

## ФІЗИЧНЕ ВИХОВАННЯ ТА СПОРТ

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### KEY GLOBAL TRENDS IN SPORT INDUSTRY IN 2018

For ages sport remains one of the most spectacular and gathering human activity. While transforming during the years, sport became a huge valuable industry, that now is a billion-worth business activity. But as every segment of economy, sport is under influence of global trend, that can appear in various forms.

According to world-known consulting group Deloitte, there are six main global trends in sport in 2018. These include:

1. Focused attention on the safety of fans and spectators during sport events on stadiums and arenas.
2. Development of attractive for fans ticket packages and options to increase the demand for tickets.
3. Big attention to millennials and focus on the social media advertising to reach them.
4. Overall influence of blockchain and crypto currencies on financial system and therefore on finance in sport industry.
5. Society's interest to maintain fair, transparent, understandable sports careers with big focus on prevention of corruption and anti-money laundering procedures.
6. Boost of social media activity around sport on daily basis, big social influence of brands, sponsorship and endorsement [1].

First global trend deals with security issues. Because of recent acts of violence all over the world, event security trend is expected to see increase to minimize any threats to fan safety. Stadiums that are built recently become more and more high-tech and sophisticated, but physical security protocols are also constantly updated. And also there is a huge possibility that stadium operators will more rely on various digital solutions to increase security capabilities. To deal with potential threats, they already have begun implementing «biometric recognition, electronic fingerprinting, radio-frequency identification (RFID) tags, and other similar technologies that enable them to inspect fans efficiently upon stadium entry, and evacuate and track fans quickly and safely in the event of an attack» [2].

But not only mass attacks can threaten fans. Their unruly behavior in and around venues can also be a factor of danger. Experts say that «incident tracking, fiber-optic

camera surveillance, video analytics, and other noninvasive technologies as important sports trends that will play an increasing role in stadiums' security strategy» [3].

Traditional way of purchasing tickets and watching games on stadium changes rather dramatically. People are more likely now to enjoy any sport staying at comfortable surroundings, at home, they more and more often are likely not to attend sport venues. That is why sport clubs, teams and even federations are trying to create ticket packages that will attract fans to go back to stadiums and arenas. Such packages and solutions, for example, can be realized via «subscription-based mobile passes which can allow fans to attend a predetermined number of games for a flat fee». Also some clubs use «banking» system membership. In this case fans can put in advance deposit into an account, this money is debited to purchase tickets throughout the season. Fans are provided with much higher flexibility that traditional season-ticket packages can not provide [1].

Millennials nowadays are one of the determining power for economic transformation. These days we see an increasing splintering of the cable TV bundle and the huge spreading of streaming services to deliver programming. Sports viewership has been upended by these changes in the media industry. There also is showing the shift in how teams and brands provide ads to fans that consume their content. This happens because particular people increasingly watch sports events over digital platforms [4].

With digital and social media channels, teams can more effectively target already interested fans. Social engagement can be an efficient mechanism to identify and grow team's fan base. This method is particularly useful for organizations that are trying to capture the loyalty of millennials, who are known to prefer media mediums on smartphones and mobile applications. Reaching fans where they at moment are and with targeted content tailor-made, teams and clubs will likely obtain the revenue in ways not possible even a decade ago [1].

Today more and more people talk about bitcoin and other crypto currencies. This given by blockchain possibilities also may have impact on sport industry. There can be created sports gambling platform providing total transparency in the establishment of odds and the resolution of bets. Also in future we can use a technology that enables full control of the ticket resale market, and prevents tickets from being fraudulently copied or shared. These digital achievements have the potential to rebuild sports industry via the ability to mitigate risk, make up new sources of value, enable modern secure transfer of information. Tracking tickets that were sold in the secondary market and collecting precise data about particular fan who actually attends the game may be a significant challenge for different sports franchises. Such emerging technologies can provide much more transparent view of the real demand and supply for each event, allow peer-to-peer transfer of tickets avoiding a third party, and more carefully track the «life cycle» of a ticket [1].

Another trend deals with the process of building sport career and reaching particular sport goals. Many clubs' and trams' policies prevent promising student-athletes from receiving any financial benefits beyond the cost of attendance at their university. Many stellar athletes in high schools in many countries are avoiding

college teams and are venturing to professional leagues in countries that can provide extra financial support [5].

The fifth trend deals with the social media activity that already became the description of current era. Player activism became commonplace, due to the politicization of any type of human life. Athletes finally have drawn social attention to problems such as racial inequality, common police brutality, gender inequality. Profits and societal change aren't mutually exclusive, but as it can be seen from the past years, activist issues of today might not reflect the issues of tomorrow [1].

Sport is a vital part of world society. Therefore, this sphere faced the influence of the same trends as any other sphere. The trends mentioned above, for sure, are not the only influencing sports industry. And also it is clear that the strength of their influence depends on many additional circumstances.

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## **ОРГАНИЗАЦИЯ ПРОЦЕССА ФИЗИЧЕСКОГО ВОСПИТАНИЯ В ВУЗЕ С УЧЕТОМ ПОТРЕБНОСТЕЙ СТУДЕНТОВ В ДВИГАТЕЛЬНОЙ ДЕЯТЕЛЬНОСТИ**

Потребность в двигательной активности является одной из элементарных физических потребностей человека. Занятия физической культурой являются важной основой формирования организма человека, создают предпосылки для развития личности, полноценной умственной деятельности. Анализ последних исследований показал, что в большинстве вузов организация процесса