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Research on Growing Path of Sports Event IP in China: Cases Study of Wanda Sports "China Cup" and Sina Sports "3V3 Golden League"

Jianming Zhu*, Bingbin Xie
Department of Physical Education, East China University of Political Science and Law, Shanghai, China
*Corresponding author, e-mail: zhujm8802@163.com

Abstract: *To comply with the requirements of building a strong sports power in the new era and promote the development of China's sports industry, it is necessary to shape the IP of China's independent sports events. Combining the development background and current situation of China's sports industry and comparing other domestic industries with foreign sports industry, the research will take Wanda Sports "China Cup" and Sina Sports "3V3 Golden League" as cases, and study the IP operation mode of China's sports events. Under the development of sports industry in the new era with "improving quality and efficiency" as the main line, improving competition level is the fundamental foundation for building the IP of matches, specialized operation management is the key to motivating the commercial value and vitality of the IP and improving relevant legal rights and interests is the guarantee to maintain the vitality of IP of sports event.*

Key words: *sports industry, sports events, intellectual property rights, commercial value*

Introduction

Since the 40 years of reform and opening up, with the rapid development of China's economic construction, as well as the steady improvement of social construction, the living standard of the public has been improving, and the sports industry has also emerged. At present, China has entered the decisive stage of building a moderately prosperous society, the people's diversified sports needs are growing, and fitness have become an important way of life for the public.

The Central Committee of the Communist Party of China and the State Council attach great importance to the development of the sports industry, and on October 20, 2014, the State Council issued the Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption (The State Council, 2014) (hereinafter referred to as "State Council 46"), establishing the general requirements, main tasks, policy measures and organization and implementation of sports industry development. The State Council has also raised national fitness to a national strategy, fostered and supported the sports industry as a green industry and a sunrise industry, broken down industry barriers, cleared policy barriers, and formed a policy system conducive to the rapid development of the sports industry. Therefore, vigorously developing the sports

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industry is an inevitable requirement for enhancing people's physical fitness and accelerating the construction of a strong sports country, an important force for China's economic transformation and upgrading, and a key element in building a "healthy China" (Bao, 2018).

The sports industry usually consists of three levels, the construction of basic sports facilities, sports events and other sports affiliated industrial chains （Lu, Guo, Fei & Kong, 2001), among which the most central one is the sports events as the cornerstone of the sports industry development. Sports events also include sports media, athletes, competition programs, event rights, etc. Among them, the core pillar is the property rights of sports events and their related derivatives, also known as intellectual property (IP) of sports events. Sports event IP refers to the copyright of sports events, and its related derivatives. IP is the abbreviation of intellectual property, which is the right that people enjoy over their specific intellectual achievements, goodwill and other specific related objects according to the law (Wang, 2017). Judging from the development path of mature sports IP in Europe and the United States, developing our own event IP is a correct path verified by the market. Regardless of the industry, when the core industry cannot present an excellent growth trend, it is difficult for other related industries to take off (Jiang & Li, 2014). This is especially true for the sports industry, and only by vigorously developing the core of the sports industry – sports event IP – and improving its commercial value, can we drive the development and growth of the entire sports industry and achieve the goal of accelerating the construction of a strong sports nation and realizing the Chinese dream of the great rejuvenation of the Chinese nation.

In December 2108, the Guidance Opinions on Accelerating the Development of Sports Competition and Performance Industry issued by the General Office of the State Council pointed out that by 2025, 100 sports competition and performance brands with independent intellectual property rights would be created. This paper discusses the accumulation and development of the commercial value of sports event IP, summarizes and outlines the existing sports event IP model in China, and proposes a sports event IP operation model with commercial value, in order to provide some reference for building China's independent sports event IP.

Developing independent sports event IP is an inevitable demand for the high-quality development of china's sports industry

The reasons for the rapid development of sports in China in more than 30 years are diverse and comprehensive, one of the most important reasons being the rapid rise is sports industry. The sports industry has broken the stereotype that sports have no relationship with the market and should not have one, and has met the need of the public to obtain diversified sports services and sports products through the market (Ren, 2015). In the new era, the main line of development of China's sports industry will change and gradually evolve into the main line of "improving the quality and efficiency of development" (Zhao, 2018).

After years of continuous exploration and practice, the sports industry has gradually developed from the initial business activities of the sports sector using part of the idle state-owned assets and part of the sports resources held to generate income to the society, and has rapidly developed into a life service industry with many business modes and a clear industrial structure. The industry system includes fitness and leisure, competition and performance, stadium services, sports intermediary, sports training, sports rehabilitation,

sports media, sports information services, sports food and beverage, sports goods manufacturing and sales, sports equipment manufacturing and sales, sports architecture design and construction, etc. Meanwhile, with the accelerated integration of sports industry with culture, education, tourism, medical care, elderly care and other related industries in recent years, "sports +" such as sports tourism, sports medical care, sports film and television, sports health and elderly care and other emerging industries have emerged, and the sports industry chain and ecosystem have been enriched and improved (Bao, 2018).

