

Prospects for the Development of Sports Advertising in Uzbekistan

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Abstract:

The economic and regulatory requirements for the wide promotion of sports in our country and the improvement of sports advertisements in the development of physical education and sports are highlighted. At the same time, the issues of attracting the youth of our country to sports through the development of sports advertisements, along with the advertisements presented by mass media today, were touched upon. Scientific and practical recommendations have been developed regarding the prospects for the development of sports advertisements in the advertising market.

Keywords: sports advertising, attracting young people to sports, international sports market, popularization of sports, advertising market.

Introduction

In the third priority direction of the Decree of the President of the Republic of Uzbekistan "On the development strategy of New Uzbekistan for 2022-2026" "Rapid development of the national economy and ensuring high growth rates" was emphasized priority development of all sectors of the national economy¹. It is not an exaggeration to say that New Uzbekistan, which is taking steps towards the "Strategy of Actions - Strategy of Development" in the development of our country, has directly chosen its path of sustainable development.

Literature review

¹ Ўзбекистон Республикаси Президентининг 2022 йил 28 январдаги "2022-2026 йилларга мўлжалланган Янги Ўзбекистоннинг тараққиёт стратегияси тўғрисида" ги Фармони. <https://lex.uz/ru/docs/5841063>

It is no exaggeration to say that the adoption of the decree of the President of the Republic of Uzbekistan "On the development strategy of New Uzbekistan for 2022-2026" serves the development of our country.

Article 17 "Advertising on Television and Radio" of the Law of the Republic of Uzbekistan by No. 723-I of December 25, 1998 "Advertising on Television and Radio" stipulates that the air time allocated to advertising for television and radio organizations should not exceed 10 percent of each hour of the broadcast. This requirement does not apply to specialized advertising channels of the show. Concerts and sports programs longer than 45 minutes, movies and television films may be interrupted for commercials no more than once in a full 45-minute period.

Advertisements can be placed before and after these shows. It is noted that TV shows lasting less than 10 minutes cannot be advertised in general, and TV shows lasting more than 10 minutes cannot be advertised without the consent of the copyright owner of these TV shows².

Analysis and results.

The advertising market in our country is developing year by year. Today, the advertising market promotes the development of a competitive environment between networks and enterprises, and on the other hand, it serves to increase the quality of sales and services through advertising.

The implementation of advertisements related to physical education and sports in the advertising market of our country serves the strategic development of sports activities. Currently, by increasing the role of sports marketing in the development of sports advertising, it is of great importance in solving the current tasks that await the solution in the field of sports advertising.

Today, we rarely see advertisements promoting sports in the mass media. Therefore, wide application of sports advertisements in the advertising market is one of the urgent issues of today. The number of private enterprises and sports clubs conducting sports activities in our country is increasing. However, there is hardly any information about this in the media or street advertising.

If we look to the world sports advertising, sports programming continues to be one of the most-watched genres on traditional television in the US, with sports events dominating the list of the most-watched TV-shows in the 2021/22 season. Live sporting events have the ability to attract some of the highest audiences in the country, with millions of viewers tuning in to watch the action. The popularity of sports is not just limited to traditional television networks, as digital live sports content has also become increasingly popular. In 2021, approximately 57.5 million viewers in the United States watched digital live sports content at least once per month, a number that is projected to rise to over 90 million by 2025. This huge popularity of sports on television has made it one of the most popular and profitable genres in the television and streaming media markets³.

Live sports programming attracts millions of U.S. viewers every year, occupying the first spots of the most watched shows in the United States. Sporting events are often linked to traditional cable networks as they own the rights to the most popular sports leagues, such as the National Football League (NFL) or the National Basketball Association (NBA). However, streaming services increasingly saw the potential in recent years and grew their spending on sports rights worldwide by over three billion U.S. dollars between 2022 and 2023. With leagues spreading out over several months, add-ons and other special offers as well as events like the Super Bowl help streaming platforms reduce churn⁴.

