

How to leverage Emerging Markets in the global sports economy, “WorkinSports.com”

Phoenix, USA – While developing an Executive Search business across emerging markets, I always received exaggerated respect from locals for my achievements in handball and alpine skiing, sports that most of them know nothing of.



A recent [Nielsen survey](#), showed China leads the world in its passion for sports (96% of people in China are positively interested), followed by Russia (95%). In China, nearly one billion people followed the Chinese women's volleyball team win the Olympic final in Rio!

These numbers have encouraged record investments in and from emerging markets, to air more sporting competitions and attract superstar players to the local leagues. More and more organisers are competing to connect with fans in emerging markets. However, this new fan base has volatile expectations that are sometimes hard to explain: it grew up with limited leisure time and prefers digital media over cable, in markets where regulations are still unclear, recreational venues are under development and broadcasters are often centrally controlled. [...]

Read the full article here: <http://www.workinsports.com/blog/how-to-leverage-emerging-markets-in-the-global-sports-economy/>



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