As mentioned above, sports event IP is the most crucial part of building China's sports industry, and the two are interdependent and mutually reinforcing. In the context of industrial integration, the rapid development of sports industry also enhances the competitiveness of its surrounding industries, and the development of sports event IP can promote the growth of sports industry construction, and the progress of sports industry can at the same time drive the extension of sports event IP toward a higher and wider platform. Therefore, in order to explore the commercial value enhancement of sports event IP, we should first understand the development background and current situation of China's sports industry.

Sports industry development background

From the perspective of national policies and laws, the promulgation and implementation of the National Fitness Plan Outline and the Sports Law of the People's Republic of China in 1995 not only filled the gap in China's sports legislation system, but also marked a new stage in the construction of sports in China with a plan, a goal, and the rule of law. In the following 20 years, the General Office of the State Council, the General Administration of Sports and other relevant departments have repeatedly issued and revised sports-related laws, regulations, guidelines and other documents based on the foundation established by the Sports Law. 2014's "State Council Document No. 46" elevated the construction of sports industry to the level of national strategy, clearing many institutional obstacles for the development of sports industry. In June 2016, the State Council issued the "National Fitness Plan (2016-2020)", which made arrangements to promote the construction of a healthy China in the coming period. In the reports of the 18th and 19th National Congresses of the Party, General Secretary Xi Jinping also proposed to widely carry out fitness for all, promote the comprehensive development of mass sports and competitive sports, and accelerate the construction of a strong sports country, among other goals.

From the commercial investment level, in the past decade, a large amount of corporate capital has entered the sports market, from investment in the formation of major tournament clubs, to brand sponsorship investment, advertising and so on, the capital market has played a great role in boosting the development and upgrading of the sports industry, and the sports industry has also opened a window for brand marketing. The total output value of the sports industry is growing year by year, and the proportion of GDP is also increasing year by year. The added value of the sports industry increased from more than 220 billion yuan in 2010 to nearly 550 billion yuan in 2015, with an average annual nominal growth rate of nearly 20%, which is 1.8 times the average annual nominal growth rate of GDP in the same period. The share of the sports industry in GDP also increased from 0.56% to 0.8% (Yan, 2018). Sports events have also been favored by many sports companies and sports concept listed companies, and giant companies including Wanda, Ali, and Tencent, as well as real estate companies have made a large number of layouts in the sports industry market in 2017. In addition, the

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sporting goods industry, sports and fitness, and training industries have also developed rapidly in recent years, and a large amount of capital has flowed into the sports market, indicating that the sports industry has a lot of room for development and possesses great potential for growth.

The success of Beijing's Olympic bid in 2001 and the upcoming 2022 Winter Olympics have proven the country's strength and inspired the masses to be more enthusiastic about sports. With the spread of the slogan of "National Fitness" and the establishment of "National Fitness Day", China has also begun to gradually realize the progress from a large sports country to a strong sports country. The increase in the public's interest in sports is mainly reflected in two aspects: the attention to competitive sports events and the strengthening of their own sports activities. the average viewership of the broadcast of the 2018 World Cup in Russia reached more than 3%, far exceeding the viewership of other programs on CCTV5.

Sports industry development status—benchmarking other industries and foreign sports industry

In comparison with other industries in China, since the reform and opening up, China has shown a thriving posture, and modern service industries such as IT, finance and mobile communication have gradually started to develop after the reform and opening up. In contrast to these modern service industries, the sports industry, although it also had certain development in the early days, is not as fast as the IT and financial industries in general. Taking the development of IT industry as a comparison, after China abolished the import and export index of computer products in 1984 and simplified all kinds of approval procedures, a large amount of foreign investment was introduced into the Chinese market by first exchanging the market for technology (Wang, 1996). Subsequently, strengthening its own technological innovation and opening up the market for state-owned brands in line with international standards have enabled companies such as Lenovo and Huawei to leapfrog into global brands and enterprises in the past three decades. However, the sports industry in the past decades stopped at the broadcast of major international events and news coverage, and did not form a corresponding industrial system and subsidiary industrial chain. It was only after No. 46, when domestic enterprises scrambled to buy the IP of popular foreign sports events, that the sports industry and the concept of sports event IP gradually entered the vision of investors and the public.

In recent years, mass sports events organized by many organizations have also emerged, but they all have various problems due to immaturity in organization and operation. The media and the public have also paid more attention to sports events, but most of them are focused on a certain event or an individual athlete, and the topics are mostly focused on "outside the sports arena", while the audience who really pay attention to the events themselves are still insufficient.

