Research on the Development of Sports Industry in the Internet Environment

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Abstract: With the continuous improvement of China's socio-economic level and the rapid development of modern science and technology, information technology has become an important driving force for the transformation and upgrading of various industries. Internet plus sports has also become the latest trend in the development of the sports industry. The application of Internet technology in the development of the sports industry has become the focus of attention and research in the sports field, and also provides new opportunities for the sustainable development of the sports industry. In this context, the paper focuses on the value, significance, and latest trends of the development of the sports industry in the Internet environment, and provides specific strategies for promoting high-quality development of the sports industry through Internet technology.

1. Introduction

The sports industry, as an important component of China's sports development, is a key factor in promoting social and economic development. Promoting the high-quality and high-level development of the sports industry has become a macro goal of innovation and transformation in the new era of sports industry. The integration of Internet technology has injected vitality into the transformation and upgrading of the sports industry, promoted the development of diversified forms of Internet plus sports industry, thus realizing the innovative development of sports entrepreneurship and promoting the modernization of the sports industry.

2. The Value and Significance of the Development of Sports Industry in the Internet Environment

Sports are an important way to improve people's health level and also an important means to meet the people's aspirations for a better life. In recent years, the country has vigorously advocated the development of the sports industry, elevated national fitness as a national strategy, and regarded the sports industry as a green and sunrise industry, promoting it to become an important force for the high-quality development of China's economy. The new development format of Internet plus sports industry provides dynamic support for the sustainable and rapid development of sports industry. Realizing the networked, digital, and intelligent development of the sports industry has become an inevitable trend for the vigorous development of sports in the new era.

2.1. Helping Promote Sports Information and Increase the Audience for Sports

The Internet has made the channels for obtaining sports information more diversified, while also providing people with a massive amount of sports information, meeting the diverse needs of different sports groups. The timeliness and other advantages of the Internet itself can provide sports enthusiasts with the latest sports information, including sports events, fitness exercises, and other aspects. This not only enables people to deeply feel the development of China's sports industry and promote the implementation of the national fitness sports strategy, but also continuously expands the sports consumer group in China, encourages more people to participate in sports, and injects vitality into the development of the sports industry. In addition, the emergence of Internet technology has made online sports consumption an important component of people's daily consumption, and the development of digital platforms and enterprises has provided dynamic support for the development of digital sports. Against the backdrop of continuous improvement of online sports consumption platforms, China, as the country with the largest online consumption market, will comprehensively promote the comprehensive development of online sports consumption.

2.2. Helping to Derive New Sports Formats and Accelerate the Development of the Sports Industry

The widespread application of Internet technology in the sports industry has opened up a new path for the development of the sports industry. The integration of online and electronic industries has broken the traditional offline development model of the sports industry and accelerated the high-quality development of the sports industry. Firstly, online marketing of sports products has been achieved through the use of Internet platforms. The emergence of online sales websites provides a systematic marketing path for sports products, providing consumers with full program services from early promotion and introduction, online real-time transactions, to subsequent after-sales support, promoting further optimization of the online sports industry. Secondly, with the rise of online sports Apps, the development and utilization of online sports software have rapidly improved with the support of Internet technology; The rise of various sports software has provided sports users with a platform for online communication and interaction and E-learning, laid a foundation for improving their willingness to play sports, and has also become a strong support for improving users' enthusiasm for sports consumption. Third, it promoted the development of offline electronic sports products and shared sports industry. The integration of Internet technology has led to the emergence of sports electronic products such as Huawei sports bracelets and elderly health monitoring, which meet people's sports and physical monitoring needs through real-time data monitoring. In addition, under the Internet environment, the sports industry has also seen the development of Sharing economy, such as the development of sharing bicycles, sharing fitness and other aspects, which has enriched the forms of people's sports activities, as well as the types of sports services and forms of sports consumption. [1]

2.3. Helping to Improve the Level of Sports Technology and Enhance the Value of Sports Services

The development of Internet technology has provided technical support for the construction of digital sports, and digital technologies such as the Internet of Things and cloud computing have become the main driving force for the development of the new sports industry. In the context of the Internet, sports information processing systems and motion capture systems have conducted in-depth analysis of sports laws, and utilized virtual reality foundations to construct virtual sports

venues, providing more value-added space for the sports industry in digital applications. In addition, the application of Internet technology in the sports industry has broken the limitations of time and space, utilizing new media technology to achieve the broadcasting of professional sports. At the same time, by creating more experiential sports competition venues, it enhances the audience's sense of interaction and participation, and provides people with better sports services.

3. The Development Trend of Sports Industry in the Internet Environment

The new concept of Internet plus sports industry has promoted the development of diversified forms of sports industry. Under the effect of Internet technology, the sports industry has created more new products, new services and new marketing models, which has injected continuous vitality into the development and growth of the sports industry.