² Ўзбекистон Республикасининг 1998 йил 25 декабрдаги 723-I-сонли “Реклама тўғрисида” ги Қонуни.
<https://www.lex.uz/acts/25458>

³ <https://www.statista.com/topics/2113/sports-on-tv/#topicOverview>

⁴ <https://www.statista.com/topics/11768/sports-streaming-in-the-united-states/#topicOverview>

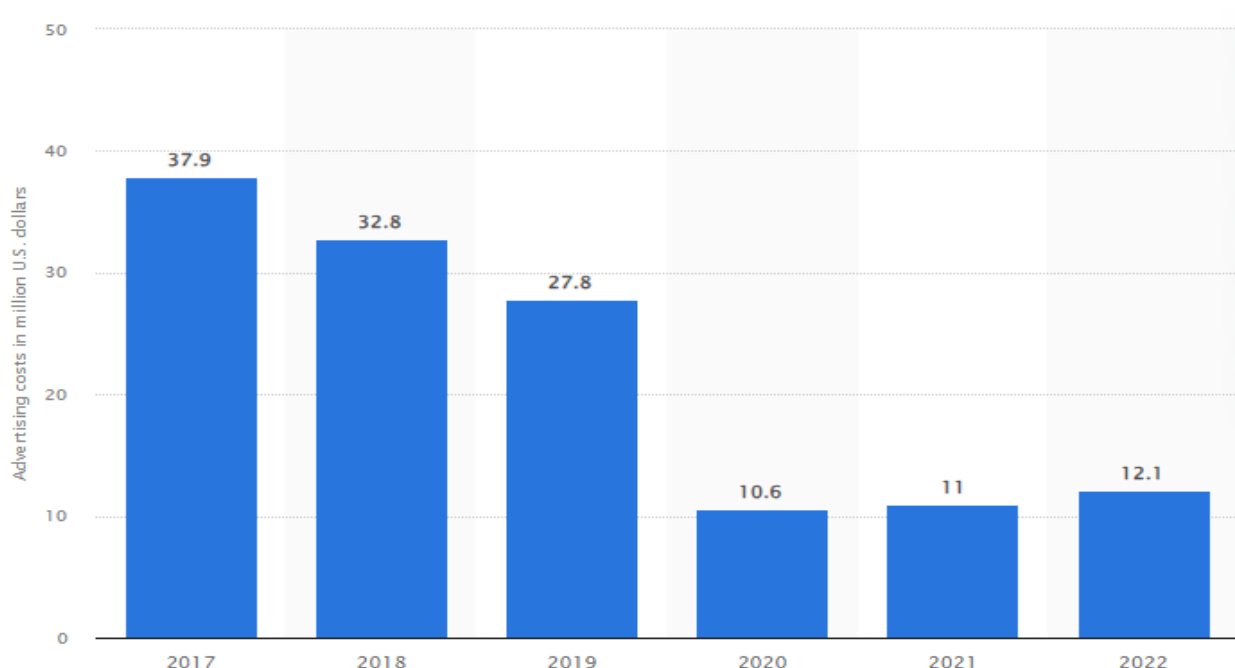


Figure 1. Big 5 Sporting Goods Advertising Spending in the United States from 2017 to 2022 (USD Million)⁵

This statistic depicts the advertising costs of Big 5 Sporting Goods in the United States from 2017 to 2022. In 2022, Big 5 Sporting Goods spent just approximately 12 million U.S. dollars on advertising.

By placing sports advertisements in the advertising market of our country, we can encourage the next generation to be interested in physical education and sports. It is desirable that the main issues that should be paid attention to in the development of sports advertising are as follows:

- ✓ sports advertisements should be prepared in a form that interests everyone equally;
- ✓ placing advertisements for the wide promotion of sports competitions in order to effectively use sports infrastructures;
- ✓ establishing beneficial cooperation with advertising companies organizing international sports advertisements;
- ✓ promotion of advertising of national sports products at international sports competitions;
- ✓ development of advertisements for the organization of public sports competitions.

Advertising in general is a way to compete. Therefore, if sports enterprises have set themselves the goal of sustainable development, it is necessary to pay attention to sports advertising. For this, it is necessary to pay attention to organizational and legal issues when establishing cooperation with mass media.

Stimulating and supporting the development of professional, public sports, including sports games and winter sports, through wide promotion of sports advertising, wide introduction of modern innovative technologies in the process of sports training, taking into account the advanced international experience, studying foreign experiences in this regard, there will be an opportunity to increase the level and quality of national championships in all sports, to organize international and regional competitions.

⁵ <https://www.statista.com/statistics/1020847/advertising-costs-of-big-5-sporting-goods-us/>

The importance of sports marketing in the development of sports advertisements today is incomparable, therefore, we create the ground for the development of sports based on the wide promotion of sports advertisements.

Conclusions and suggestions.

In conclusion, it is worth saying that streaming sports advertising leads to the creation of a competitive environment in the sports business and the efficient use of sports inventory.

By developing sports advertising, every sports product or service can find its own consumer, and the foundation is created to increase the source of income by increasing the number of sports fans and viewers in each sport. Today, it is necessary to focus on the promotion of advertising of national products in international sports competitions by involving sports marketing specialists in the preparation of sports advertisements.

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