

Research on the Economic Impact of the NBA Business League

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Abstract: The NBA is the acronym for the National Basketball Association, and is also the four major professional sports organizations in the United States, including the baseball league, the football league, the hockey league and the basketball league, with the strongest leadership, the highest level of globalization and the greatest international influence. This paper explains the connection between basketball and the economy, such as the broadcasting of basketball games and how it drives the formation and growth of the market for related products such as sneakers and jerseys, as well as analyzing how the NBA is profitable and, using the NBA as a template, whether Chinese basketball needs to learn from foreign countries. Through a search and review of relevant literature, this paper identifies strategic suggestions that the CBA, as an emerging local Chinese basketball league, can draw from the development history of the NBA.

Keywords: NBA, globalization, professional sports organizations, star-making movement, CBA

1. Introduction

NBA (National Basketball Association) The American Professional Basketball League, since its establishment in 1946, has developed from a bleak amateur basketball league to a commercial alliance with a total market value of more than 50 billion US dollars today, shaping basketball sports into a country in all countries in the world. Cultural products that personal species love them have spread to 212 countries in the world [1]. The NBA is a league that flourished during its nascent period, although it encountered various difficulties, including funding and venues, when it first started. However, through decades of hard work, it has accomplished strategic goals including the improvement of rules, global promotion and brand cooperation, thus greatly enhancing its competitiveness and influence and making it occupy an irreplaceable and important position in the national economy and even in the world sports market. NBA has developed from a regional amateur league to the current global business alliance. Its successful road deserves reference and reference for many similar sports organizations. This article mainly explores the reasons for the success of the NBA Business Alliance and the impact on the domestic economy and global through the summary of the history of NBA development.

2. Economic Benefits Generated by Basketball Games

The NBA is the most famous basketball league in the world. It was broadcast live in 212 countries and translated into 42 different kinds of languages. The NBA rights market is huge, and everyone understands that. When we say that the NBA is the most valuable television show in the world, that's the most valuable affirmation of it. Of course, this is an exaggeration, but it is true. In the United States, for example, it costs about \$100 million to buy the rights to broadcast the NBA (including the TV fees and advertising and sponsorship fees), and the average annual fee paid to the television network is about \$30million [2]. Of course, if you want to watch more NBA games, you'll have to pay a little more for the rights. The American professional Basketball League has an obvious advantage over the European and Japanese professional basketball clubs in broadcasting because unlike other sports, the NBA has its own unique rules and systems. First, the game time is fixed; you are not allowed to do other things. Secondly, the rules of the game are very clear, and the responsibilities and obligations of the players and the team are very clear. Third, the game venue and time are determined by the NBA's official unified regulation, which no team can arbitrarily change. Fourth, each season's schedule is carefully choreographed and calculated to ensure maximum audience attention. These factors have created the NBA's absolute influence on a global scale.

We can all agree with this. In recent years, we have seen some TV stations constantly broadcast NBA to attract the attention of the audience. Over the years, we have seen some television stations catching the audience's attention by continuously playing NBA, such as CNN, NBC, etc. There are many NBA basketball fans, which is also worthy of recognition. The NBA itself has a huge customer base, including sponsors, teams, players itself, and other levels of publicity and promotion. Media reporting NBA broadcasts and providing a large number of competitions and related news reports and related video resources. NBA.com is one of the largest, most commonly used and popular basketball networks in the world, and more than 1 billion people watch live broadcasts each year [3]. It provides a lot of data analysis, which provides players, teams, and fans with good help, especially to help fans better understand the team, understand the game, and analyze the game. It also provides fans with new experiences (locker rooms, etc.) that other video platforms cannot provide. Internet distributors use their Internet platforms and media resources to distribute fans, media and other interested customers around the world [4]. In China, Tencent paid 500 million yuan for the five -year competition of the NBA. Fans should pay for VIP if they want to enjoy the game. There are about 70 VIPs in China, so it can bring a lot of profits to Tencent. This condition has also accelerated the development of short video media. Many bloggers hope to post videos related to basketball on social media to get higher click -through rates. Basketball broadcast can also create many job opportunities [5]. When you watch the game, a high -quality commentator is necessary. So the commentator can easily find his job. This will be conducive to society, and GDP will increase.