Take the United States, where the sports industry is very mature, as an example, the main events supporting the U.S. sports industry are the National Football League (NFL), Major League Baseball (MLB), the National Basketball Association (NBA), and the National Basketball Association (NBA). The year 2015 was called the first year of capital investment in China's sports industry, with an explosion of capital investment in the sports industry market. In that year, the U.S. sports industry was worth nearly $500 billion, accounting for 3% of the U.S. gross national product, while China had only $50 billion in output, accounting for no more than 1%

of the gross national product. The State General Administration of Sports released the 2014 Survey Bulletin on the Status of National Fitness Activities (General Administration of Sport of China, 2014), which pointed out that 39.9% of people aged 20 and above had sports consumption, with an annual per consumption of 926 yuan. The percentage of people whose total annual consumption was below 499 yuan was 47.6%, between 500 and 999 yuan was 24.4%, between 1000 and 1499 yuan was 11.2%, between 1500 and 1999 yuan was 4.6%, and above 3000 yuan was 6.5%. This figure should be increased now, but in view of the current situation in China, the development of sports industry and sports event IP still has a lot of room for development compared to the mature model abroad.

To sum up, the development of China's sports industry is still in its infancy, whether compared to other domestic industries or foreign sports industries. However, with the support of national policies, the increase of corporate investment, and the enhancement of the awareness of mass sports and fitness in recent years, the sports industry has gradually shown great potential for development, and the commercial value has shown a trend of rapid growth.

Exemplary cases of existing sports event IP in china

Since the release of the State Council's No. 46 in 2014, sports industry-related investments have become increasingly hot, and the sports industry has extended its far-reaching influence to all fields of sports in China, so much so that we cannot ignore its existence when discussing any issue of sports development in China today (Ren, 2015). It is easy to see that the development of the sports industry and sports event IPs has been fruitful, as seen in the large and well-known domestic sports event IPs such as the Chinese Super League and the Chinese Professional Basketball League. However, in addition to these IPs that have been professionally operated and have a relatively stable market base, there are countless small and medium-sized IPs that involve a wide range of events, including common badminton and tennis events, as well as niche events such as combat events, ice and snow events, and cycling events, etc. The amount of money flowing to them each year is also quite high, but few successful The study is based on a positivist approach. Based on a positivist research approach, we investigate the existing, locally-owned sports event IP-related operation models and their business values in China, and classify them into competitive sports-based event IPs and mass sports-based event IPs.

Competitive Sports-Based event IP

Competitive sports is a process of sports activities based on the overall development of the body and the maximum exploitation and utilization of the physical, psychological and intellectual potential of a person (individual or group), with the main aim of climbing to the peak of sports technology and creating excellent sports performance. Competitive sport is an institutionalized and systematized competitive sport activity with formal historical records and legends, with the goal of defeating competitors to gain tangible or intangible value benefits, between members or representatives of formally organized sporting groups, emphasizing the display of physical and intellectual strength through competition, within the limits established by formal rules that clearly define the duties and positions of the participants (Lu, 2010). In the field of competitive sports, the typical example we have chosen is the China Cup International Football Championship of Wanda Sports.

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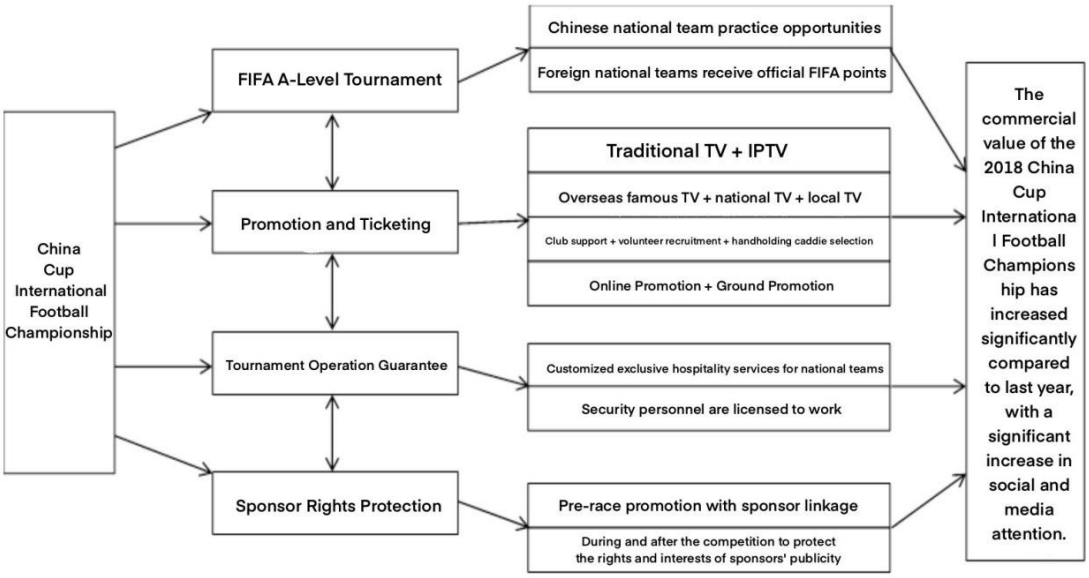
The China Cup International Football Championship, organized by the China Football Association, the Guangxi Zhuang Autonomous Region Sports Bureau, the Nanning Municipal Government, and Wanda Sports Co. The participating national teams will receive official FIFA points. The China Cup is held once a year, inviting top national teams from all over the world to play against the Chinese national team at a high level, aiming to increase the training opportunities for the Chinese national team, improve the national team's competition level and revitalize Chinese soccer. According to research data, Wanda Sports' operation of the China Cup tournament IP is mainly manifested in the following model (See Figure 1).

