Internet + Promotion and Development of China Sports Industry under the New Normal

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Abstract. Under the new normal requirements through the transformation and upgrading of sports industry and drive innovation to realize the sports healthy steady economic development, and Internet + under the rapid development of sports industry will become the new normal sports industry the main drivers of innovative undertaking. New normal Internet + sports industry under new formats include: intelligent sports leisure services, new competition system, intelligent apparel, sporting goods, sports equipment manufacturing and services of vertical electrical contractor, interactive events and new media, such as intelligent sports service. Under the new normal development of sports industry to promote Internet + to realize the transformation and upgrading of industry as a whole, sports, high added value and upgrade product quality, promote the sports industry and other industries into the depth of fusion.

1. Introduction

"New normal" as China's economic stage concept, its basic characteristics are high speed from rapid growth to economic growth, economic structure optimization and upgrading, development power from the elements to investment, and innovation drive. A "new normal" economy by unbalanced, unsustainable into optimization rebalancing, sustainable way of development, form a relatively stable state of development, reflects the emphasis on economic structure upgrading and development mode, the transformation and upgrading of sports industry in China are also put forward new task.

In the face of opportunities and challenges, "Internet +" has provided new ideas and new paths for promoting the transformation and upgrading of the sports industry. The previous researches mainly focus on the intellectualization of sports venues and the concept, meaning and application of Internet + sports. In recent studies, the relationship between Internet + sports and sports industry has attracted attention. Chen limei (2014) believes that urban sports electronic map is an important form of sports intelligence development, and its application can stimulate sports consumption and promote sports economy development. Yang zhenxing (2015) believes that big data technology can make a more intuitive and comprehensive evaluation of players' competitive ability in NBA league, and the management of basketball sports industry will have a disruptive change. Yang qiang (2015) thinks that network information industry in the industrial convergence to the sports industry of traditional industry combination produces the corresponding new mode, main show is wisdom venues, e-sports, wearable smart vertical electric equipment and sporting goods business. Yellow sports, zhang Kun (2015) argue that big data for management decision-making, service level of publicity, sports industry communion between industry internal structure and the industry has a positive influence, the sports industry and the adverse effect to response timely identify. In the new normal, jiang Tongren (2015) mainly summarized the development and trend of China's sports industry, and thought about the transformation of sports industry innovation. It should be said that wisdom venues, sports APP, smart wear sports equipment, sports event + IP, Internet services such as Internet + practice, sports industry has made Internet + new formats of the sports industry begun to take shape at the same time, facing the market development is not stable, sustained such practical problems as lack of innovation. So, in this paper, the new normal Internet + under the theoretical connotation and practical significance of the sports industry, analyzes the facing
problems and research how to effectively promote the industrial transformation and upgrading system is particularly urgent.

2. **Understanding and understanding of Internet + sports industry**

2.1 **Understanding of relevant concepts of Internet + sports industry**

Internet + sports is using the modern information technology to the intelligence of sports information awareness and use of, to meet the demand of the sports consumer personality, provides the high quality service, realize the sports resource intensive, intelligent, the unification process. Internet + sports industry, sports industry is fully using the modern technology of sports information by the department of intellisense and utilization of Internet + technology in optimization and integration of role in the allocation of production factors, will be a new generation of information technology innovation depth of fusion in the sports industry in various fields, promote the innovation of sports economy and productivity. Internet + sports industry is the use of information method and release the productive forces, promote the comprehensive upgrading of traditional sports industry, sports industry become new forms, new form and constitute a new ecological process. Internet + sports industry is to realize the Internet of things, cloud computing, mobile Internet, a new generation of information technology in the wide application of sports industry and sports services and integration innovation, forming new formats group, build industry new sources of growth. Internet + sports industry more emphasis on the intelligent technology innovation become a new form of sports industry, including sports product development design, production, management and marketing of smart technology innovation. The Internet + sports industry is more urgently needed to develop sports into an intellectual and technology-intensive industry rather than a labor-intensive one.

