O FUTURO DOS MEGAEVENTOS ESPORTIVOS

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– INOVAÇÕES PÓS COPA 2014 E JOGOS OLÍMPICOS E PARALÍMPICOS 2016

THE FUTURE OF SPORTS MEGA-EVENTS

– INNOVATIONS FOR AFTER THE 2014 FIFA WORLD CUP AND THE 2016 OLYMPIC AND PARALYMPIC GAMES

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OLYMPIC AGENDA 2020, SOCIAL MEDIA AND ONLINE STRATEGIES FOR THE SOCIAL VALUE OF THE OLYMPIC GAMES

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The announcement of the International Olympic Committee (IOC) in late 2014 pointed out new directions for the governance of the Olympic Games as provided by Olympic Agenda 2020. This document proposes a series of recommendations that should be adopted and managed in the coming years in order to make the Olympics even more marked for contemporary society in addition to indirect influences on the Paralympic Games and on sports mega-events in general.

During the 127th Session Opening Ceremony in Monaco, the announcement of Olympic Agenda 2020, in the speech of IOC President Thomas Bach, made clear the desire to strengthen further the Olympic values and sport in the world in the coming years. From a statement of Nelson Mandela, "Sport has the power to change the world ", Thomas Bach pledged the desire for change and said that, more than ever, "we need to inspire each other to change".

Talking about changes in today's world requires understanding the functioning of the social dynamic that is currently happening. Information technology dominates public and private spaces as sections of society start to interact increasingly over the Internet (Melo, 2014). Global and regional social media have grown hugely over the last decade and now have a combined estimated user base of over 2 billion people. With this number being expected to grow and more and more people in developing countries coming online for the first time, it is arguable that organisations must begin to place as much emphasis on their social media strategy as they do on traditional media. Furthermore, Castells (2011) recognizes the growing complexity of social relations that are built online, including those through social networking websites.

In this sense, if institutions desire to spread Olympic and sports values in contemporary societies, it is essential for them to participate in the digital space and to make use of innovation in technology and communication. But to achieve the objectives agreed by Agenda 2020, for example, the IOC will have to make sure that communication strategies for different audiences should be put into practice. As a result, the processes of organization and carrying out the Olympic Games should also be changed. In order to effectively do this, the IOC must develop a thorough understanding of how digital and social media are used in the contemporary world. Some questions guide the targeting and monitoring of social media. What are the best social media monitoring platforms for the proposal of Agenda 2020? What are the benefits of developing social media connected with sport mega-events? What ways to wield social influence scores to improved online interactions? How to measure the social Return On Investment (ROI)[1]? How to optimize new campaigns and to find influencers (visitors/month, average time on website, Klout score, Kred score, Outreach, Retweets, MozRank, Backlinks, Reach score, etc.)? How to improve the interactivity with consumers applying a rather competitive intelligence, feedbacks and manage the reputation? What is the strategy to forward the social value through maximising the impact of public expenditure to get the best possible outcomes from the Olympic Games? Some of these issues are not to be answered but to be thought out so that effective lines of actions should be planned. Not only the world in general but also how people manage their relationships and access content has changed hugely in the last decade. Therefore, such strategies of communication and engagement must change to keep pace. The high aims of Agenda 2020 cannot be achieved without this pledge.

SOCIAL MEDIA STRATEGIES FOR CHANGE

The Internet has deeply changed the human experience in society. According to Correa et al. (2010), the web is used to find information, purchase and sell products, watch TV, listen to the radio, access cultural products, communicate with other individuals and even participate in online discussions. The network is already included in the public and private spheres of human life. According to a report produced by the global NGO Internet Society (ISOC), in 2015 there will be about three billion users of the worldwide web. This number makes us reflect on the increasingly significant impact that the web will have on contemporary societies.

