

Chapter 6

Metaverse: Transforming the Sports Experience

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ABSTRACT

Metaverse in sports can bring transformative power, you can discover that in this paper this power is about fan engagement, digitalization of athlete training, and advanced data visualization. The metaverse, which can be considered a word that means the whole virtual space, has been promoted from a concept to a trending popularity as a result of the development of technology, in particular video games. Sports in Metaverse give an opportunity to fans to communicate with their preferred athletes, attend virtual events, and take part in more engaging experiences, which results in more affection and consecration to sports-fans-teams. For athletes it is easily implemented in training through the development of virtual (VR), augmented (AR), and mixed reality (MR) technologies; these virtual training environments provide advanced simulations and real-time feedback, which continually improve

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performance and strategic abilities.

INTRODUCTION

Metaverse, which is initiated by augmented reality, lets the user create highly interactive and crossing indigens between the existing digital and physical realms. It is a sort of cyber world, a virtual replica of the concept of cyberspace, where there is a plethora of opportunities provided to the Users, and sports is the number one category. The intent behind the paper is to focus on the efficacy of the metaverse to the sports industry and the solution for its possibilities in engagement using this technology, how it can be an avenue for digitalizing athletes' training, and athlete data. The introduction will be to provide the understanding of the metaverse which is virtual space shared among the people who are using the same. A significant part of the film talking about the history of the game from the long ago research days to today, when gaming made technological improvements and the very latest innovations in this field are possible. The development of the metaverse cannot be seen as a limitation for sports industry, but on the contrary – it gives new opportunities. Those fans become even closer to the athletes and have their own immersion into the world of sports. And now, extra delight dress their players, or any other fans of their sports team. Sports industries are greatly benefiting from the fusion of this type of virtual and grassroots environments that fans will not only take pleasure in this kind of thrilling experience but will definitely take sports festivals next level as well (Smith et al., 2023). 'Virtual attention' is what most audiences prefer nowadays rather than just 'virtual watching'. Virtuality involves much more than just viewing, as it quickly evolves into an adventure, where fans get to establish not only the interaction within the group of fans, but also to explore the virtual stadium in a three-dimensional environment and if they really like this sport, besides being the participant of their fantasy version of their best sport simulators (Lee et al., 2024). This particular kind of enhanced commitment to game participation might bring about devotion of fans so they would consider the teams as their family members, therefore, when they achieve something together it becomes extremely exciting more than when they are far away. Aside from that, the metaverse underscores the fact that professional but not amateur training and development is a foreigner factor of players. Tactile simulations, provided by VR, AR, and MR technologies allow an athlete to be physically under the virtual circumstances when training. A result is him/her to be ultimately in the perfect competitive form (Garcia and Robinson, 2024). The horizon of the metaverse widens the experience from virtual training sessions to scenario-based games and will consequently refine the athletes and take them to a more advanced level. Bringing this technology into play to recreate real-

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