2.2 **Understanding of Internet + sports industry under the new normal**

As an important industrial sector of the national economy, the new normal will bring new opportunities to the transformation and upgrading of the sports industry, while the Internet + sports industry will occupy a more important position. In fact, the Internet + sports industry in the new normal includes the following three meanings:

First, the new normal requires the sports industry to achieve stable and healthy development through transformation and upgrading and driving innovation. Second, the rapid growth of sports industry will become the "new normal", creating a favorable environment for the Internet + sports industry. Thirdly, the rapid development of Internet + sports industry will be the main driving force for the innovation and entrepreneurship of sports industry under the new normal. According to Analysys, a think-tank, data statistics, in April 2015, a total of 56 Chinese sport business the company has a number of financing, financing amount totaled 4.175 billion yuan, investments are comprehensive and high-end, Volkswagen, anti-fuzzy industry.\(^7\) The Internet + sports industry innovation and entrepreneurship will become the most important driving force for the development of sports industry under the new normal.

3. **Promoting the development of Internet + sports industry**

3.1 **The development idea of sports industry will be greatly changed**

The Internet + sports industry is not only new technology, new products and new ways, but also new ideas and new models. Internet + sports industry is using big data such as lighting system, insight into the meaning, and grasp the sports guide sports to create more value, value creation and the construction integration into a more targeted development function. China sports industry set up conception of support and promoted technological progress, the formation of Internet + technology revolution development and the mechanism of change, it will be to the traditional thinking mode of the development of the sports industry of disruptive change. The fifth plenary session, on China's macro economy puts forward innovation, green, coordination, the five development of open and
sharing ideas, ideas for future development of China sports industry Internet + emphasizes the value of innovation, integration development and sharing economy will no doubt reflects the connotation of the five development philosophy, so the Internet + sports development direction will be the important opportunities for the rapid development of sports industry in our country.

3.2 Promote the overall upgrading and transformation of the sports industry

According to the data of the state sport general administration, 2006-2013, the Chinese sports industrial structure softening index was 19.19% on average, an average of 70% in 2011 with foreign developed countries are a far cry from a softening index also, still in a state of imbalance of industrial structure. And through the development of Internet + type sports industry will greatly improve the core competition performance, fitness and leisure sports industry in the structure of the proportion, improve the average softening index, makes the transformation and upgrading of industry as a whole, at the same time can effectively break through the regional restrictions, change the space layout of the sports industry and its structure form, form the troika go hand in hand, a good situation of regional coordinated development. Since 2014, the three major IT industry giant Intel, Google and Facebook announced investment wearable devices, traditional sports goods enterprises Nike and Adidas also joined the movement wearable market competition, domestic BAT giants Ali and Tencent also aggressively into the sports industry. These companies frequently invest in sports industry aims to transform the Internet into the objective reality of the new economic infrastructure, utilize its digital economic ecosystem and promote the upgrading of the whole sports industry.

3.3 Realize high added value of sports and product quality upgrade

Whether it is the sports goods industry or the sports service industry, it can promote the innovation of enterprises' science and technology and enhance the competitiveness of enterprises through the integration of smart technology. Nike company in 2010 set up the independent digital sports department, more than 2013 smartphone sports shoes, are combined with Nike + ForceSensor sensing technology, big data applications has become the strategic development direction of the Nike sports products. Domestic 361 degrees, anta, road, haosha, okang international and other research and development and the introduction of various wearable devices and smart shoes. Sports nutrition giant "health bit" company actively established multilateral institutions oriented SAAS model for health promotion platform, to build health industry innovation patterns such as e-commerce platform, also bring huge economic benefits in the industry[^8]. In the field of professional sports, professional clubs by athletes wearable sensors on the equipment, sports equipment, the competition area within the camera monitoring, as well as the coaches, managers, the media and fans in the hands of mobile devices and social networking, widely huge amounts of data are collected and in a timely manner through the intelligent analysis into business insight, the victory to provide help in sport at the same time, also bring higher competitiveness for the enterprise.

