed, becoming an economic force that cannot be ignored [1]. With its unique attraction, competitiveness and wide audience base, basketball league has spread rapidly around the world, and its influence has been continuously enhanced [2]. From NBA in the United States to CBA in China, and then to major basketball leagues in Europe, basketball has become a bridge connecting sports lovers all over the world [3]. It not only stimulates people's enthusiasm for sports, but also promotes cultural exchange and integration.

With the continuous growth of basketball league, it is particularly critical to innovate its commercialization model [4]. Traditional business model can no longer meet the development needs of modern basketball league, while innovative commercialization strategy can broaden income channels and enhance the brand value and market competitiveness of the league [5]. Through sponsorship cooperation, sales of media broadcasting rights, derivative development and other means, the basketball league is constantly exploring new commercialization paths to promote the sustainable development and prosperity of the entire sports Industry.

The research purpose of this paper is to deeply explore the innovative path of commercialization model of basketball league under the grand perspective of sports Industry development. The research goal is to analyze the existing commercialization model, identify the existing problems and challenges, and propose forward-looking and feasible innovative strategies to provide theoretical basis and practical guidance for the future development of basketball league. It is expected that

through this study, a systematic theoretical framework for the commercialization model innovation of basketball league can be formed, which can provide useful reference for the relevant practitioners of sports Industry and jointly promote the sustained and healthy development of sports Industry.

2. Sports Industry and the analysis of the current situation of the commercialization mode of basketball league matches

Sports plays a key role in the global economy. It includes all economic behaviors and commercial activities related to sports [6]. This industry is subdivided into many fields such as sporting goods, service provision and media communication, and with the advancement of the times and the promotion of science and technology, it presents a diversified and professional growth trend [7]. Whether it is the prosperity of professional sports or the popularization of national fitness, or the holding of sports events and the provision of training services, sports Industry is attracting the attention of investors and consumers with its unique charm.

In the current prosperity of sports Industry, the commercialization model of basketball league is particularly eye-catching [8]. Through sponsorship and cooperation, the basketball league has attracted the investment of many famous brands and provided a stable source of funds for the league. As a traditional income channel, ticket sales still maintain its important position, especially the tickets for popular events are often hard to find. The sale of media broadcasting rights has made the influence of the basketball league transcend the geographical restrictions, so that the global audience can enjoy wonderful games. At the same time, the development of derivatives has also become the highlight of commercialization, from jerseys and sneakers to various souvenirs, which are deeply loved by fans.

While the commercialization mode of basketball league is booming, it also exposes some problems and challenges [9]. For example, the single source of income, over-reliance on sponsorship and ticket income, makes the league appear unstable in the face of economic fluctuations. The intensification of market competition is also a realistic problem. With the increase of the number of basketball leagues, the competition between them is becoming more and more fierce. How to highlight the tight encirclement has become a subject that every league must consider. In addition, enhancing the participation of fans is also a difficult problem to be overcome in the innovation of commercialization model. How to enhance the fans' sense of belonging and enthusiasm for participation and make them the driving force for the development of the league is an urgent problem to be solved in the process of commercialization of the basketball league.

3. Innovative strategy of commercialization model of basketball league from the perspective of sports Industry development

With the continuous subdivision of sports Industry and the accelerated pace of specialization, the innovation of commercialization mode of basketball league has become extremely critical [10]. Observing the latest development of sports Industry, we can identify three paths of commercialization innovation of basketball league: digital technology, personalized service and community participation, as shown in Figure 1.

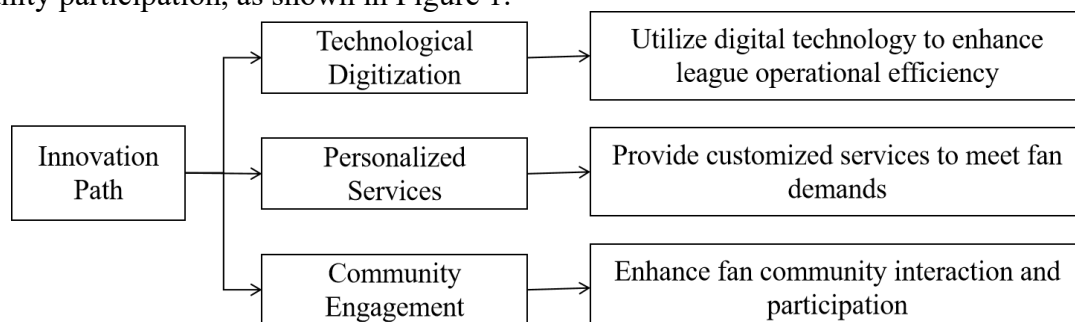


Figure 1 Road Map of Commercialization and Innovation of Basketball League

To change the commercialization mode of basketball league, we need to adopt innovative strategy combination. First of all, with the help of big data and artificial intelligence technology, businesses can conduct an in-depth analysis of fan behavior and preferences, mine data value to accurately grasp the needs of fans, and provide customized content and services. It can not only enhance the fans' watching experience, but also enhance their loyalty and sense of belonging to the league. Further, in order to broaden the sources of income and enhance the influence of the league, we should explore new business models. For example, combining e-sports with basketball leagues, holding online e-sports competitions will attract the attention of young people, inject new vitality into the league and expand the market. At the same time, we can also develop virtual reality experience, so that fans can feel the atmosphere of the game scene even at home, and further enhance the immersion and interactivity of watching the game. In addition, strengthening cooperation and exchanges with the international market is crucial to the transformation of commercialization model. By introducing international advanced commercialization concepts and technologies, we can continuously enhance the international competitiveness of the league and lay a solid foundation for its long-term development. Connecting with the international market can also broaden our horizons, learn from the successful experience of other countries' leagues and provide inspiration for commercial innovation.

