



Case Study on the Innovative Practice of New Media in Broadcast and Communication of Sports Events

Jiahui Shen^(✉)

Saint Andrew's School, Boca Raton, USA
Jiahui.Shen@saintandrews.net

Abstract. New media technology and operation strategy have been widely used in the broadcasting and dissemination of large-scale sports competitions. In recent years, countries all over the world have paid great attention to the development and application of re media technology. In this context, China's new media platform, taking Migu TV as an example, has developed rapidly. This paper mainly discusses the role and operation strategy of new media in the broadcasting of sports events. By comparing the operation strategy of Migu TV before and after the Beijing Winter Olympic Games, it is found that technology and individual narration have become important factors for the successful operation of the new media platform. The successful operation of Migu TV during the Beijing Winter Olympic Games reflects the current public's consumption demand for new media technology, as well as the venting and expression of personal emotions. As a case study, this paper is expected to provide some academic reference for sports new media communication.

Keywords: New media · Sports events · Broadcast and communication

1 Introduction

Sports events have become an important part of people's life and entertainment. The holding of many important sports events has been affected by the COVID-19, which makes sports fans all over the world feel the impact of watching sports events on their daily lives. In recent years, with the rapid development of Internet technology and new media, great changes have been found in the broadcasting and dissemination of sports events, which has also greatly affected people's acceptance of sports culture. Taking China as an example, with the continuous influx of new media platforms based on Internet technology into the sports industry to seize resources, the situation that CCTV dominates the sports event broadcasting market has changed. As the upstream core resource of the sports industry, the broadcasting right of sports events has become a hot spot for capital to chase. Especially since the COVID-19, the large-scale sports events on which the sports media platform depends have been completely suspended, forcing all capitals to re-examine and evaluate the copyright value of the events [1]. With the

development and change of industrial structure related to sports event broadcasting, consumers have put forward new requirements for the development and operation of sports event broadcasting.

Taking the broadcast of the 2018 World Cup in Russia as an example, Chen Mingling and Wang Kai summarized the operation results under different modes from the aspects of user drainage, content layout and operation mode by combing the operation modes of different new media platforms such as Youku TV and Migu TV, so as to provide some references for the operation of new media platforms [2]. Taking the report of the 2020 Tokyo Olympic Games as an example, Yu Pengfei discussed the current situation and path of new media communication of large-scale sports events in the epidemic era. He proposed to implement the joint participation of multiple communication subjects, pay attention to individual narration and emotional narration, and highlight user experience and humanistic care [3]. Jiang Xinxin and Tong Erbao took college students' sports events as their research objects, and believed that the advent of the new media era made the IP based development of sports events more rapid. In the new media era dominated by the millennial generation, college students' sports events faced problems such as insufficient commercial value, vague ownership and independent operation rights. In order to improve the business value, resource value and communication value of College Students' sports events, they put forward six ways to improve the IP value of College Students' sports events in the new media era, and made specific analysis from the perspectives of the sponsors, operators, we media platform, athletes' IP, social sports media and the development of football fans [4]. In addition to these specific case studies, scholars have done relevant research on the broadcasting rights, crisis communication, marketing strategies and webcast of sports events in the new media era [5–8].

This paper mainly adopts the method of case analysis, taking Migu TV as an example, focuses on the operation strategy of Migu TV in the broadcasting of various sports events in recent years and the marketing strategy during the broadcasting of the Beijing Winter Olympic Games, and then analyzes the innovative path of sports event broadcasting and communication in the new media era.

2 Operation Strategy of Migu TV

2.1 Before Beijing Winter Olympic Games

Migu TV is a high-quality comprehensive video business for Internet users, providing a large amount of short video content, high-quality film and television, variety show, live broadcast and other quality content, while providing better membership services and rights for paid users. Migu TV is sponsored by China Mobile. Migu TV was established in 2014, but its rivals, IQIYI, YouKu and Tencent, keep suppress Migu TV these years. However, every time when there's a big sport event, Migu TV attracts billions of people to use their platform watch sports live. For instance, in 2018, there were 100 million people watched World Cup through Migu TV everyday, which means there were 4.3 billions watched the games by Migu TV. MUGU TV is always top 1 among all other video apps [9].

Before the Beijing Winter Olympics, Migu did a lot to make the audience satisfied. First of all, various commentaries for the sports games make Migu very unique. Other

platforms, such as CCTV (China Central Television), only have one or two choices for audience. They may invite one or two commentators to explain the game. It is very monotonous. However, Migu provides more than 4 different commentaries. People can choose the commentators they like. Migu even invited some Olympic Championships to have a better demonstration for audience. Furthermore, Migu provides Cantonese commentary for those who are not good at Mandarin. It is very user-friendly. Other than that, Migu has launched acoustic commentary, which means that there is no commentator to explain for you, and viewers can only hear the original sounds of the scene. This function makes the audience feel immersive. The different commentaries is one of the reason why people prefer Migu more than others when there's a big sport event.