3.4 Promote the deep integration of sports industry and other industries

The new generation of information technology such as cloud computing, Internet of things, big data and Internet + has become the foundation of the new economy, and the integration and development trend of sports industry and other industries has become unstoppable. In November 2015, initiated by 22 sports giant joint "Internet + sports China will" since the organization was established in Beijing, including sports companies, investment companies, media and academic institutions jointly formed by industry giants such as "intelligent cooperative organization", target is committed to building the Internet and the interaction mechanism of the cross-border integration of the sports industry development, so as to promote the healthy and rapid development of China's sports industry Internet + [^9]. In the industrial age 3.0, internal change is the vertical integration of enterprise, and on the Internet of things in intelligent production of service and manufacturing industries as the leading industrial 4.0 era, the future development trend of Internet + sports is end-to-end integration and horizontal integration between enterprises, enterprise productivity will
get great promotion, mode of production is a fundamental change, "Internet + sports" will accelerate industry consolidation as a new power sports industry has been a steady and harmonious development.

4. The development of Internet + sports industry

In the era of sports informatization, it mainly involves the network sales of sports facilities, sports information data network, online viewing of sports events and sports facilities and fitness information. And by the Internet and Internet of things era, and the Internet + era, modern information technology on the penetration of the sports industry is more and more widely, more and more deep, form Internet + new forms of sports industry, embodied in the following six aspects.

1. With the rapid growth of sports apps developed by modern information industry technology, it has attracted the attention of the capital market, and the domestic O2O model sports fitness market is also very hot. In 2014, about 12 sports apps received venture capital. "Splash", "thin net" and "at the beginning of practice", "network", "sports world" entrepreneurial projects so as to obtain several rounds of financing, the main direction of profit is data mining and sports brand cooperation way, way of ads, offline sports and venues cooperation way. Sports APP brings a new way of movement and has formed a new industry.

2. In the field of competitive sports, the application of modern intelligent technology has greatly increased the size of the Internet + sports market. Smart sports terminals not only focus on the speed sports market such as running, swimming and cycling, but also apply to golf, rugby, football, basketball, equestrian, skiing and other sports. By using smart sports terminals and applications, the coach will be able to understand the physical, athletic and tactical performance of the players in a timely manner using a tablet computer. Take major league baseball, for example, whose market value has doubled in five years to 36 billion, relying on the constant innovation of big data and high technology. "Big data + high-tech" not only become a powerful helpers, team selection and tactics and become strong support of alliance brands competitiveness, in 2013 signed a $6.8 billion spread huge contract. Its scientific and technological innovation management strategy also attracts more and more young audiences to join. Its official "At Bat" has become the number one App in American sports downloads [10].

3. Sports venues with the aid of the Internet information technology, online booking and offline experience new form, at the same time around the sports event to provide intelligent construction operating service, after all of this will be the new normal in the development of sports industry. In the era of "Internet +", wisdom is more and more people to accept, only the "sports world" of navigation information project has signed a contract with offline more than 500 venues, and more and more domestic stadium started to work with sports O2O booking service. The construction and operation of the Golden State Warriors’ stadium in the NBA not only paid attention to the renovation of the venue itself and hardware, but also pay more attention to the digitized means to renovate the audience's experience and desire. Will gather in the audience, through the digital platform community on the scene and fans online interaction, and hope that through to the fans and the data mining and applications, in the service of the fans and the sports sponsors [11].

4. In the field of sports health management and service, the modern network information technology research and development design started, intelligent wearable become the main consumer market of fitness leisure sports equipment, sports goods industry trend of intelligent service is more and more obvious. Chinese consumers' interest in wearable devices is mainly for exercise and leisure, with 59.5 per cent and 57.1 per cent respectively, according to consultancy data. As Samsung, Google, Microsoft and Apple enter the wearable market, according to IHS, global wearables sales will grow from $9.7 billion in 2012 to $33.6 billion in 2018 [12]. Fitbit fitness entrepreneurial companies in the United States in 2009 launched the first paragraph is used to record the movement and the data of sleep health tracker for success, after six years of development, has built a complete fitness equipment product line, the company turnover increased from $20 million to $2014 in 745 million, its revenue is expected to reach $2015 in 1.6 billion [13]. The market for sports and fitness apps is expected to grow by as much as 63 percent in the next few
years, according to research firm IHS. IHS predicts that the number of such applications in the world will rise from 156 million in 2012 to 248 million in 2017.