The implementation of these strategies is practical. The progress of science and technology and the diversification of fans' needs make the innovation direction of digitalization, personalization and community keep pace with the times. As expected, these measures will enhance the brand value and market appeal of basketball league and attract more fans and sponsors. However, the implementation process may encounter challenges such as high-cost technical input and cultural differences in international cooperation. In order to meet these challenges, we can seek the support of government and social capital to reduce costs and overcome cultural differences by strengthening exchanges and cooperation with international partners.

4. Practical cases of commercialization model innovation of basketball league matches

On the way of exploring the innovation of commercialization mode of basketball league, some successful cases provide valuable analytical value. Taking a well-known league as an example, the league boldly experimented in commercialization, established an online interactive platform, and integrated social media and mobile applications, which greatly enhanced the participation and stickiness of fans. Through big data analysis, the league launched personalized content and services, such as customized event reminders and player dynamic tracking, which brought fans a brand-new watching experience. The league also actively expanded new sources of income, cooperated with e-sports platforms and held online basketball e-sports events, which attracted the attention of a large number of young audiences and further broadened the audience of the league. These innovative measures have enhanced the brand power of the league and brought remarkable economic benefits, and their success and innovative strategies are worth learning and popularizing.

Looking forward to the future of the commercialization model of basketball league, it is expected that it will focus more on the development of digitalization, personalization and community. Digitalization will improve the operational efficiency of the league and enrich the interaction of fans; Personalization will meet the individual differences of fans and provide more accurate and intimate services; Communalization will build a community with basketball as the core and enhance the sense of belonging and participation of fans. In the future, the commercialization model of basketball league will pay more attention to innovation and diversification, and constantly explore new income sources and business models to adapt to the development trend and market demand of sports Industry.

In view of the innovation of the commercialization mode of basketball league, this paper puts forward the following policy suggestions and practical suggestions, as shown in Table 1:

Table 1 Suggestions on the Innovation of Commercialization Mode of Basketball League

Category	Suggested content	Specific measures
Policy advice	The government has increased its support and provided policy guidance and financial support.	Set up a special fund to support league innovation projects.
	Encourage the league to carry out technological innovation and market expansion.	Provide preferential tax policies to encourage investment in technology research and development.
Practical suggestions	The league works closely with technology companies to upgrade the fan experience with big data and AI technology.	Establish strategic partnership with scientific and technological enterprises to jointly develop new technology applications.
		Participate in international basketball events and enhance the international popularity of the league.
	Actively expand the international market and strengthen exchanges and cooperation with international basketball leagues.	Cooperate with the international basketball league to hold events or activities together.
		Establish commercial operation training courses to improve the professional ability of existing personnel.
	Attach importance to the cultivation of commercial operation talents and improve the level of commercial operation of league matches.	Introduce commercial operation talents with international vision and strengthen team building.

Table 1 summarizes the policy suggestions and practical suggestions for the innovation of commercialization mode of basketball league. In terms of policy suggestions, the government plans to increase support, provide policy guidance and financial support, and encourage the league to carry out technological innovation and market expansion. In terms of practical suggestions, the league will work closely with technology companies to upgrade the fan experience by using big data and AI technology, and at the same time actively expand the international market, strengthen exchanges and cooperation with international basketball leagues, and attach importance to the cultivation of commercial operation talents, so as to improve the level of commercial operation of the league. These suggestions and measures are aimed at promoting the innovation and development of the commercialization model of basketball league. Through the guidance of these policies and practical exploration in Table 1, we believe that the commercialization model of basketball league will usher in a broader development prospect.

5. Conclusions

The core of this paper is to deeply analyze the innovation path of the commercialization model of basketball league. At the beginning of the study, we examined the background of the rapid development of sports Industry, and discussed the popularity and influence of basketball league in the world, thus highlighting the key role of commercialization model innovation in the sustainable development of the league. Subsequently, through the detailed analysis of the existing commercialization model, we revealed many problems and challenges it faced, including the singleness of income channels and fierce competition in the market. Based on these analyses, the article puts forward innovative strategies for the commercialization model of basketball league. It covers many aspects such as digitalization, personalization and community, and explains in detail how to use big data and artificial intelligence technology to enhance the fan experience, open up new revenue channels and strengthen cooperation with the international market. These research results provide theoretical basis for the innovation of commercialization mode of basketball league, and also provide operational guidance for industry decision makers and practitioners.

Finally, this paper emphasizes that the innovation of commercialization mode of basketball league is of great significance to the development of sports Industry. As a key component of sports

Industry, the innovation of commercialization mode of basketball league will promote the transformation, upgrading and continuous progress of the whole industry. Through innovation, basketball league can attract more fans and sponsors, enhance brand value and market competitiveness, and promote the prosperity of sports Industry. We should attach great importance to the innovation of commercialization model of basketball league, actively seek and implement new business model and operation strategy, and contribute wisdom and strength to the future development of sports Industry.

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