

Chapter 7

The Sport Metaverse: A Deep Dive into the Transformation of Sports Events

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ABSTRACT

The rapidly emerging socio-economic space of the metaverse, a continuous, persistent, real-time virtual environment, offers an innovative chance to reshape live sports spectacles. The Sport Metaverse goes beyond traditional physical space restricted by geographical coordinates, giving viewers opportunities to watch matches regardless of their location. With virtual platforming technology, the view of the audience becomes a first-person view, and the audience is almost in the field or court or track with their own bodies. Doing so not only makes game viewing more engaging but also brings fans closer to their preferred teams as well as individual athletes. In this chapter various comparisons of methodological for Research in the sport metaverse, different applications, issues and existing systems have been discussed and examined.

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1. INTRODUCTION

The picture of going to a live sporting event in which fans wield electric excitement and anticipation of success could soon be accompanied by an option of going virtually within the metaverse. The metaverse – a vision of the future, that aims at connecting multiple open-ended 3D virtual worlds – provides the opportunity for sports to be experienced in a genuinely different and unprecedented manner (Chen, 2022). In this paper, we discuss the potential changes in the organization of SP employing the concept of sport metaverse, with reference to the fans, athletes, and overall effects on sports business.

2. COMPARING METHODOLOGIES FOR STUDYING THE SPORT METAVERSE

Sport metaverse itself is a combination of both virtual and real life which makes it difficult for researchers to conduct research with the concept of improving the engagement of the fan and the training of the athletes as well as the role of the metaverse in the sports industry. Here's a breakdown of potential research methods and a methodological comparison to highlight their strengths and weaknesses:

2.1 Research Methods

Possible research methods for investigating this phenomenon of transformation of the sports would involve, but not limit to, the following approaches that would help in data collection, generation of trends about the applications of the Sport Metaverse and the implications of this phenomenon. Here are some potential research methods:

- a) **Surveys:** Metaverse's fan surveys conducted on-line can be employed in order to collect information relating to the fans' choice and expectations. They are cost-effective and can gather significant user base information but sometimes may fail to capture the small details regarding user experience and problems faced during the course.
- b) **Interviews:** Understandably, get some participants in the form of in-depth interviews from athletes, coaches, sports industry professionals, and other such stakeholders to learn more about the possibilities and pitfalls of harnessing the metaverse for training and event organization and administration. However, interviews are cost time consuming and cannot be employed if participants are restrictive and not representative of the population [3].

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