Moreover, Migu's technology is also advancing rapidly. They gained a lot of audience by their formal technology before the 2022 Winter Olympics. Starting from the 2018 World Cup, Migu has launched a series of innovative black technologies such as 4K/8K ultra HD, bullet time, multi-view, free view, multi-screen viewing, 5G+AR, VR, AI, etc., and broadcast the tournament for viewers through many kinds of devices. These technologies were very innovative in 2018. Migu showed off their techniques not only in 2018 World Cup, but also 2020 Tokyo Olympics. During the 2020 Tokyo Olympics, Migu continues the broadcast technology in the World Cup and applies the 5G cloud field to the live broadcast of the Olympics for the first time, equipped with 5G+4K/8K ultra-high-definition live broadcast technology throughout the whole process, providing viewers with delay-free, real-time live broadcast of 33 major events and 339 gold medal moments, and bringing users an immersive viewing experience with HDR Vivid technology. Migu basically provides 6 main techniques: 5G+4k, 3D Watching, Multi-screen viewing, 5G online private space, 5G online shouting and cheering. These new technologies attracted billions of people to use it. These innovations confirm the progress of Migu.

There are two main platforms for people to watch the live matches, Migu and CCTV. Before the existence of Migu, everyone watched CCTV. How did Migu win over CCTV? One of the main answers is that Migu is much cheaper than CCTV. CCTV only provides these live matches without 120-second-advertisement for their VIPs, otherwise people should watch a long advertisement. The VIPs should pay 30 RMB (4.5 dollars) per month for CCTV. However, Migu offers Olympics for free. Everyone can watch the live games and replay the game for free. The length of advertisement for regular audience is only 30 s, which is much shorter than that of CCTV. If people require more services, such as different commentaries, or without advertisement, they can pay for only 15–20 RMB (2.5 dollars) per month to be VIP of Migu. In addition, Migu provides discount for those people who want to be VIPs. Users can get 7-day-gift card from some special event in Migu. Users can use the gift card to watch games without advertisement, and other services. Also, if audience choose to be VIP consistently, they only need to pay 6 RMB (less than 1 dollar) for each month is the first three months. It also supports the customers to cancel the order at any time. For those people who don't want to spend money on entertainment app, Migu is the best choice for them.

Migu's attention high during Tokyo Olympics. Not only did Migu's new technology become a big hot topic, but the moments when some Olympic athletes won the championship also brought a lot of attention to Migu. Especially on July 29th, Zhang Yufei got the gold metal for 200 m butterfly stroke; Previously controversial Japanese player

Mitsuru Ito was shut out by Sun Yingsha; China's women's volleyball team faced Russia 2:3, the first three rounds of the group stage all ended in defeat. No matter lose or win, people were discussing a lot, which increases the attention of Migu. The overall search trend of Migu also went up. "The search trend of Migu video is up 245% year-on-year and 246% year-on-year, while mobile is up 184% year-on-year and 283% year-on-year" [10]. Migu's reputation was rising during the Tokyo Olympics. During the Olympics, the download of Migu was increasing, the comment of Migu was also increasing. "Before the Olympics, the five-star, four-star, three-star, two-star and one-star reviews in the App Store accounted for about 88%, 6%, 2%, 1% and 2% respectively. From July 28, the new five-star reviews accounted for more than 90%" [10].

2.2 During the Beijing Winter Olympic Games

Migu started promoting Winter Olympics many years ago. However, with a small amount of user attention and ordinary technology, Migu was not the best choice for people to participate. What brought Migu to the top during the Beijing Winter Olympics?

One of the main reasons is still the new technology. Although Migu have already showed off its technologies during the Tokyo Olympics, for the first time, 5G+MSC, 5G+4K/8K, HDR Vivid, 5G+VR/X-RAY and 5G+MSC were provided by Migu. Also, Migu improved the existed functions, such as 5G online private space, 5G online shouting and cheering. These techniques provide a more immersive and interactive viewing experience for the users watching the game. These new 5G technologies also give viewers a clearer, smoother and more vivid viewing experience.

100 days before the Beijing Winter Olympics, MEET GU, a 5G ice and snow Artificial Intelligence based on freestyle skier Eileen Gu, made its debut. Eileen Gu, also known by her Chinese name Gu Ailing, is an American-born freestyle skier, two-time Olympic gold medalist, and model. She is only 18 years old now, and a very confident and special girl. All the Chinese had a high expectation on her before the Winter Olympics, and she finally reach that expectation, which lets more people like her all over the world. Meet GU is an AI for "China Mobile 5G Ice and Snow Promotion Ambassador" Gu Ailing, which not only replicates the real person, but also allows for immersive real-time interaction: Migu Music has set up a special video ringtone for the Ice Princess; China Mobile Migu launched the Meet Gu reading voice package and Gu Ailing fitness course during the Winter Olympics; Meet GU entered the Migu Winter Olympics event studio for ski event commentary, related event broadcast and scenario e-commerce virtual-reality interaction. Among them, the project of fitness together led by Ailing Gu is very attractive to people's attention because the course integrates AI machine vision with sports science, bringing a novel digital intelligence fitness experience for users. All these innovative technologies make Migu unique and attractive among all the competitors. In terms of technology, Migu and the Winter Sports Management Center of the State General Administration of Sports will continue to explore the integration of 5G+4K/8K UHD technology, AR/VR and other technologies with the application of ice and snow sports; meanwhile, a more futuristic and technological virtual studio will be created and applied to more big sports events, including the Qatar World Cup and the broadcast of the five major leagues, etc.