On the Internet, when it comes to interaction and consumption of information, it is necessary to think of social media websites. These spaces are increasingly playing important roles in the digital environment due to the potential that these channels offer to their users. In 2014, a report produced by We Are Social agency (wearesocial.sg) estimated that approximately two billion people worldwide access social media daily. This number reflects the potential scope that the media have called.

The popularity and the growth of the Internet have promoted a large debate about the power of the social media and the diversity of content. Due to this fact "the new technologies have opened up several areas for sport consumers, who have more choices and options in the terms of channels, content and opportunities for feedback" (Schultz & Wei, 2013). Unsurprisingly the factors that make social media strategic areas for change have to do suggestively with its operating logic. Manuel Castells (2011) calls this new contemporary context

as "network society". Castells (2011: 45) defines "network" a set of "we" interconnected. This "we" may have greater or lesser relevance, but all are important to the operation of the network structure. In social life, or in the public space, these networks can be interpreted as communication structures, where information flows are processed, which can run through different "we" and networks through visualization and sharing of content.

Thus, social media can reach a wide and diverse audience of users around the world through multimedia content audio, video, photo and messages. And depending on the social media website, this range can be even greater. Facebook, for example, has one of the highest numbers of social network users worldwide. Unlike other mass media, social media are consolidated as information and content distribution channels, allowing citizens to participate in the production process, not just consumption. Maher et al (2014) point out that social media require users to be engaged in the production and sharing of content, so the networks become even more powerful than the traditional media, characterized by the passivity of their consumers.

Schultz & Wei (2013) emphasize that there are more content providers in the Internet than ever before and more people watching. "The worldwide viewership for the Summer Olympics continues to grow: 3.6 billion for Sydney 2000, 3.9 billion for Athens 2004, 4.7 billion for Beijing 2008 and 4.8 billion for London 2012" (Cumulative, 2012 apud Schultz & Wei, 2013, p.139).

Examples that show social media websites as social engagement channels abound. For example, in recent years, in the Middle East,

totalitarian regimes have been submitted to popular reactions from the mobilization of different groups in social Internet networks (Castells, 2012; Chomsky, 2013; Melo, 2014). When we look at the world of sport, a number of initiatives are informally identified in different social networks. On YouTube, for example, we find channels through which network users can have access to exercise or professional information on physical activity or healthy eating. On Instagram, profiles "fitness" proliferate and through them users follow the routine of "web-celebrities" in the search for a healthier life. These initiatives show the users' level of engagement in the channels of social media as well as interest in the subject. Mataruna (2014) uses this search on physical activity promotion by the social media and analyses the number of followers, language and contents connecting health and sport (Mataruna; Petersen-Wagner; Cancella, 2014). With regards to Bach's call in relation to sport being used to engage and to promote change, the key question to ask now is: how can social and interactive media be used to promote and meet the aims of Agenda 2020?

New Broadcast Technologies in the Social Media such as Facebook, Twitter, Instagram, VKontakte, QQ, Odnoklassniki, WeChat, Snapchat, Qzone. Tumblr, Tecent, Yoku, Tudou, Linkedin, Badoo, Line, Whatsapp, Sina Weibo, Youtube, RenRen, Mobage, Gree, Google +, Mixi and others have been changing the interaction between athletes, sports consumers, sponsors and other stakeholders. Sports fans are using the platforms to make connection with the athletes, to cooperate with sport news reporting and to promote interaction with the community. Unfortunately, the IOC does not yet explore this new media with emphasis, a limitation recently recognized by Olympic Agenda 2020. So from now on, it will be highly recommended to change the lan-

guage, the codes and the approach to reach the new consumers in the social media.

If the IOC innovates the Games with the new format of social media, the perception of the spectator, feeling part of the event, can be transformed as related to the venues Argumentative Reality, Eyeglasses, EyeTap, CrowdOptic, Fiducial Marker, Spatial Video Tracking, Augmented Reality and Projection Mapping, the last one a tool available in the Sochi 2014 Winter Olympic Games. In this context, fans can be informed about sport without turning on the television or watching the game. The consumption of sport information has changed over the years. According to The Global Sports Media Consumption Report 2014 (Young, 2014), online participation is already the second most popular method behind TV in the consumption of sports in the United States. The report also elucidated the growth of mobile and social media consumption: 57% of online fans follow sport news in text format. Although the same content can be easily seen in newspapers and magazines, people prefer to use the Internet and social media not only because of the lower cost and the diversity of information, but also because of possibilities of interaction and of watching the event in real time.