3.1. The Sports Manufacturing Industry Has Achieved Increased Production Efficiency and Frequent Use of Digital Devices

Firstly, the development of Internet technology has enhanced the technological content and quality of sports manufacturing products. At the same time, the use of digital machinery and equipment enables timely tracking and feedback of information in various stages of sports production, greatly improving production efficiency and achieving the refined development of the sports manufacturing industry. Secondly, driven by the Internet, electronic wearable devices have also become the focus of attention for sports enthusiasts. The emergence of smart bracelets, smart sports shoes, and other products has added a large number of consumer groups to the development of the sports industry, meeting the diverse and personalized needs of consumers. [2]

3.2. Sports Software Achieves Rapid Growth and Creates New Sports Formats

The development and utilization of online sports cloud-based software is a major feature of the development of the sports industry in the context of the Internet. The rise of sports teaching and other apps has provided sports enthusiasts with rich teaching content, enabling them to choose corresponding sports methods based on their actual needs, enabling them to carry out physical exercise more conveniently at home. In addition, in the context of the Internet, the development of the sports industry has also shown diverse forms, with new media sports event broadcasting, digital sports training, and electronic sports projects achieving rapid development. The emergence of new formats provides new economic growth points for the sports industry. Finally, in the context of the Internet, the combination of virtual reality technology and sports projects has also become a highly sought after object for consumers. Consumers can achieve multi scene and multi project sports in virtual spaces, increasing the entertainment and safety of sports, and meeting their diverse needs in a relatively short period of time.

3.3. The Sports Industry Has Achieved Cross-Border Development, and the Enthusiasm for National Fitness Has Surged

In the context of the Internet, the sports industry has also achieved cross-border development, utilizing the advantages of wide dissemination of new media to comprehensively disseminate sports concepts nationwide, creating a good social atmosphere for the implementation of the national fitness strategy. On the one hand, major new media platforms and satellite TV stations are actively exploring outdoor variety shows with sports as the theme, creating program effects by inviting celebrities, in order to leverage the program's driving effect, promote people's understanding of

sports in a relaxed and entertaining environment, and promote the development and growth of mass sports in China. On the other hand, the integration and development of the sports industry and the healthcare sector has also become an important form of cross-border development. The development of sports and medical APP software provides people with real-time body monitoring, where users can push relevant messages and monitor body indicator data according to their own needs. At the same time, combining corresponding medical diagnosis to evaluate one's own physical condition can help people manage their bodies in a timely manner, and also develop corresponding sports programs and plans for people, in order to achieve the construction of sports and medical undertakings.

4. Specific Measures for Realizing the Development of Sports Industry in the Internet Environment

Internet technology not only empowers the sports industry, but also brings challenges to its development. How to utilize the advantages of Internet technology to achieve innovative development of the sports industry has become a key issue that needs to be addressed at present. In this context, on the basis of strengthening the top-level design, we should constantly expand the main body of the sports market, increase the development of Internet technology in the development of the sports industry, and we should also realize the cultivation of talents, so as to contribute to the all-round development of the sports industry in the Internet age.

4.1. To Clarify the Long-Term Strategy of Integrated Development and Achieve a Doubling of Market Entities

Relevant national departments should formulate a comprehensive and feasible long-term development strategy for the development of Internet plus sports industry. This is not only to promote the construction of modern information technology such as big data, the Internet of Things, cloud computing, but also to create a platform for exchanges and interaction for sports industry, sports enterprises and other subjects, and provide support in terms of funds, technology, talents and platforms for the development of Internet plus sports industry. In addition, relevant government entities should also take measures such as creating a good business environment and issuing a series of preferential policies to achieve the doubled development of sports market entities, actively promote the birth of new forms of business in the sports industry, accelerate the pace of transformation and upgrading of the traditional sports industry, and continuously expand the sports consumption market.

4.2. To Improve the Service Quality of the Sports Industry and Attract Outstanding Composite Talents

At present, the Internet plus sports industry is in full swing. In this context, attention should be paid to improving the service quality and level of the sports industry, in order to achieve its sustainable long-term development. Firstly, in the marketing process of online products, attention should be paid to the innovation and optimization of the product itself, as well as the improvement of after-sales service projects, to create a good consumer experience for consumers. Secondly, it is necessary to continuously innovate and develop Internet technology, strengthen the application of Internet technology in the sports industry, and promote the Internet to better serve the sports industry and meet the increasingly diverse sports needs of consumers. Finally, it is also necessary to provide professional talent support for the development of the Internet plus sports industry. [3] Through talent cultivation with local colleges and universities, it can encourage more schools

cooperate with enterprises, provide practical bases and other support for the development of Internet plus sports industry scientific research, and cultivate matching talents for the digital operation of the sports industry.

5. Conclusion

In summary, in the current era of rapid development of information technology, the development of the sports industry needs to seek new innovative ways and use Internet technology to solve the problems of sustainable development in the sports industry. Supported by the new forms and formats of Internet development, the application of Internet technology in the development of the sports industry is conducive to the expansion of the sports industry consumption market, the emergence of diversified formats, and the innovation and transformation of commercial marketing models. It continuously enhances the competitiveness of China's sports industry and stimulates its core competitiveness in the development of the national economy.

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