

Research on the Development Path of Sports Event IP in China: A Case Study of Wanda Sports (Postprint)

Authors: Jianming Zhu, Bingbin Xie, Jianming Zhu

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Abstract

To comply with the requirements of building a sports powerhouse in the new era and promoting the development of China's sports industry, it is necessary to develop the intellectual property (IP) of China's independent sports events. This research examines the development background and current situation of China's sports industry, compares it with other domestic industries and foreign sports industries, and takes Wanda Sports' "China Cup" and Sina Sports' "3V3 Golden League" as case studies to investigate the IP operation model of China's sports events. Under the new-era sports industry development with "improving quality and efficiency" as the main theme, enhancing competitive level constitutes the fundamental foundation for building event IP, specialized operation management serves as the key to stimulating the commercial value and vitality of IP, and improving relevant legal rights and interests provides the guarantee for maintaining the vitality of sports event IP.

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