3. The Products of Basketball Culture

Each basketball team has its own uniforms. Many fans like to wear shirts with their favorite basketball star names to show who they support. This has caused the formation of the team store, which sells various clothes and souvenirs related to the team. This can make the team more favorable and make it continue to develop. Today, the basketball industry has become a very popular investment field, and the development of the basketball economy has also made it a very important market. So, what successful models can be used for this emerging market? In fact, many companies have been committed to developing this market in recent years. So what are the places worth learning from the domestic basketball industry? As we all know, the basketball market in the United States is very huge and its development speed is very fast. In this basketball market, they have their own rules and the rules are very detailed. However, in China, many people have not been in contact with

basketball, so they have no good foundation. Our country attaches great importance to the development of this market and gives a lot of support. Therefore, for the domestic market, many companies will bring their products to this market, and these products are low in price and can meet consumers' needs well. In this emerging market, we should also learn the successful experience of the United States. In addition to products and marketing, it is worth learning from the domestic market. my country has established a series of policies and systems for development and promotion of basketball. These policies and systems are not uncommon in other countries [6]. Therefore, in my country, there are still a certain number of very high -quality leagues in the basketball market. There are many teams and great development potential. In this regard, we should maintain an open mind.

4. Star Effect

The star effect means that every product of all enterprises must pursue the maximum effectiveness of the market and the maximum demand. To this end, they should establish their own brand image so that everyone knows it and likes it. Just like cultivating big stars, they should cultivate their products, just like celebrities should first improve their quality. Celebrity advertising is a form of advertising. In movies and television, singers, sports celebrities and social celebrities as brand spokespersons. It is a marketing strategy that uses the advantages of celebrities to promote products, quickly increase product awareness, promote product sales, and achieve rapid marketing. Enterprises use celebrities to shoot advertisements, and spokespersons are using the star effect. Star advertising has become an important means for many companies to conquer the market. The majority of companies have invited celebrities to advertise. Celebrity advertising has become an important means for many companies to conquer the market. Just like Nike invited Michael Jordan to advertise for his basketball shoes. From the perspective of the market, the limited edition price is very high. In fact, many people make a living by selling shoes. Many dealers get limited -edition shoes from the official website and sell them to final consumers at higher prices. In terms of economic sense, we say that dealers get things from the first -level market, and then sell them in the secondary market. They can earn the price difference between the primary and secondary markets.

5. The NBA Economic Model for the CBA Reference Significance

Before the reform and opening up, professional sports were the restricted area of Chinese sports. In recent years, it has only begun to rise and develop in China. Compared with professional sports in Western countries, their development methods today are obviously different. The various systems of the CBA professional league have been learning and imitating the NBA professional league. The development of the CBA professional league has also improved. However gap. In response to new situations and new issues, CBA has adopted a series of policies and measures. In response to China's national conditions, CBA companies have increased their investment efforts and the scale of venue operations, open markets, improve the referee system, and cultivate a large number of professional sports management and technical talents, transfer it to various clubs to help them develop rapidly. Make the CBA professional league one of the most watched and most competitive professional events in China, and pushes Chinese basketball to the world. Every project of American Vocational Sports has a set of institutions that adapt to market operations, that is, Sport Cartel Professional Sports Alliance. The so -called Carter is the most common form of capitalist monopoly organizations. It refers to an alliance organized by companies that produce similar products to monopolize a specific market. On the other hand, the CBA professional league affiliated to the China Basketball Association has no specialized operating institutions. When encountering major problems and emergencies, it needs to be reported layer by layer. The efficiency is very low. Large -scale investment cannot be made, which is not conducive to the distribution of market share, so that the

market development progress is slow, the economy cannot be driven, and the market cannot be leveled. Therefore, there is a huge gap with the development of the NBA. After the comparative analysis of the NBA and CBA referees, the implementation of the professionalized judgment system in the CBA is the need for league development and the inevitable reform. The methods and paths of the NBA professional basketball league and the CBA professional basketball league are different. The Chinese government adopted the "compulsory institutional change" in the professional basketball league reform, and the reform of the professional referee in the CBA professional basketball league should adopt the "guidance system change". Reform needs to learn from the management system, training, implementation of assessment, salary, and responsibility of the NBA professional referee, so as to accelerate the reform of the professional referee system in the Chinese Professional Basketball League.

6. Conclusion

The growth of basketball industry will drive the development of related things. For example, media, basketball training, selling the peripheral products and so on. It is benefit for the growth of GDP and it will create more occupation so that the unemployment will decrease. Therefore, the successful development path of NBA has also played a reference for the long -term development of CBA. The core is to improve the quality of the game and the level of the league. Secondly, it is worth learning from NBA's star -making model. Through the training and shaping of sports stars to promote the development of the industry, the current dilemma of CBA has also exposed its lack of talent. In addition, CBA should also enhance brand awareness and implement brand strategy. By improving its own hard power, brand cooperation and even their own brands can be based on the world.

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