

The Model for Managing T-Sports Channel on the Internet

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Abstract: The objective of the study is to propose the proper management model and the T Sports Channel's content for the Thai context by using the qualitative research by the means of studying the document research and focus group among 20 key informants. The purposive sampling was also used for selecting the criteria of those key informants which are as follows: The governor of Sport Authority of Thailand, the director of T Sport Chanel, and those people who are the stakeholders of the T Sport Chanel procedure, such as creative directors, organizer and moderators, producers, production technology supervisors, reporters, moderators, the successful sport channel administrators, media academician, sport marketer. The tools for collecting the data were the document analysis and focus group, and analyzed by content analysis. The result found that the best practices for processing 5 T Sport channels on digital TV and the internet system both domestic and international was processing the T Sport channels, they should manage the channel for fitting to the sport content, using massive budget for developing the interesting contents, buying the copyright of broadcasting, broadcasting the popular sport from their own variety channels for approaching most of the target customers

Index Terms: Management, Channel's content, T- sport channel on the internet.

1. Introduction

Sport Authority of Thailand (SAT), Ministry of Tourism and Sports is the organization for driving the strategy in developing the national sports. This organization provided the sixth national sport development plan (2017 – 2021) by raising the human potential in order to support the country growth, and creating the quality elder society which is the issue that relates to the Sport Authority of Thailand under the twelfth national economic and social development plan (2017 – 2021) for framing the national sport development by having six sport development strategy by defining the vision which was “Developing sport for excellence and professional sport to create the happiness and the economic value for society by the standard management system” The sport authority of Thailand has been processing T- sports Channel which is one of the important channels for spreading the sport news since 2002. This channel's objectives are for spreading, supporting and awareness people across the country to have the physical exercise for having the good life quality. (1). After setting sport channel mission has been completed, the sport authority of Thailand launched the information service website setting in order to use the benefit from the technology as the motto that “The sport channel for people through the Ku Band, C Band satellite, and TV cable all over the country.” This setting is not only create the sustainable sport community, but also increase the economic value in sport industry in Thailand. (2) In the present day, there have been increasing of the private competitors in the digital market, so developing and administrating are the needed, such as the channel of presenting the event show, the channel network, and so on. However, T- sports channel found some obstacles and the limitation, especially in the aspect of the personnel which are as follows; allocating the budget in the organization, the rerun in broadcasting, and the variety of the show. With those reasons, the researchers are interested in studying for the development as the channel's objective, supporting the sport development, and to serve the people with effectiveness. The purpose of this study is to present the management model and the T- sport channel's content for fitting to Thai context.

2. Research Objectives

This study utilized a qualitative design by using the document research, best practices and focus group.

3. Research Methods

Participants. The 20 participants with the television show producers. Participants were recruited using purposive sampling.

Procedures The focus group interview guided the interview.

4. Results & Discussion

The result of the study and the analyzing for the good best practices

In the operational process of the digital TV system and the internet system both domestic and international level from the study of 5 sport TV stations found that the TV station management for having the sport content used lot amount of budget for developing the interesting TV show. The direction was so clear in the issue of buying the favorite live broadcasting copyright for making live broadcasting in their own station with the variety patterns for approaching most of the customers.

PPTV TV station

PPTV is the ground TV station in digital TV system which was produced by Bangkok and broadcasting company limited on 2013. PPTV has the sport TV show in proportion of 21%, drama and TV series 15% by creating the difference contents. (3). The audience target were the audiences those who were living in Bangkok, the main and the second cities across the country. Although the operating result in 2017 was loss about 2,028 million baht, the expenses was the investing cost for increasing the interesting contents by setting the PPTV's new goal "PPTV world class TV". PPTV bought many more entertainment TV shows copyright because they wanted to expand the audience base to the women and teenager target, and for creating more various from the Football world class show which most audiences were men (60%) (3,4) and in 2019 found that buying the live broadcasting in Premier league was started in Thailand (5,6)

True Vision

True Vision is the TV station under the operation of True vision cooperation company groups. They have 9 sport channels for 24 hours which are as follows; True sport 2 (channel no. 682, 45), True sport 5 (Channel no. 684), True sport 6 (Channel no. 685), True sport 7 (Channel no. 686), True sport HD (Channel no. 666), True sport HD2 (Channel no. 667), True sport HD3 (Channel no. 668), True sport HD4 (Channel no. 669), True tennis HD (Channel no. 670), and True vision. True vision group considered the importance of developing the channel's content by buying the live broadcasting right of the three season of Premier league 22/2021-20/2019 in the type of "All rights" the full version from Premium league in England through all medias and platforms both TV and online. (380 matches) (7,6)

BEIN Sports

BEIN Sports is the sport channel that has just come recently. The result found that their strength is the sufficient budget for managing and developing the content, and also they are able to broadcast the popular sport in their channel. (8). In this issue might not relevant to T- sports channel due to the limitation of the budget, so T- sports channel should increase the internet channel for having the ability of broadcasting many channels at the same times.

ESPN

ESPN is the cable TV station which produces and broadcasts about the sport in 24 hours which most of broadcasting are from the studio in Bristol and Connecticut. They are doing the marketing as if they are as "The Worldwide Leader in Sports". Most of the show from ESPN and their connection are live broadcasting in sport event such as Sports Center, and the rest are talk show such as Around the Horn, Jim Rome is Burning, Outside The Lines and PTI, and the sport documentary (9).

FOX Sports

FOX Sports is the organization which is the representative of Fox corporation in term of the sport property in US. They are consisted of FOX Network ; FS1, FS2, FOX Soccer Plus ,FOX Deportes by FOX Sports, FOXSports.com and FOX Sports App. Fox Sports have networks in many continentals by the biggest network is Fox Sports. FOXSports tries to explore the big event in the areas in order to buy the live broadcasting, for example Basketball and Football. They also analyze the matches both before and after the game which is the value added strategy that they use. (10)

The result found that the model of administration and appropriate content for T- sports channel should be as follows;

1. Developing the content for matching with the T- sports channel audience in term of the diversity for every groups of the audience is the must for them to make the priority. They should approach all aspect of sports such as the sport science, the sport for health such as Boxing, Football, Volleyball, and Golf and so on. They should develop the content for the difference target group such as the professional sport player, amateur, coach, and family in term of analyzing the matches, the situation, and the trend of sport both in the present day and in the future including with the guideline for developing the successful professional sport player.

Therefore, they should propose the sport content from the oversea or bringing the live broadcasting into the station in order to increase the attracting more audiences which is related to the work of ESPN which is the sport station which produces and live broadcasting about sport show in 24 hours (10)

2) The operational structure of T- sports channel is not so clear which is the consequence of lacking in operational flexibility and direction. They should define the structure and the responsibility for being professional. They also should adjust themselves to be the organization where can earn their own income such as making the live broadcasting from oversea, and open the advertising space for people to rent.

3. Focusing on Online platform is the technology advancement which covers all areas, high speed connection and inexpensive cost. It increases the opportunities for approaching the station. They should develop the content and the model for the operational effectiveness in the future.

5. Conclusion

From the result found that T- sports Channel have the online channel through three main channels as follows, YouTube channel, Facebook Fan page, and Application. Nevertheless, following and examining the number of the audiences who were watching through online channel found that there were less number of audiences than they were expected, so the model of broadcasting online should focus are as follows;

1. They should invest and increase the potential production for the target market by focusing online channel such as investing for good commentators those who have experiences in sport.

2. They should develop the model for approaching the variety audiences, such as the kid content show, the sport analysis, the sport inspiration, the coaching etc..

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