

'Library' of video examples

Sport Marketing

Prof. André Richelieu, PhD

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>

While the sports world falls silent, esports and streamers fill the void:

<https://www.washingtonpost.com/video-games/esports/2020/03/17/esports-streamers-coronavirus-sports-canceled/>

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

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

How is coronavirus affecting the sport industry?

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

Daniel Kelly on the impact that the COVID-19 outbreak is having on the sports industry:

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

COVID-19's impact on the sports industry | Mark Tewksbury & Lina Khalifeh:

<https://www.youtube.com/watch?v=p3N1LL5tPvQ>

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=viZH-w7XF4U>

70.000 BVB Fans Singing Christmas Carols!

<https://www.youtube.com/watch?v=xyX3xDIc2vQ>

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

https://www.youtube.com/watch?v=weec_jzudc8

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

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

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

O Canada at BC Place:

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

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

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

(see also : <https://www.youtube.com/watch?v=J7dreKYHY3U> +
<https://www.youtube.com/watch?v=TpYmwy5tLZQ> +
https://www.youtube.com/watch?v=a6YyBA_0yts)

How will sports teams convince fans to risk COVID-19 exposure to come to games?
Masks first:

<https://www.charlotteobserver.com/sports/article243595627.html>

Remote support system "Remote Cheerer powered by SoundUD" (beta version) -
Stadium version:

https://www.youtube.com/watch?v=VHkC-iAVr20&feature=emb_logo

In-Venue and Broadcast Enhancements for 2020 NBA Season Restart:

<https://www.youtube.com/watch?feature=youtu.be&v=S80Hpo5U9UE&app=desktop>

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>

You Can't Stop Us | Nike:

<https://www.youtube.com/watch?v=WA4dDs0T7sM>

A Love Letter to Winter | The North Face:

<https://www.youtube.com/watch?v=Aolq7P6DJKU>

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=j1I-F7JVSbQ>

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=YZOAh4PIcyM>

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

Asics on keeping pace with the coronavirus 'running boom':

<https://www.thedrum.com/news/2020/07/09/asics-keeping-pace-with-the-coronavirus-running-boom>

What's One More - READY FOR SPORT | adidas:

https://www.youtube.com/watch?v=-aFe5zbRTR8&feature=emb_logo

Pricing in sport

Dynamic pricing through data science:

https://www.youtube.com/watch?v=cKPalsOQslo&feature=emb_logo

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

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

TicketMaster 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>

Los Angeles Clippers — Dynamic & Variable Pricing :

<https://econ.video/2018/01/30/los-angeles-clippers-dynamic-variable-pricing/>

Dynamic Pricing: Promise and Potential:

https://www.youtube.com/watch?time_continue=3&v=ISzbdWIA4og&feature=emb_logo

StubHub Adds Dynamic Ticket Pricing:

<https://celebrityaccess.com/2019/11/06/stubhub-adds-dynamic-ticket-pricing/>

As Detroit Tigers try to fill seats, some season-ticket holders fume:

<https://www.freep.com/story/sports/mlb/tigers/2019/07/14/detroit-tigers-attendance/1670320001/>

Industry Roundtable – Dynamic Pricing:

<https://business.golfnow.com/knowledge-base/video/industry-roundtable-dynamic-pricing>

How to get the best deals on Mets and Yankees tickets:

<https://www.northjersey.com/story/sports/2017/03/31/how-get-best-deals-mets-and-yankees-tickets/99693490/>

Are Globe Life Field tickets set to be too expensive? Texas Rangers say no:

<https://www.star-telegram.com/sports/mlb/texas-rangers/article239845778.html>

TicketCorner: A Case Study in Dynamic Pricing for Ski Ticketing Industry:

https://www.youtube.com/watch?v=WEW3lp5SdkU&feature=emb_logo

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=UwWpIIIMauHg>

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>

The Future of Stadiums: How will America's sports venues be transformed by the pandemic?

<https://sports.yahoo.com/the-future-of-stadiums-how-will-americas-sports-venues-be-transformed-by-the-pandemic-171657482.html>

Climate change is threatening sports stadiums and arenas, and teams like the Yankees and Dolphins are battling back:

<https://www.cnbc.com/2020/01/27/yankees-dolphins-fight-back-as-climate-change-threatens-stadiums.html>

Drumbots Live at T-Mobile Arena Las Vegas:

https://www.youtube.com/watch?v=iauyay72kZc&feature=emb_logo

Sports arenas could require 'necessary renovations' for social distancing, architect firm says (voir bas de la page):

<https://www.cnbc.com/2020/04/26/coronavirus-social-distancing-could-require-necessary-renovations-to-sports-arenas.html>

How coronavirus will change sports stadiums:

<https://www.youtube.com/watch?v=0JweqBROPk0>

How will stadiums and arenas change as they reopen? KC architects are showing the way:

<https://www.kansascity.com/sports/article243666357.html>

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>

Singapore – Where Passion is Made Possible:

https://www.youtube.com/watch?time_continue=71&v=BJE3HlkQ4zU&feature=emb_log
[o](#)

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>

Natalie Koch, “The Geopolitics of Sport Beyond Soft Power”:

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

Playing the game: The soft power politics of sport:

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

Soft power: Culture as a weapon of influence:

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

Brand Finance Global Soft Power Summit 2020 with Ban Ki-moon:

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

How China is making a push for global power | The Weekly with Wendy Mesley:

<https://www.youtube.com/watch?v=WVu5VtH9ND4>

China dreams of superpower status on the football pitch:

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

What is Soft Power?

https://www.youtube.com/watch?v=QZtc_gyzNv4

Socio-economic legacy of sporting events and infrastructures

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>

London 1908 - 1948 - 2012 | Olympic Legacy:

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

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>

Looking back at Seoul's Olympic legacy:

<https://www.youtube.com/watch?v=Sqd8RDd-dlg>

The Legacy of Para Archery | Paralympic Games:

<https://www.youtube.com/watch?v=Ingz-eFh374>

Examining the Business of Mega Sports Events:

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

Legacy of 2002 FIFA World Cup remembered:

<https://www.youtube.com/watch?v=r6x9onM1c54>

FIFA 2010 World Cup legacy yet to take shape:

https://www.youtube.com/watch?v=8_zNPVha-a8

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 | This Morning:

<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>

Ethics of Sports: Do Sports Morally Matter? | HamiltonX on edX | Course About Video:

<https://www.youtube.com/watch?v=THGvsT-m4oU>

Big Money and Ethical Issues in Sports:

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

Globalization and internationalization of sport stakeholders

Soccerex 2019 Wrap Up:

<https://www.youtube.com/watch?v=1ANp0jzuKdc&list=UU8yiUj6J0o06wUWQTFA0Zgw&index=1>

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 (POR):

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

LaLiga (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

“The globalization of the audience is the great challenge for football clubs”:

https://www.youtube.com/watch?v=muneQx_41LU

Pr. Richard Giulianotti, Football, Globalization and Media:

<https://www.youtube.com/watch?v=JPIWg8dOMw>

George Wright: International Sport and Globalization:

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

The globalization of sports brands, technology investing and Sling TV:

<https://www.youtube.com/watch?v=JTgLvfnA9wQ>

E-sports: a true phenomenon of globalization:

https://www.youtube.com/watch?v=YK3V-ghmGz4&feature=emb_logo