Wanda Sports has positioned the China Cup with great precision, relying on contacts with FIFA, the CFA and local governments to quickly carry out all preparations in a short period of time. The China Cup features national teams from around the world and is a high level of competition. For China, the high level of the tournament provides an excellent opportunity for the national team to practice and to receive policy support from relevant authorities and institutions. Combining the China Cup with the World Cup also attracts more national attention than just the fans. For other national teams coming to the tournament, the China Cup is attractive not only for practice, but also to gain official FIFA points. Wanda Sports' positioning as a high-level tournament to attract national teams and gain national attention is the basic premise of the entire tournament IP operation.

In the event operation of the China Cup, Wanda Sports has adopted the model of fully supporting the event with six elements: promotion, rights maintenance, document security, hospitality service, volunteers, and ticket dissemination, combining multiple aspects to fine-tune the operation and management design of the sporting event IP of the China Cup.

Figure 1

Operation model of "China Cup"



The value of the media determines the value of the event, and the amount of media exposure is also an effective measure of the value of the event. Wanda Sports has invested a large amount of money and resources into the promotion of the tournament IP and ticket dissemination. In online promotion, a dual channel of

traditional TV and IPTV is built, with international, domestic and local three-level communication channels. In addition to specialized sports platforms such as CCTV5 and Five Star Sports, the live TV broadcast also cooperated with internationally renowned TV platforms, live or broadcasted on domestic TV platforms in participating countries, and local TV platforms were also promoted in Guangxi province, which hosted the event, to increase the discussion and activity of the event. The network platform live broadcast is cooperated with domestic famous sports portals such as Tencent Sports and PPTV Sports to obtain a large number of clicks and attention from netizens. In addition to the common online promotion model in recent years, Wanda Sports also adopted the traditional ground promotion approach to promote the China Cup event IP. Firstly, the tournament news was precisely placed to target groups such as fans who follow sports events, and promotions were carried out in venues such as sports lottery online stores, soccer stadiums and players' fan clubs; secondly, combined with large local enterprises in Guangxi to promote the tournament within the enterprises to potential customers with financial strength, while cooperating with travel agencies to develop sports + tourism products to attract potential customers from abroad; finally, the target group was shifted to Finally, the target group will be shifted to the large number of college students, and volunteer recruitment and ticket promotion activities will be carried out on campus. In addition to the overall promotion of the tournament, Wanda Sports also launched various support activities, recruitment activities and voting activities through multiple channels to expand the influence of the tournament IP across borders. For example, we called on fan clubs in Hainan, Sichuan, Henan, Ningxia and other provinces to link up online to support the Chinese national team; we joined hands with Guangxi TV to launch the "Hand in Hand Ball Boy Selection" campaign to basically reach the coverage of the whole Guangxi province and mobilize a large number of potential target groups; we collected official mascots on the Internet to increase the enthusiasm and participation of the public, etc. participation, etc. In addition, Wanda Sports also took advantage of its Wanda Group's own advantages to integrate its own publicity resources to promote and publicize the tournament in Wanda Plazas, cinemas, resorts and other venues across the country.

After the promotion, there is the guarantee of the tournament operation, the reception of national teams, security, and the maintenance of sponsors' rights. Wanda Sports takes advantage of the group it belongs to to receive athletes and guests from all sides during the tournament, equipping guests from different countries with corresponding translation butlers and customizing special and exclusive team services. In terms of security, all security personnel are required to be licensed to protect the participating teams in all aspects, from the hotel to the playing field. Suitable insurance is also arranged for all participants to share the risk in advance.For the 2018 China Cup Football Tournament, there are 17 sponsors covering various industries. Wanda Sports interacted with each sponsor before the tournament to promote the tournament, and during and after the tournament, Wanda Sports also defended all the rights and interests of the sponsors through various means, such as setting up eye-catching advertisements.