ONLINE STRATEGIES FOR CHANGE TOWARDS OLYMPIC AGENDA 2020

Manuel Castells (2012) states that the fundamental power struggle is the battle for the construction of meanings in the minds. In today's world, the construction of meanings, as we have seen, is increasing-

ly being performed in the digital environment, through social media on the Internet. Building online strategies to appreciate the Olympic Games, as well as values and philosophy of sport, has to do with understanding how social networks work and the use that citizens and organizations make of web spaces.

In addition to its official website, the International Olympic Committee has official profiles on social media websites: Facebook, Twitter and YouTube. Facebook figures as having the most "like" participants, about 10 million on the IOC's fan page. The new media and Olympic Games are followed by some authors in the social media as, for example, Fernández Pena (2012; 2011), who is trying to observe the presence of actors of the Olympic Movement in various relevant social networks and study the digital strategies of different institutions and Olympic sponsors. Twitter comes next with over 2 million followers and, finally, YouTube, with about 1 million users. These are considerable numbers, but there is need not only to understand what type of content can generate more visibility to the Olympic Games – and probably to other sports mega-events - but also to discover the most accessible language for the heterogeneous audience of the social media. When it comes to language, Herring (2006) considers that it is necessary to conceive a language for each specific type of social network as well as different multimedia content that applies to these platforms.

Another important issue has to do with creating new relationships with different public spaces around the world. Recent data released by the Internet Society report reveal the emergence of regional social media to compete with global social media, such as Facebook (with

1,5 billion users) and Twitter (240 million users). Examples of these emerging media in the digital environment are the WeChat in China, which has over 230 million users and the Vkontackte (VK) in Russia, with more than 31 million people connected.

In his speech, during the 127th Session Opening Ceremony in Monaco, IOC President Thomas Bach spoke of Olympic Agenda 2020 and the interaction between sport, digital tools and society was highlighted. The connections between sport and values, part of the Olympic Principles, were cited as being related to the need for a respectful dialogue with the society that is "changing faster than ever" (Bach, 2014).

Bach also placed great emphasis on the importance of recognising sports' central place in modern society, saying: "We need to change because sport today is too important to ignore society in the rest of society. We are not living on an island; we are living in the middle of a modern, diverse, digital society" (Bach 2014). The changes elucidated by Bach about the values of Olympism reflect the growing interest in sport, its place in society and how it can foster and promote dialogue. As such, the access to Olympic Sport information will be also stimulated by the IOC with the creation of an Olympic Channel to encourage many humanitarian, cultural and social actions to give "the youth better access to athletes, sport, Olympic History, Culture and Olympic Values" (Bach, 2014). Also related to the IOC principles to share the sports content with society, we must see the development of the social media and the popularity of online platforms. Sports fans are consuming more news, information and sport content via media and mobile devices than ever before (Laird apud Pegoraro, 2013).

It is therefore clear that it is high time for the IOC to adopt new technology and media both to engage the wider public and to strengthen its support to athletes. As suggested by the IOC (2014) itself, this could be done through promoting gender equality, honouring clean athletes, giving support to anti-doping procedures and promoting Olympic Values according to Olympic Agenda 2020. The technology can make this possible to happen ahead and beyond the 2016 Rio Olympic Games. The onus is now on the IOC and its stakeholders to make it happen.

NOTES

1 "ROI has become popular in the last years as a general purpose metric for evaluating capital acquisitions, projects, programs, initiatives, as well as traditional financial investments in stock shares or the use of venture capital". It is used also to measure profitability (Schmidt, 2015).

