

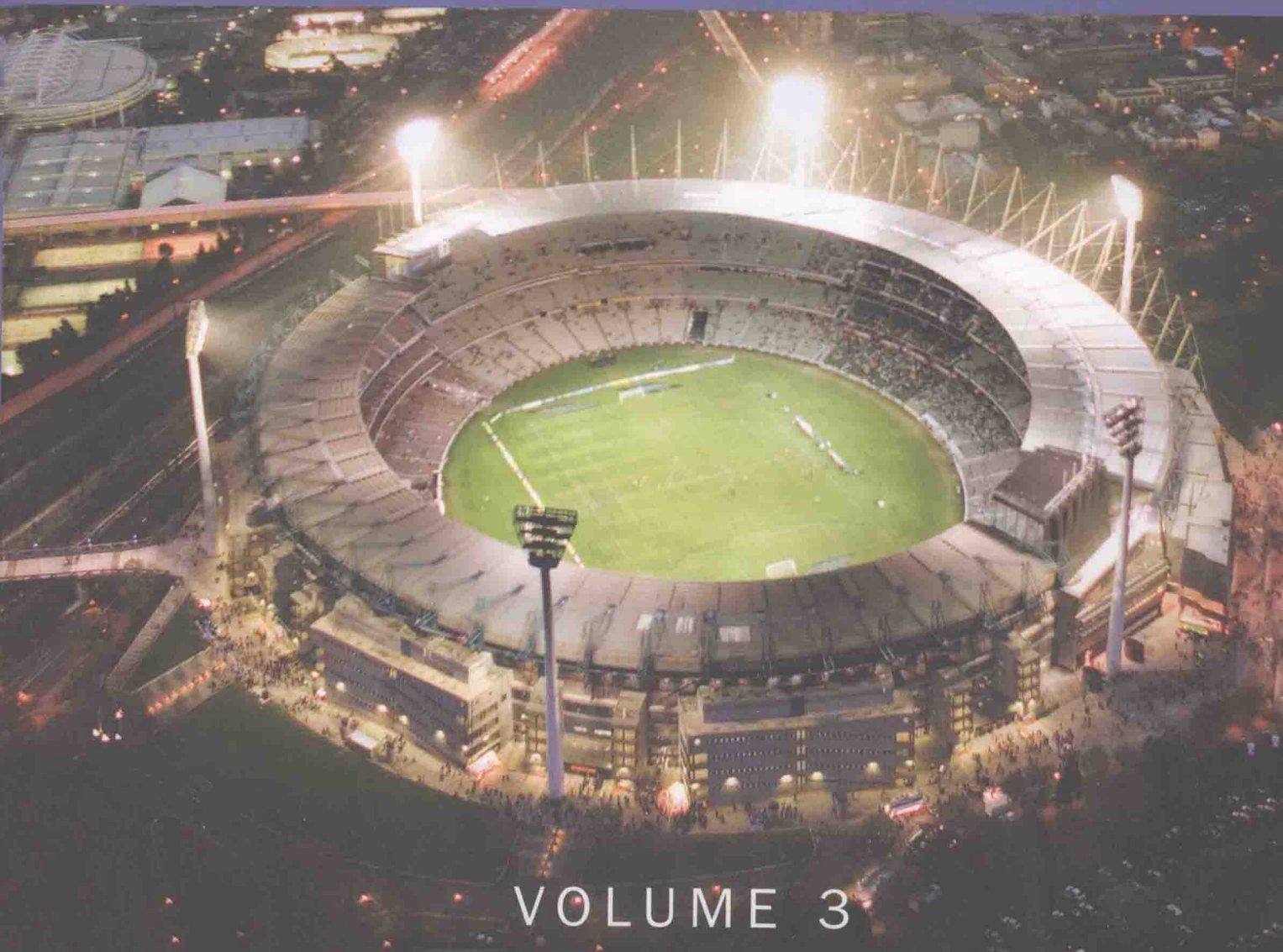


ENCYCLOPEDIA OF

# SPORTS

## Management and Marketing

Linda E. Swayne and Mark Dodds  
GENERAL EDITORS



VOLUME 3

ENCYCLOPEDIA OF  
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**Management and Marketing**  
VOLUME 3

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# N

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## Narrowcasting Versus Broadcasting

In sport marketing and management, narrowcasting can be defined as media delivery that specifically targets a certain group of consumers, rather than the general public. Broadcasting is, by definition, to transmit for public use, usually via radio or television, and is much more general. Today, sport media content providers are using these two types of media delivery in their quest to attract consumers. Whether targeting the specific—for example, a hockey fan from Toronto—or an all-around sports fan from New York City, narrowcasting and broadcasting embody ways to attract sports fans of all ages and demographics.