Although the China Cup International Football Championship has only been held twice since its inception in 2017, according to data from our research, the commercial value that can be demonstrated by the 2018 China Cup Football Tournament has increased significantly compared to 2017. The on-site venue attendance increased by 62.87% year-on-year, the number of on-site media increased by 42.60% year-on-year, and the number of live streaming and broadcasting platforms for the tournament also increased to a certain extent. In addition, online media data centered on new media, social media and video portals also showed that there was a lot of discussion about the China Cup soccer tournament, with nearly 30,000 WeChat reports and more than

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1.5 million read clicks during the 2018 tournament, and related topics and keywords were featured on Weibo hot searches several times. All these data show that the China Cup International Football Championship is a more successful competitive sports-based event IP, and is a more successful example in China's sports industry at present.

Public sports type event IP

Social sports, also known as mass sports, are sports activities that are voluntarily participated by the general public for the purpose of physical fitness, recreation, leisure, socialization, etc., and generally do not seek to achieve high levels of sports performance, with a wide range of content and various forms (Yang, 2005). In the field of mass sports, the typical case we selected is the "3X3 Basketball Golden League" of Sina Sports.

The 3X3 Basketball Golden League, organized by Sina Sports, first started in 2015 and is Sina's first independent intellectual property rights sports event IP, which has been certified by Fédération Internationale de Basketball (FIBA) in 2016. Global ranking. According to our research and information obtained from public sources, Sina Sports' operation of the 3X3 Basketball Golden League IP is mainly based on the following model (See Figure 2).

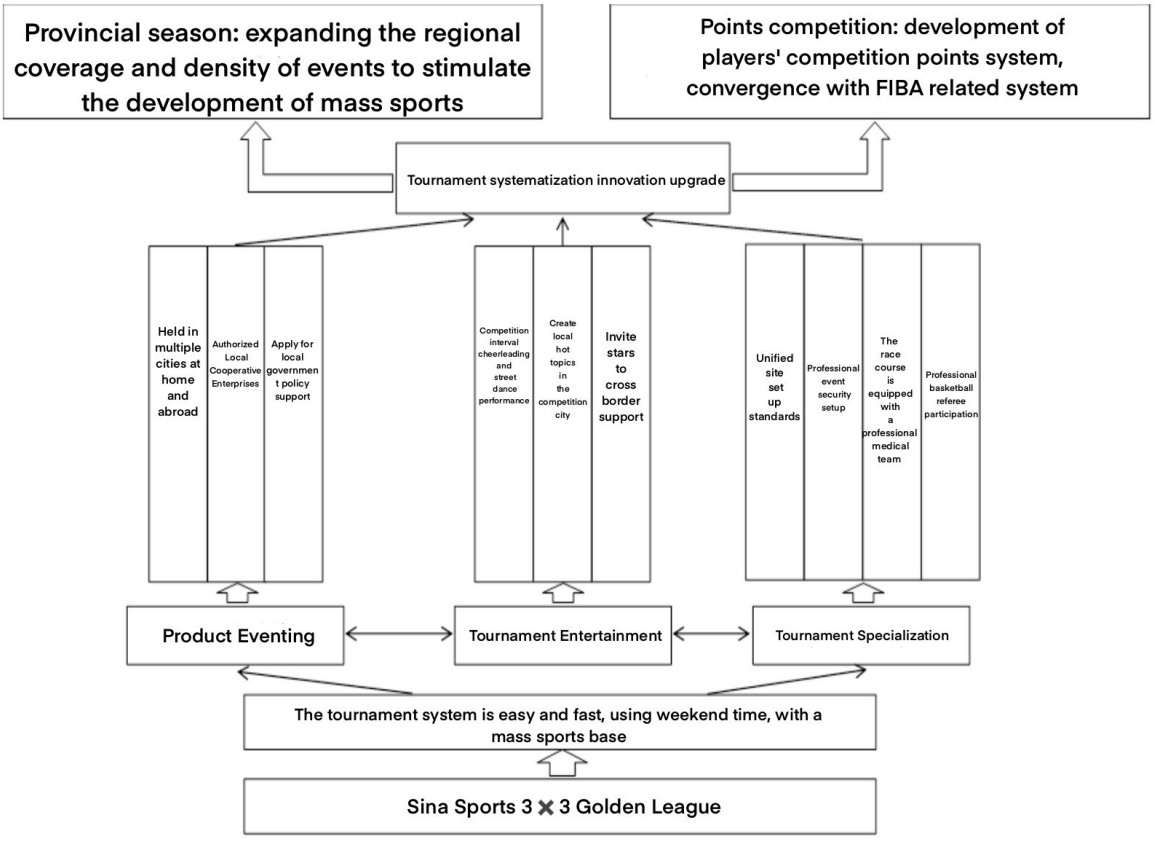
The Sina Sports 3X3 Basketball Golden League was formerly known as the Sina Street Basketball Tournament, which also used a three-on-three basketball format and was held in multiple cities across the country to select city champions to compete for the national championship. Compared to the regular basketball tournament where a team of five plays the whole game for four 10-minute quarters, the rules of 3X3 basketball are that a team of three plays half-court and the regular game time is 10 minutes, and the team that scores the most points during the regular game time or the first team to score 21 points during the regular game time wins. Another advantage of 3X3 basketball is that there are no restrictions on the venue, unlike the five-man tournament which requires a full basketball court, the 3X3 tournament venue can be improvised from simple materials, and the freedom and public nature of the tournament venue is the hardware advantage of 3X3 basketball. The freedom and public nature of the playing field are the hardware advantages of 3X3 basketball. In addition, the 3X3 basketball tournament system has its own advantages, and Sina Sports has chosen the "basketball + entertainment" model in the positioning of the tournament IP, with cheerleading and street dance competitions taking place at the interval of the basketball tournament.