Migu has cleverly used the celebrity effect to greatly increase the usage of Migu. As the official broadcasting platform of this year's Winter Olympics, China Mobile Migu invited Wang Meng to join the Winter Olympics guest commentary team. Wang Meng is a Chinese short track speed skater. She is a four-time Olympic Champion and 2008 and 2009 Overall World Champion. She was also the coach of National short track speed skater team. Wang Meng, as a professional athlete and former national team coach of the four gold medal winners of the Winter Olympics, has a high reputation, and her professional and funny style is bound to be loved by the audience.

The first day of the match, "My eyes are the rulers" was one of the hot topics in only an hour after Wang Meng said it during her commentary. China Mobile Migu immediately kept up and updated various classic phrases and clips of famous scenes in the subsequent matches, which continued to push up the enthusiasm of the audience. The audience had a lot of fun watching Wang Meng's commentary: "Migu commentary is too good", "I'm dying from laughing at the Migu's commentary", "Everyone should watch Wang Meng's commentary on Migu video". People were appreciated at Wang Meng's humorous. Baidu index shows that on February 5, the search index of "Wang" was 245,000, an increase of 258% over February 4; on February 6, the search index of "Wang" climbed again to 416,000 [11]. Commentators are an important part of the broadcast operation of sports events to create emotional links and emotional resonance with viewers. Professional, personalized, knowledgeable and empathetic commentary can significantly enhance the viewing experience. "Watching events, choosing commentary first" has long been a sense of audience sharing. With the rise of online social networking, excellent commentary clips also tend to become a powerful tool for spreading the world about sports events.

Not only made Wang Meng famous, but China Mobile Migu also signed top athletes such as Gu Ailing and Ren Ziwei in advance, and developed content around the athletes. China Mobile Migu launched the Gu Ailing handicraft after she got her first gold medal. After Gu Ailing won the championship, China Mobile Migu also took advantage of the situation to send Gu Ailing's handicraft into the live broadcast, and reached another top athlete and top commentary linkage.

Not only did they invite Wang Meng to be the commentator and develop handicraft, but China Mobile Migu and Wang Meng also started the cooperation of variety show. The "Sportsman Lian Meng", joined by Wang Meng, Liu Yuxin, Zhai Xiaowen, Liu Wei and many other celebrity guests, attracted many fans to catch up with the show in Migu as soon as it was launched, and contributed a series of hot searches such as #Liu Yuxin is Wang Meng's favored disciple# and #Wang Meng gave Liu Yuxin a chance to challenge the Olympic champion. According to the data from Yi Guan Qian Fan, on February 4, the opening ceremony of the Winter Olympics, Migu video had 9.56 million daily active users, up 39.37%; on February 5, Migu video had 9.4 million daily active users, down 1.59%; on February 6, the day after Wang's first commentary, Migu video had 11.06 million daily active users, up 17.65% [11]. Up to now, Migu Winter Olympics has accumulated more than 320 hot topics, and the overall exposure is nearly 36 billion. In this Winter Olympics traffic battle, China Mobile Migu can be said to really rely on content strength, hold the trends secret, and its core content strategy is around the ice and snow topic characters to create hot topics.

Migu is keep promoting Winter Olympics these year. It's not the first time Migu is doing for the Winter Olympics. China Mobile has launched a network-wide "Move to Help China Ice and Snow" campaign, which unlocks a large number of popular sports events, exclusive original programs and other exciting content through large and small screens, allowing more people to understand ice and snow sports, watch ice and snow events and enjoy ice and snow sports. Over the past period of time, China Mobile has created a number of interactive activities. With the arrival of the 2022 ice and snow season, China Mobile has launched a variety of ice and snow documentaries, dramas and variety shows such as "Dream Beijing", "Follow the Champions to Ski" and "Ice Hockey Juvenile" to provide a "culture + technology" background for all people. Migu provides different kinds of user interfaces for audience to have a better experience using their application. The different commentaries, new technologies and resources caught people's eyes. In brief, Migu uses its strategy successfully, since more people are really trying to do Winter sports such as skiing.

3 Conclusion

This paper focuses on the application of new media in sports events and the formation and development of sports new media. Through the case analysis of Migu TV, this paper mainly combs the operation mode of Migu video in the broadcasting and dissemination of major sports events before the Beijing Olympic Games, as well as the reasons why Migu video was successful during the Beijing Olympic Games. The study found that modern people have paid more attention to new media technology experience and emotional narration of individuals. Migu TV has just grasped these two characteristics. Through technical improvement and the help of sports star opinion leaders, it has finally realized this successful operation. The successful operation mode of Migu TV will undoubtedly provide reference experience for the development of sports new media.

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