### Narrowcasting

Narrowcasting develops core-group interest in a certain sport by use of smaller-market targeting. Being “sport-specific” in programming can add selectivity in targeting who wants to see your product. Having a limited market from which to develop an audience can be a good thing, especially when a business does not have a large budget to work with.

The National Football League (NFL) promotes and analyzes the game of football on a daily and even hourly basis. The NFL markets to the football fan who likes to know what is going on in the league every step of the way. Having a vision for a small market can enhance interest in the game, which can diminish or improve over time. The NFL uses its NFL Network on the air and online to achieve and maintain higher fan interest.

Many “sport-specific” channels are driven by the consumer’s ability to watch shows on TV or even the Internet, but the concept is not limited to electronic media. Magazines are also considered a form of narrowcasting because of the specificity of the topics they typically cover.

### Broadcasting

Broadcasting by television, radio, or the Internet can attract consumers to a product or event. The World Cup is considered the biggest sporting event in the world, and is an example of very general broadcasting. Organizers televise the games all over the world so a wide audience from many countries can watch their favorite teams play on an international level. Another example of broadcasting is ESPN (the Entertainment and Sport Programming Network). ESPN has tackled not only television, but also broadcasting



via the Internet, creating more opportunities to bring in new consumers to the company. Showing international sports such as cricket, rugby, and soccer may eventually widen the interests of consumers.

Broadcasting is a great way to reach a mass market for a product or event. It also keeps consumers in the loop about other products that may be distributed. Various sporting event broadcasts plan their advertising of other products to not only attract returning fans, but also to draw new viewers and eventual consumers. ESPN does this frequently by broadcasting a game while also promoting new sporting events that will occur in the future so that consumers can plan ahead to watch the next game.

The difference between broadcasting and narrowcasting is fairly simple, but choosing which to use is a complex issue and involves studying costs, needs, and market opportunities. Narrowcasting is very specific, and possibly limiting, in regards to what market the product reaches. Despite recent developments in highly targeted new media, broadcasting continues to be extremely useful in reaching consumers of all ages, races, and interests.

Chris LaPonte

*State University of New York College at Cortland*

**See Also:** Broadcast Rights; Demarketing; Internet/Online; Media Audience; Media Choice.

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since the team's inception in 1997. The decision to make Nashville the home of an NHL team was surprising considering that there had already been several minor league hockey teams in the Nashville market; none were profitable. Nonetheless, rumors surfaced in the 1990s about the possibility of relocating an existing NHL team to Nashville. As an incentive to relocate there, the city was willing to offer a \$20 million relocation bonus. It was not until 1997 that official talks began to include Nashville in a list of cities as part of an expansion of the NHL. The NHL looked to expand into four markets, including two cities where the NHL had previously failed, but that had suitable arenas for major league hockey.

After Nashville was granted a conditional franchise, team officials began preparations so that the team could begin play in 1998. The team had a deadline to sell 12,000 season tickets in order to begin playing. The Predators were the subject of rumors when it was revealed that Nashville was 6,000 tickets short of its goal as the deadline approached. Nevertheless, Nashville was awarded the franchise, and the Predators received a lucrative deal. The city of Nashville paid 35.1 percent of the \$80 million fee to join the league. Local government also agreed to absorb operating losses from the arena, despite the fact that it would be operated by a subsidiary of the team.

### Uncertainty Inspires Unity

Following in the steps of other beginning sports franchises, the Nashville Predators often languished near the bottom in the NHL Western Conference standings. This occurred for the first five years of the team's existence. In addition to struggles on the ice, the franchise also had a difficult time filling seats. Individuals were more likely to purchase single game tickets than season tickets. Also, the Predators had to work to fill out the 66 suites in the Nashville Arena. This, among other factors, worked against the organization becoming a profitable venture for the city of Nashville. Despite this, the management team continued to work to establish the Predators as an integral source of civic pride for Nashville.

Marketing campaigns, including partnerships with community organizations, country music

## Nashville Predators

The Nashville Predators of the National Hockey League (NHL) have experienced many challenges