Sina Sports 3X3 Basketball Golden League has been running for a significantly longer period of time than Wanda Sports' China Cup soccer tournament, so the event's IP shaping and operation is generally more mature. First of all, the 3X3 Basketball Golden League has a lower participation threshold, with no entry requirements or registration fees, and the tournament is held on rest days, attracting players to participate in the tournament in a very open manner. And then, with cities as individual tournament units, multiple city tournaments were held in multiple cities across the country and even overseas to fully expand the tournament's radiation area. By productizing the tournament, each city has a company enterprise authorized by Sina Sports to cooperate in hosting the tournament, and the company enterprise can also mostly apply for support and assistance from the local government by virtue of the tournament's planning book and other materials, according to the relevant policies. At the same time, because of the convenient and short-

consuming nature of the 3X3 basketball tournament itself, city tournaments are generally able to determine the city champion within two weekends, and the efficient schedule is also a shining point to attract players to participate. In terms of promotion, Sina Sports also makes full use of its unique advantages in online media, releasing information about the tournament on Sina Weibo and other online social platforms, using media thinking to combine the tournament with relevant hot topics, and using entertainment to increase the flow of the tournament IP. In terms of tournament operation, Sina Sports also has its own unique operation, laying a solid foundation for the smooth operation of the entire tournament through four aspects: venue arrangement, tournament security, professional medical services at the tournament and participation of professional basketball referees. Although the Sina Sports 3X3 Basketball Golden League is a mass sports event IP, it is operated in a professional manner, giving the participants the treatment of professional players. Sina Sports has also opened up two pathways to extend the tournament IP upwards and downwards, reaching every prefecture-level city in China and connecting with FIBA to attract the best players from home and abroad.

Figure 2

Operation Model of "Sina 3V3 Basketball"



During the four years of tournament IP operation, Sina Sports has simultaneously been developing innovations. Provincial tournaments were conducted in several provinces across the country, bringing together champions from each city in the province to determine the provincial champion, allowing more cities in a province to host city tournaments and stimulating the development of mass sports. A player points system has also been developed, where the system assigns players to team up against different teams over a period of time to gain points for upgrades, extending the tournament over several weekends and increasing the fun and

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longevity of the tournament. The point system will also be certified by FIBA in 2019, continuously improving the system and upward mobility of the 3X3 Golden League as a sports event IP. According to the data disclosed by Sina Sports at the 3X3 Golden League points tournament partner conference, the scale of the 3X3 Golden League as a tournament IP has expanded from 9 cities in 2015 to 82 cities in 2018, which also includes overseas cities such as Manila and the Philippines. The number of media platforms involved in live streaming, broadcasting and related follow-up coverage has also increased year by year, and now has a wide reach across the country. The interest of basketball associations, sponsors and investors in the tournament IP shows that along with the growth of the tournament's radius and influence, there is also its own commercial value. In its four years of innovation and experimentation, Sina Sports has been building the 3X3 Basketball Golden League with product-oriented thinking, Internet-oriented thinking, and professional input to operate the tournament, working to create an international channel of operation, a professional channel of players, and a commercial channel of the tournament, and has gradually grown into a more complete and distinctive model of mass sports-based sports IP, which is worth learning from in many aspects. Many aspects are worth learning from.

Three major paths to shape china's independent sports event IP

Since the State Council elevated the development of sports industry to the level of national strategy, provinces, cities and localities have also responded to the call of the State Council and introduced various local industrial support policies one after another, and China's sports industry has flourished and become a popular choice for entrepreneurs. Sports event IPs targeting different sports, different groups and different markets have also sprung up. However, according to our research data, among these various sports IPs, those that have been successful and run for a long time are relatively low. The following article will analyze and discuss a reasonable operation model for shaping sports event IPs based on three elements of sports event IPs.