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AGENDA OLÍMPICA 2020, MÍDIA SOCIAL E ESTRATÉGIAS ON LINE PARA O VALOR SOCIAL DOS MEGAEVENTOS ESPORTIVOS

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O anúncio feito pelo Comitê Olímpico Internacional (COI) no final de 2014 apontou novos rumos para a governança dos Jogos Olímpicos e por repercussão dos Jogos Paralímpicos e dos megaeventos esportivos em geral. O documento intitulado Agenda Olímpica 2020 propõe uma série de recomendações para os próximos anos, com o intuito de mudar os Jogos Olímpicos tornando-os ainda mais impactantes para a sociedade contemporânea. Falar sobre as mudanças no mundo de hoje exige a compreensão do funcionamento da dinâmica social que se vive atualmente. A tecnologia da informação domina os espaços públicos e privados e os setores da sociedade

começam a interagir cada vez mais através da Internet. A mídia social global e regional tem crescido enormemente ao longo da última década e agora tem uma base de usuários estimada em mais de três bilhões de pessoas.

Portanto, para o COI atingir efetivamente os objetivos da Agenda Olímpica 2020, torna-se necessário atingir a diversidade de audiências da mídia social em todo o mundo através de conteúdo multimídia (áudio, vídeo, fotos e mensagens). Schultz & Wei (2013) enfatizam que existem hoje mais provedores de conteúdo na Internet do que antes por outros meios e, sobretudo, mais gente assistindo. "A quantidade de espectadores dos Jogos Olímpicos de Verão pelo mundo não para de crescer: 3,6 bilhões durante os Jogos de Sidnei 2000; 3,9 bilhões durante Atenas 2004; 4,7 bilhões durante Beijing 2008 e 4,8 bilhões durante Londres 2012"

Dependendo do site de mídia social, este número de espectadores pode ser ainda maior. O Facebook, por exemplo, tem um dos maiores números de usuários das redes sociais em todo o mundo. Diferentemente de outras mídias de massa, as redes sociais, também consolidadas como informação e como canais distribuidores de informação, permitem aos cidadãos participar do processo de produção e não somente do consumo. Maher e colaboradores (2014) apontam que as mídias sociais requerem usuários engajados na produção e no compartilhamento de conteúdo de forma que as redes sociais se tornem ainda mais poderosas do que as mídias tradicionais, caracterizadas pela passividade de seus consumidores.

Não é nenhuma surpresa então o fato de que o COI, além de seu próprio site oficial, tem perfis oficiais em sites das redes sociais: Facebook, Twitter and YouTube. Em número de usuários, o Facebook aparece em primeiro lugar com mais seguidores, cerca de 10 milhões de participantes 'like' na 'fanpage' do COI. Em seguida vem o Twitter, com mais de dois milhões de seguidores e finalmente o YouTube, com cerca de um milhão. Os números são bem consideráveis, mas há a necessidade de se entender que tipo de conteúdo pode gerar mais visibilidade para os Jogos Olímpicos com inclusão provável dos Paralímpicos. Há necessidade também de se saber qual o tipo mais acessível de linguagem para uma audiência tão heterogênea das redes sociais.

Este novo acesso já está sendo construído pelo COI pela criação do Canal Olímpico de TV previsto pela Agenda 2020, que deve promover ações humanitárias, culturais e sociais e facilitar à "juventude um melhor acesso aos atletas, ao esporte, à história olímpica, à cultura e aos valores olímpicos" (Bach, 2014). Como tal, a nova linguagem poderá melhor promover a igualdade entre os gêneros, a valorização dos atletas "limpos", o apoio aos procedimentos antidoping além da promoção geral dos Valores Olímpicos de acordo com a Agenda 2020. A tecnologia se encontra ajustada para que tais previsões possam ocorrer em breve e para depois dos Jogos Olímpicos Rio 2016. O ônus está agora com o COI e seus *stakeholders* para fazer isso acontecer.