

Bibliothèque de vidéos // Library of video examples

Marketing du Sport // Sport Marketing

Prof. André Richelieu

Industrie du sport aujourd'hui // Sport industry today

“How NFL Teams Make Money”:

<https://www.youtube.com/watch?v=-RUtxxMUDd8>

“The biggest challenges for the sport industry”:

<https://www.cnbc.com/video/2019/12/23/here-are-the-biggest-challenges-facing-the-sports-industry-now.html>

“The future of sport”:

<https://www.usatoday.com/story/sports/2016/01/26/future-of-sports-athlete-stadium-broadcasting-e-sports-fans/79325114/>

“MIT Sloan Sports Analytics with Dr. Phil Wagner: Predicting Sports Injuries with Data”:

<https://www.youtube.com/watch?v=FuNhSglnPn8>

“How artificial intelligence is penetrating sports”:

<https://www.youtube.com/watch?v=Gme1WHCoKfM>

“Integration of Artificial Intelligence in sports analysis”:

https://www.youtube.com/watch?v=r6-ko9j7n_0

‘Sportainment’:

<https://www.youtube.com/watch?v=1id9w5y-Yt4>

‘Sportainment’: “Roger Federer defeats Rafael Nadal in South Africa exhibition | 2020 Tennis Highlights”:

<https://www.youtube.com/watch?v=AFP6LM-U-Eg>

“E-sports is growing into a \$1 billion industry | CNBC Sports”:

<https://www.youtube.com/watch?v=e0hIP84HeMU>

“The rise of esports”:

<https://www.youtube.com/watch?v=DSr8JgoALPg>

“Coronavirus: The sports turning to gaming during lockdown”:

<https://www.bbc.com/news/technology-52049893>

“Coronavirus and sport: Danish club plan football drive-in”:

<https://www.bbc.com/sport/football/52347927>

Supporters et ‘fan-acteurs’ // Fanhood and ‘fan-actors’

“The psychology behind sports fandom”:

<https://www.youtube.com/watch?v=iNJT5W09XeQ>

“The Psychology Behind Sports Fans | Trevor Hecht | TEDxBOVSchool”:

<https://www.youtube.com/watch?v=g2bhskk17ng>

“Football, A Different Way: German Fan Activism”:

https://www.youtube.com/watch?v=x_ERb3jmeoE

“Baby Shark takes over Nationals Park when Gerardo Parra walks up to bat in 2019 Postseason”:

<https://www.youtube.com/watch?v=AetTT3d5k70>

“‘Northern Guard’ brings the noise at Detroit City FC home games”:

<https://www.youtube.com/watch?v=vjZH-w7XF4U>

“70.000 BVB Fans Singing Christmas Carols!”:

<https://www.youtube.com/watch?v=xyX3xDlc2vQ>

“Goosebumps! Spine tingling rendition of You'll Never Walk Alone by Liverpool fans and players”:

https://www.youtube.com/watch?v=weec_izudc8

“Raptors Fans Sing O Canada Ahead Of Game 5 Of NBA Finals”:

<https://www.youtube.com/watch?v=wXp-5E6Kf3o>

“O Canada at BC Place”:

<https://www.youtube.com/watch?v=GSXefSY5XTg>

“God Defend New Zealand (National Anthem): Hayley Westenra - Rugby World Cup”:

<https://www.youtube.com/watch?v=mhCgcZ0efAA>

“The National Anthem Of South Africa”:

https://www.youtube.com/watch?v=Dtg_KtjrIV8

“The rituals in stadiums: Singing the national anthem (fan-actors)”:

<https://www.youtube.com/watch?v=dSbph7U5gVw>

“Russian national anthem at the 2014 Sochi Olympics sang by the entire stadium”:

https://www.youtube.com/watch?v=a6YyBA_0yts

“Putin and Russian Olympic Team Sing National Anthem Together: Sport, politics and fan-actors (début à // starting at 2:32)”:

<https://www.youtube.com/watch?v=caJso9aps14>

(voir également // see also: <https://www.youtube.com/watch?v=J7dreKYHY3U> + <https://www.youtube.com/watch?v=TpYmwy5tLZQ>)

Marque dans le sport // Branding in sport

“Football clubs are big international brands”:

https://www.youtube.com/watch?v=BF4b3yglB_s

“How Nike Became The Most Powerful Brand In Sports”:

<https://www.youtube.com/watch?v=tbnGIh1aad0>

“How brands are using sports marketing to connect with consumers”:

<https://www.youtube.com/watch?v=r8RtoyDsKUw>

“Under Armour CMO on creating a global sports brand”:

<https://www.youtube.com/watch?v=IEqHdyPz2KI>

“‘Authentic’ Storytelling”:

<https://www.youtube.com/watch?v=i1I-F7JVSbQ>

“Athletes as Content Creators: Storytelling in Sports”:

<https://www.youtube.com/watch?v=1uvY2DeIWF1>

“Sports as Storytelling, Legends of Sport”:

<https://www.youtube.com/watch?v=kC0dm0r5WtA>

“Storytelling: Vince Carter and the Toronto Raptors”:

<https://www.youtube.com/watch?v=IPHSr2keNBY>

“Storytelling: Memorable sport moments”:

<https://www.youtube.com/watch?v=YZOAh4PlcyM>

“Storytelling: the unforgettable inning”:

https://www.youtube.com/watch?v=1V8W6_bD7bE

“Storytelling: Germany’s top 10 most beautiful goals in the World Cup”:

<https://www.youtube.com/watch?v=d-R5wDmjW3E>

“Storytelling: Germany's All-Time Greatest Football Squad - International Legends World Cup”:

<https://www.youtube.com/watch?v=hvRZjQIU6aY>

“Storytelling: Football's Greatest International Teams - Germany 1972-1974”:

<https://www.youtube.com/watch?v=SrAVbnAlqYs>

“Storytelling: Michael Jordan Documentary ‘The Last Dance’ Debuts | TODAY”:

https://www.youtube.com/watch?v=Irolr_Wc-fE

Stratégies de prix dans l’industrie du sport // Pricing in sport

“HOW DYNAMIC TICKET PRICING & OFFICIAL PLATINUM SEATS WORK ON TICKETMASTER”:

<https://www.youtube.com/watch?v=TpXJCfuFf4o>

“Ticket Master artificially inflates prices & manipulates ticket demand”:

<https://www.youtube.com/watch?v=W8SQ7eZHebk>

“Undercover touts: how football ticket resale sites rip off fans”:

<https://www.youtube.com/watch?v=NncEsk-xm5Y>

“NBA’s Sacramento Kings on Increasing Sales Through Greater Access & Social Selling”:

<https://www.youtube.com/watch?v=0gCXVliDGqI>

“Timberwolves Inside Sales Program”:

<https://www.youtube.com/watch?v=exEwpLkg3HU>

Stades // Stadiums

“Al Janoub Stadium: Start to Finish | Qatar 2022”:

<https://www.youtube.com/watch?v=82V628ZV2tY>

“10 Most Impressive Stadiums In The World”:

<https://www.youtube.com/watch?v=4G1ADmptmVI>

“5 Most Expensive Stadiums Completing In 2020”:

<https://www.youtube.com/watch?v=icsMehAj-A4>

“NFL Stadiums Then and Now”:

<https://www.youtube.com/watch?v=Yj3-dilFhd8>

“Optus Stadium - Australia’s first all-LED multipurpose stadium”:

<https://www.youtube.com/watch?v=UwWpII MauHg>

“How To Build A Football Stadium | How To Build Everything”:

<https://www.youtube.com/watch?v=RQiAa8jnMKk>

“Top 5 Biggest Indoor Arenas In The World”:

<https://www.youtube.com/watch?v=0BwtXVOO2PA>

“Philippine Arena”:

<https://www.youtube.com/watch?v=R8frSFxMses>

Mise en marché et valeur des villes régions et pays // Place branding

“10 Keys to Destination Branding”:

<https://www.youtube.com/watch?v=nJ62qtkvQXs>

“5 Place Branding Principles for Creating Successful City or (Desti)Nation Brands”:

<https://www.youtube.com/watch?v=O9igyCA1E0c>

“Branding a City – Dubai”:

<https://www.youtube.com/watch?v=p9ZIMyQagLg>

“CHAMPION YOUR CITY (NEW YORK)”:

<https://www.youtube.com/watch?v=Y4OwtVK4PC4>

“Promotion video Tokyo - Candidate city for the 2020 Summer Olympic Games”:

<https://www.youtube.com/watch?v=LGtoy-oWKRtE>

“Playing the game: The soft power politics of sport”:

<https://www.youtube.com/watch?v=VjH971v1ZSQ>

“The 'Soft' Power of Cricket: Explained”:

<https://www.youtube.com/watch?v=s5eDeebqlfQ>

“The Geopolitics of Sport Beyond Soft Power”:

<https://www.youtube.com/watch?v=0E3uzJU1T9Q>

Héritage socio-économique des événements et infrastructures liés au sport //

Socio-economic legacy of sporting events and sport infrastructures

“London 1908 - 1948 - 2012 | Olympic Legacy”:

<https://www.youtube.com/watch?v=mhU6z8ewSjk>

“Lake Placid 1932 - 1980 | Olympic Legacy”:

<https://www.youtube.com/watch?v=a2Nn1oYeJ3g>

“Innsbruck 1964 - 1976 - 2012 | Olympic Legacy”:

<https://www.youtube.com/watch?v=SzHP7GxksYU>

“Barcelona 1992 | Olympic Legacy”:

<https://www.youtube.com/watch?v=NKXMdTci-Zs>

“Lillehammer 1994 | Olympic Legacy”:

<https://www.youtube.com/watch?v=sjZUPa0aHRI>

“Sydney 2000 | Olympic Legacy”:

<https://www.youtube.com/watch?v=DHmE2TNK1f0>

“Beijing 2008 | Olympic Legacy”:

<https://www.youtube.com/watch?v=Ds6RN3BP3dM>

“Vancouver 2010 | Olympic Legacy”:

<https://www.youtube.com/watch?v=AlhuQhrbhlq>

“South Africa's World Cup legacy”:

<https://www.youtube.com/watch?v=P98VpSiHlcY>

“Brazilians question 2014 FIFA World Cup legacy”:

<https://www.youtube.com/watch?v=ldMeTLAkHzc>

Éthique dans le monde du sport // Ethics in sport

“10 Athletes Who Got Caught Cheating On Live TV”:

<https://www.youtube.com/watch?v=2TEzR3ZRN2o>

“Is match-fixing sports biggest threat? | The Economist”:

https://www.youtube.com/watch?v=uRa9_0LkyiU

“Match fixing and manipulation of competitions”:

<https://www.youtube.com/watch?v=rwjacQfjATY>

“The Story of Matchfixing in Esports”:

<https://www.youtube.com/watch?v=dojhjTkZaeA>

“The evolution of doping in sport”:

<https://www.youtube.com/watch?v=GG2pmf8lpmo>

“Doping in sport: why it can't be stopped | The Economist”:

<https://www.youtube.com/watch?v=z466itSHE58>

“Drugs in sport: can science stop the cheats? | The Economist”:

<https://www.youtube.com/watch?v=kKFC61RJ4Gc>

“Addicted To Exercise - The Rise Of Anorexia Athletica”:

<https://www.youtube.com/watch?v=tTdZbLnQ6pl>

“World Cup 2022 Qatar: Will labor reforms improve conditions? | DW News”:

<https://www.youtube.com/watch?v=rwNQ5xEmPfk>

“Sport and the Environment: Life TACKLE’ project”:

<https://www.youtube.com/watch?v=QjznQ9TpGdo>

“Ending Millwall's violent past - BBC London”:

https://www.youtube.com/watch?v=rVl6XamRsgg&has_verified=1

“South Africa has a history of soccer violence”:

<https://www.youtube.com/watch?v=ZPqapoBkQeE>

“The black players who braved abuse and changed the game | Football's fight against racism”:

<https://www.youtube.com/watch?v=eb74EvJXX04>

Mondialisation et internationalisation des acteurs du sport // Globalization and internationalization of sport stakeholders

“NBA Commissioner Adam Silver on the Globalization of Sports”:

<https://www.youtube.com/watch?v=wm9DyISL-I4>

“How the NBA is taking over China | CNBC Sports”:

<https://www.youtube.com/watch?v=h7VWlaRLiQs>

“This Is NBA Africa”:

<https://www.youtube.com/watch?v=e-O4AKd3SnQ>

“NBA and FIBA announce bold plans for Africa”:

<https://www.youtube.com/watch?v=mIYmvvDd7eg>

“Liga Portugal - The Challenge of Internationalization | Soccerex Europe 2019”:

https://www.youtube.com/watch?v=rizye2g_uaw

“La Liga (Spain) Means Business: Grégory Bolle”:

<https://www.youtube.com/watch?v=lvGk7AsoVb4>

“What Goes into an NFL Team’s Journey to an International Game?”:

<https://www.youtube.com/watch?v=xJ488zh114>

“NFL's International Expansion Could Push Farther Into Europe and Beyond: HWTW?”:

<https://www.youtube.com/watch?v=nAU7YFu5oL4>

“How the CFL plans to transform from a 'small, folksy' league”:

https://www.youtube.com/watch?v=g_750tHMaXc