Improve the level of competition of the event

The level of competition is the key factor to determine the attention, participation and event durability of sports event IP, and is also the basis to establish the whole sports event IP operation mode. Competitive sports IP is an eye-catching economy, and its main commercial value is the realization of resources in the competition and performance industry. In the short term, it can increase the offline consumption of spectators such as ticket sales and investment income of sponsors, and in the long term, it can drive the development of other sports industry chains such as professional sports, youth sports, sports training industry, sports goods and footwear industry, so that the commercial value of the event IP can be realized and enhanced in many aspects and time periods. In contrast, mass sports-type event IP is a participation economy, and the commercial value is mainly reflected in traffic realization, the core of which is offline participation activities. Compared with professional sports, which cost a lot of time and money, the most important feature of mass sports is the wide participation and low participation cost. At the same time, the improvement of the competitive level of mass sports IPs can also promote national fitness, enhance their own commercial value, and promote the development of industries related to the "sports +" model.

Improving the level of competition of sports IP can be seen from a single level, from raising the tone of

the event IP, attracting the attention of the target group, in order to achieve the purpose of resources and traffic to cash in and enhance the commercial value of the event. From multiple perspectives, it is to change the one-way degree of winning glory for the country to comprehensive service to the society, promote the development of mass sports, provide more sports consumption products for mass sports, and give more choices for different groups such as youth, middle-aged and elderly to participate in sports; drive the development of sports industry, promote the market development of sports items, cultivate competition performance and professional sports to become pillar industries, and promote the industrial structure of China to service and high-end transformation (Ye, 2016).

Guarantee the professional operation of the event

Operation is a key element that affects the speed and space of the rise of the commercial value of sports event IP. In the environment dominated by streaming media, without professional thinking of running games and well-functioning operation mechanism, even if the event IP is extremely popular, it is difficult to survive for a long time in today's information explosion. The operation of sports event IP requires the thinking and behavior mode of industry integration. Under the background of the national policy of accelerating the development of sports industry and promoting sports consumption, the diversified and multi-level sports consumption demands not only rely on the sports industry itself, but also increasingly need the new industry and new products formed by the integration of sports and related industries. The development and innovation of new sports fusion industry is an intrinsic motivation for the structure of China's sports industry tends to be advanced, and it is also an intrinsic need to extend the value chain of sports industry and enhance the value-added of sports (Ye, 2016).

First of all, it is necessary to achieve professional and professional operation of events, to equip events with long-term fixed competition venues, and to increase the stability of event operation. Simplify the way of event participation, protect the health and personal safety of athletes, and do a good job of sharing and preventing the related risks. It is also important to equip the events with professional referees and related technical staff to enhance the credibility of the events. The lag in the construction of a market-oriented social service system for mass sports, the insufficient development of mass sports-related social organizations, and the lack of existing mass sports-related social organizations either because of their own insufficient action capacity or because of the administrative tendencies they show, which do not play a proper role in the development of mass sports, are the reasons for the lack and poor development path of mass sports (Wang & Chang， 2017. Therefore, whether for competitive sports-based event IP or mass sports-based event IP, the events should be professionally organized and operated in order to prolong the vitality and influence of the event IP.

Secondly, to achieve Internet product-oriented design of events, with the five elements of perspective, target users, user problems, strategies, and goals as the basic logic, design the tournament system according to the characteristics of the target group for which the event IP is intended, clarify the performance form, understand the audience needs, increase the sense of structure of the tournament, and serialize, platform or point the tournament as an indispensable part of a certain link to stimulate participation enthusiasm. The use of Internet-related technologies and product operation thinking can facilitate users' access to online and offline information and resources for individuals; develop relevant sports competition game software, while promoting the development of the e-sports industry; help sporting goods manufacturers in product

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development and design and service awareness, improve the intelligence of the sporting goods manufacturing industry, and also promote the integration of e-commerce and the sports industry to increase relevant sports business participation channels (Huang, 2018).

Finally, to socialize and entertain publicity and promotion of events, the biggest commercial value consideration criteria of sports event IP are reflected in its media value and the commercial benefits of pan-entertainment. According to Lawrence Winnell (1998), "mediasport" is a new form of sport that emerged in the context of the media technology revolution. Although international and professional sporting events had already existed, their influence was limited to a few countries and cities in the "grandstand + paper" era. Cable and satellite television dismantled the three-dimensional space of the stadium stands and the fence between sports and media. The world has entered the era of mediated sports (Hao, 2016), using traditional media and new media to simplify the way for viewers to get information about events and watch games, increase the ways to participate in discussions about events, gain public attention from multiple platforms, angles and levels, and increase the participation and discussion of sports event IP. By using the celebrity effect and the effect of the game topics, we can attract the attention of potential users outside the circle and promote the development of related derivatives industry chain.

With the advent of the "fragmentation" and "decentralization" information era, social media will play an increasingly important role in the marketing of sports event IP. The comprehensive use of traditional media and new media can simplify the way for viewers to get information about events and watch the games, increase the ways to participate in the discussion of event topics, gain public attention from multiple platforms, angles and levels, and increase the participation and discussion of sports event IP. Sports events, sports stars, sports commentators, etc. disseminate content in the way of self-media, using the star effect as well as the effect of match topics to attract the attention of potential user groups outside the circle and promote the development of related derivatives industry chain.