5. The development of modern information technology of sports goods sales and e-commerce has formed a vertical e-commerce website for sports products directly facing consumers. By using Internet technology for online sales, targeted push, online payment and other value-added service platforms, sporting-goods sellers increase the revenue of sports products in Internet sales channels. Sporting goods manufacturers at home and abroad generally in Tmall, Jingdong, Suning, Amazon and other domestic well-known electric business platform to open its official online store, consumers through the intelligent terminal and fast online shopping and payment in a timely manner.

6. The sports culture media industry, through intelligent network information technology, forms the service of competition IP, value-added sports events and related sports communication information, which forms the new media business mode of sports. The Internet + sports new media pays more attention to the broadcasting rights of quality sports events, focuses on professional sports events, and focuses on entertainment interactive sports media social group. Music sports, PPTY, Tencent, for example, media buying international sports events such as the NBA, tiger flapping copyright, into a "game operations + content platform + intelligent" Internet sports new media development pattern. Similar pattern "Internet + sports" new media marketing is increasingly focusing on the content of segmentation and precision, the activities of the interaction and experience, project orientation and custom, this will make deeper and more comprehensive sports media produces change.

5. Problems in the Internet + sports industry

As mentioned above, the sports enterprise in the practice of Internet + positive effects (such as: reduce transaction link, reduce transaction costs, improve operational efficiency, increase the user experience, to increase efficiency) will influence and drive the other enterprises to follow in order to promote Internet + industry process. But now, many innovative sports enterprise understanding and practice of Internet + industry itself is not enough, is often just the simple application of modern Internet + technology and method, the problems will be slow Internet + sports industry transformation and upgrading of the process. The performance is: sports enterprises can utilize modern information technology to aggregate online and offline resources, but the structure of the industrial chain formed is unstable and does not occupy the dominant position in the industrial chain; Enterprises can rapidly expand the offline consumption market, but the new market capacity is not stable, and the consumption population is not active or frequently lost. The enterprise has the ability to operate at home, but the coverage area and international market level are deficient. Enterprises in the construction of new organizational departments to form a certain innovation impetus, but the innovation capacity is insufficient; The IP needs of enterprises’ intellectual property rights are more urgent, but the acquisition cost and self-protection ability are limited. Enterprises have a strong demand for capital, but the overall financing channels and capabilities are insufficient; Innovative enterprises have a strong tendency to cooperate, but have not yet built a reasonable industrial sharing platform. At the same time, the relevant policies and regulations of the government departments are relatively lagging behind the development of the Internet + sports industry, and there is no synergy between the guidance and promotion of the society. Therefore, our country sports industry must actively promote the development of Internet + industry clear objective, attaches great importance to the problem, timely coordinate, the whole advancement, seize the Internet + industry development of important strategic opportunities, cultivate sports industry to adapt to the global layout and international new advantage of competition cooperation, to actively explore new economic normal Internet + new path for the development of sports industry.
6. Conclusion

Under the new normal Internet + in further deepening the sports industry development, formation of intelligent service, wearable intelligent products, intelligent wisdom venues, competition system, new media and other new forms, will become a new growth point of sports industry, also greatly promote the sports industry structure upgrade and drive innovation. At the same time of deepen understanding and actively promote, must understand the Internet + the present problems and difficulties, the sports industry by speeding up industrial innovation drive transformation, high-end climbing industry value chain, speed up the convergence and optimization the top design such as path to promote the Internet industry + the healthy development of sports industry.

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