Sports Broadcasting Industry

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The sports broadcasting industry is a growing industry that is constantly changing. Many people every day enjoy professional sports. Rarely, will you ever watch a sport and not hear or see a sportscaster talking you through what is happening on the field or court. These guys go unnoticed at times due to the spectacle happening on the tv, but they are a particularly important part of the sports-watching experience. Some of the most popular voices in sports are the voices of the guys or gals calling the game. From a Mike Breen “BANG,” or Tony Romo calling what the offense will do perfectly, these calls are synonymous with different moments in sports history. This also leads to the industry being an incredibly competitive one.

You must have something different; something makes people want to listen to you. That is difficult when one is very unknown in the industry. Getting noticed is one of the more difficult factors to making it as a sportscaster, especially when a good amount if the more well-known sportscasters are famous former athletes that although did have tough athletic careers that earned them the opportunity to sportscast. The ones who do not have long professional athletic careers are the ones who truly start from the bottom and make it big. This is becoming increasingly easier nowadays due to the increase in technology that the industry has had in recent years.

Streaming has become an everyday formality in today's technological climate. Almost everybody has some form of streaming platform whether its Netflix or ESPN+, they most likely have one of them. People who have apps like ESPN+ and Fox Sports GO, have a constant supply of sports for them to watch. Even if old, they have some sorts of sports to watch all the time. So, this undoubtably leads to more people knowing more of the sportscasters of today.

Another aspect of technology that affects the sportscasting industry is the sharp rise of podcasts and daily shows popularity among sports fans. According to Edison Research and Triton Digital, there are now 62 million Americans listening to podcasts each week, up from 19 million in 2013. (Adgate 2019) When a highly popular personality like Shannon Sharpe or Collin Cowherd talks about the sporting events that have happened in the last week, hundreds of thousands of people tune in to hear their opinions every day. “Undisputed” with Skip Bayless and Shannon Sharpe is averaging 148,000 viewers in its late morning time slot and “The Herd” with Collin Cowherd is averaging 108,000 from 12 p.m. to 3 p.m. Eastern. (Reedy 2020) This leads to increased exposure for smaller creators who do not have a platform. It is easier for these small podcasters to get noticed and have a larger platform or creator put them on to as bigger audience.

The two main points these creators must hit is the availability of their content and how broad their audience is. This will in turn lead to more viewers of their content and a higher income for them. The more viewers a show has, the more sponsors and the money they will make. Which of course, is always the main goal. More viewers are the basis of all thing's television and Radio, it is what makes the show happen. There would be no point in doing the show if no one were watching.

Company's bank on add impressions from the viewers. So much so they're willing to pay people like Jim Rome $30 million a year. (Dougherty 2020) Theres no guarantee in how many viewers a show will get, it could fall off and anytime for any reason. Some people say something they should not have, and some people just lose their hype, any multitude of reasons can lead to a show falling off.

Another big part of the whole deal is production value. People are usually going to watch what is the easiest to watch. Meaning, the have a good set, good crew, good camera, good angles, and good guests. All these joint with good personalities of the everyday guys on the show, you are more likely to have a successful show. Shows like The Pat Mcafee Show and The Herd have interesting stars with Pat Mcafee and Collin Cowherd, plus they hit everything I previously mentioned to make their shows unique. These shows always have different celebrity guests on every day. Whether the guests are former athletes or famous actors, they get interesting people who people want to listen to. People will get sick of hearing the same person talk for sometimes up to 4 hours every day, so they break up their own voice and opinions with other people who may or may not agree with what they are saying. This leads to debates. People loves debates. We love listening to two people who do not agree on something argue about why the other person is wrong. We do it all the time ourselves, and when its two famous people who know more than we do, it’s hard to turn away.

The sportscasting industry is a growing one that does not seem to be slowing down anytime soon. Sports in today's day, especially post-pandemic, have a spotlight on them. A positive spotlight, almost seen as hope. That is what were all chasing, we all want what we had not too long ago, and sports help us feel as if we are still in that time. There will always be sports, which of course means, there is always sports to talk about.

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