Improve the legal protection of the event

The development of China's sports industry has entered an accelerated period, but in general it is still nascent, with the main focus and funds concentrated on the promotion and publicity of events, and the protection of related rights and interests is indeed insufficient. Regarding the legislation and confirmation of sports intellectual property rights, we can see the lack of legal provisions on sports intellectual property rights in the Sports Law of the People's Republic of China, including the Chinese Intellectual Property Law, which will affect the development of securitization and commercialization of sports assets, and also hinder the path of securing the realization of sports assets at the legal level.

The market-oriented reform of China's sports industry is still in the process of development, and the sports industry lacks the awareness of rules accumulated for a long time by Western sports autonomy, and the external special civil and commercial laws adjusting the sports industry are relatively lagging behind, and the rules are scattered and lacking in relevance, and this situation has been difficult to adapt to the needs of the market-oriented sports industry (Wang & Zhao, 2018). Although the legal protection related to sports event IP has not yet come into everyone's view, if we look at overseas mature sports industry markets, legal protection and rights maintenance is an inevitable issue after the commercial value of event IP has been increased, and it

is also a guarantee for the economic realization of event-related industries, so measures should also be taken to prevent it in advance. The legal protection of sports event IP mainly focuses on the protection of athletes' rights, the protection of audiovisual communication rights, the protection of sponsors' rights and interests, and the protection of copyright of event-related derivatives.

Athletes' rights are the general term of various rights that should be protected by law when athletes participate in training, competition and other sports social activities. Athletes' rights are mainly expressed in the right to life and health, the right to honor, the right to portrait and intellectual property. For the right to life and health, efforts should be made to reduce the risks of competition, set up corresponding risk contingency plans and high-level life and health related teams in advance. The risk of possible injury to athletes should be minimized, and unscientific, unreasonable and uncivilized phenomena in sports training and competition should be excluded as much as possible, so that the right to life and health of athletes can be fully protected, and at the same time, the harmonious and orderly development of competitive sports can be promoted (Ma, 2014). The issue of athletes' right to honor, portrait rights and intellectual property protection often arises after the end of the event and is the key to the maintenance of IP of sports events. The authorized scope of athletes' related rights should be clarified, and the portrait rights and intellectual property rights should be used reasonably within the scope, and the rights and interests should be maintained through relevant national trademark and copyright registration procedures while combating copies and counterfeits appearing in the market. Event audiovisual communication rights are the key and basic development requirement to enhance the commercial value of sports event IP, which can attract advertisers and sponsors' capital investment. In terms of attribution, the audiovisual transmission rights of events belong to the scope of intellectual property rights and should be regulated and protected by the laws related to intellectual property. However, judging from the cases in judicial practice in recent years, many disputes occur in the process of contract signing and subsequent performance, i.e. the related infringement disputes are more related to civil law, anti-unfair competition law and other civil law fields. Therefore, when protecting the rights of audio-visual transmission of sports events IP, the legal risks and protection in each sector should be considered comprehensively.

The protection of sponsors' rights and interests is divided into two kinds, one is the protection of the rights and interests of the sponsors of in-game advertising, for this kind of sponsors should clarify the content of the contract, and cooperate with the sponsors in different fields to expand the influence of the event. The second is tournament equipment sponsors, whose contractual requirements may conflict with the players' contracts, such as the shoe loss incident in the CBA. Such sponsors should consider the level of competition and the content of the relevant players' contracts and actively negotiate to resolve the conflicts. Tournament-related derivatives mainly refer to the peripheral products of tournaments, such as souvenirs with the portraits of athletes. According to Article 17 of the Copyright Law of the People's Republic of China (Li, 2001), if sports stars ask others to take photos, draw portraits or shape statues for them in order to develop the value of souvenirs of their portraits, they should clearly stipulate in the contract that the copyright of these works belongs to them, otherwise their copyright belongs to the authors of the works. The distribution and dissemination of event-related souvenirs should be strictly controlled to control the manufacturing and sales channels, to combat all kinds of unauthorized commercial practices, and to protect the relevant rights and interests of athletes and sponsors.

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Conclusion

A truly valuable event IP requires a long period of accumulation and precipitation, and sports is an industry model centered around events, which also requires long-term cultivation and incubation. The life cycle of sports event IP is longer, with higher safety factor and stronger network effect compared with the cultivation cycle of film, television, games, variety arts and other types of IP. In today's IP fever environment, sports event IP as the core of sports industry also has the potential and ability to create high commercial value, and China's sports industry also has a lot of room for growth and development. The role of sports industry is also indispensable on the road of carrying out national fitness and building a healthy China. This paper deconstructs the existing sports event IP model in China and proposes an ideal model to enhance its commercial value accumulation by combining relevant theories, hoping that it will be helpful to promote the development of China's sports industry.

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