



Introduction

Broadcasting, technology and the media

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It has been a pleasure to edit this issue of the *Journal* on broadcasting, technology and the media, and I would like to thank Paul Turner and the 27 reviewers who helped me in bringing this special edition to publication.

Many papers were submitted – and several resubmitted – and we have increased the number of papers published to six to reflect the quality of the work we received.

The edition starts with an interview with Bjørn Taalesen, Sports Editor of TV 2, a Norwegian commercial public service broadcaster. The discussion focuses on the relations between attractive sports rights, marketing and journalism, and examines how football rights are challenging economic interests on the one hand and public service ideals on the other.

The first paper, by Theysohn, provides insight into the willingness to pay for soccer reports on the internet as well as segment-specific product design preferences of fans from several soccer clubs in Germany. The study concludes that the as-yet undeveloped market of soccer action reports via the internet can be viewed as a promising instrument for professional soccer clubs to reach potential and existing consumers worldwide, to enhance their marketing strategies and generate new income.

The paper by Kim and Ross assesses the motivational dimensions underlying sport video gaming. Motivations identified include knowledge application, identification with the sport, fantasy, competition, entertainment, social interaction and diversion. Results suggest that the pattern of video game use for sport is more purposeful and active than

more traditional uses of the media. Research opportunities and managerial implications for using video games in developing a more creative and interactive communication tool are discussed.

The third paper explores the development of tracking technology in ice hockey, and considers the social pressures affecting the successful adoption and use of this technology. Mason argues that the emergence of Moneyball management, where statistical analyses of data are used to evaluate team and player performance, has created a new opportunity for the use of tracking technology in the sport.

The effects of advertising type and antecedents of attitude towards advertising in general are investigated by Bennett, Ferreira, Tsuji, Siders and Cianfrone. Results indicate that individual responses to advertising vary according to whether an ad appears on television or is virtual, and that response is dependent on location.

O'Reilly & Rahinel's paper is a case study of Canadian ice hockey, examining which of five key media technologies will have the greatest impact on the televised hockey product. The study reveals that High Definition television has the potential to affect ice hockey strongly, in terms of both production and consumption.

The final paper is a case study related to cricket. It explores the ability of entertainment-games websites to attract and retain potentially valuable segments of consumers. Kitchin highlights key issues for sports organisations seeking to promote online products and provides recommendations on website management for organisations involved in sport.