

The application of ICT in sport marketing Field - Case of Algeria –

Mr. Abdelhadi Mokrani

University of Ouargla – Algeria

mokrani34@gmail.com

Dr. Hakim Bendjeroua

University of Ouargla – Algeria

Pdr.Hakim@yahoo.fr

ملخص:

يعالج هذا المقال أساليب وطرق تطبيق تكنولوجيا المعلومات والاتصالات في المجال الرياضي، وبالتحديد التسويق الرياضي وذلك عبر استخدام مجموعة من الابتكارات المتعددة لتطوير وسائل الإعلان الرياضي بالخصوص، وهذا نظرا لكون معظم رجال التسويق في الوقت الحالي يبحثون عن طرق بديلة للتواصل مع زبائنهم، لذلك فإن كبرى الشركات العالمية دائما ما تحاول ربط الإعلانات بالرعاية (Sponsoring)، وذلك استغلالا للفرات الطويلة التي يقضيها الزبون في مشاهدة مختلف الأحداث الرياضية عن طريق التلفاز، الانترنت، الهواتف الذكية... إلخ، إضافة لما سبق فإنه ومع تطور الوسائل التكنولوجية وكذا ظهور الابتكارات الجديدة التي تغطي كافة المجالات والتي منها نجد الجانب الرياضي فقد ظهر ما يعرف حاليا بالإعلان الافتراضي، والذي يستخدم إلى حد كبير في المنشآت والمؤسسات الرياضية في جميع أنحاء العالم، الأمر الذي يساهم بصفة مباشرة وغير مباشرة في تطوير التسويق الرياضي والاستثمار في المجال الرياضي عموما.

الكلمات المفتاحية: تسويق الرياضي، تكنولوجيا المعلومات والاتصال، إعلان الرياضي ...

INTRODUCTION

Information and Communications Technology (ICT), is an extended synonym, an umbrella term which contains both Information Technology (IT) as well as Communications Technology under its fold. In fact, it is a very broad term used to refer to the literally infinite areas of scientific studies and techniques used in the handling of telecommunications media management and broadcast; intelligent systems; data handling, processing, storage and transmission, network based solutions as well as audio visual monitoring processes.

Recently, Information and Communication Technology (ICT) is also being used to define the merging of several different technologies and innovation in so many fields such as the sport marketing and the sport advertising which we will examine in this paper.

Sport advertising has developed because of its great and increasingly important that's why we found various innovations and inventions applied in that field in order to contribute and make advertising more effective and attractive, such as advertising electronic banners inside stadium which is considered more remarkable compared to the traditional banners according to the basics of neuromarketing (Dan Ariely & Gregory S. Berns 2010).

We notice sometimes in European soccer leagues a different advertisements during the game around in the banners of the stadium many publicities for Arabic products written even in Arabic in European stadium, and that's is because of a developed innovation allows to diffuse many publicities on the same banner in the same time by using a special banner and cameras, that's how they shows a different advertisement for different destination in a different sport channels, also this what gives the ability to targeting many markets all around the world in the same time only in one game, that's in a hand in the other hand it gives the opportunity for many companies to sign contracts for promoting to its products especially in big events, beside many other services the thing that will offer many source of sponsoring and help in the development of soccer around the world in general and Algeria in particularly.

Algeria is the largest country in Africa with more than 2 million km² and more than 40 million of population which means a different cultures and tradition. in marketing perspective that's means many market parts with much needs and demands, this lead to a necessity of producing different goods and services that match with costumers desires where ever they are, in this case an such innovations seems to be a great tool to use in Algerian stadiums for targeting

different costumers via many private channels. This paper aim to shed the light and the sport advertising and the promotion in sport field than shows the benefits of using virtual advertising companies in Algeria that's what will provide more sources of sponsoring and contribute in the developpement of professional football in Algeria.

ICT definition

ICT, or information and communications technology, is the infrastructure and components that enable modern computing. it mean all devices, networking components, applications and systems that combined allow people and organizations (i.e., businesses, nonprofit agencies, governments and criminal enterprises) to interact in the digital world. ICT encompasses both the internet-enabled sphere as well as the mobile one powered by wireless networks. It also includes antiquated technologies, such as landline telephones, radio and television broadcast -- all of which are still widely used today alongside cutting-edge ICT pieces such as artificial intelligence and robotics. ICT is sometimes used synonymously with IT (for information technology); however, ICT is generally used to represent a broader, more comprehensive list of all components related to computer and digital technologies than IT. The list of ICT components is exhaustive, and it continues to grow. Some components, such as computers and telephones, have existed for decades. Others, such as smartphones, digital TVs and robots, are more recent entries.

ICT's economic impact

ICT's importance to economic development and business growth has been so monumental, in fact, that it's credited with ushering in what many have labeled the Fourth Industrial Revolution. it also plays in the processes of product innovation and marketing , as an element that strengthens the cooperation and communication among agents within the innovation project, reducing the obstacles to innovation and enhancing the development of differentiated products as well.(Vilaseca-Requena, Torrent-Sellens, & Jiménez-Zarco, 2007)

ICT also underpins broad shifts in society, as individus en masse are moving from personal, face-to-face interactions to ones in the digital space. This new era is frequently termed the Digital Age (Couceiro, Papastergiou, Kordaki, & Veloso, 2013). For all its revolutionary aspects, though, ICT capabilities aren't evenly distributed. Simply put, richer countries and richer individuals enjoy more access and thus have a greater ability to seize on the advantages and opportunities powered by ICT.

Economic advantages are found both within the ICT market as well as in the larger areas of business and society as a whole. Within the ICT market, the advancement of ICT capabilities has made the development and delivery of various technologies cheaper for ICT vendors and their customers while also providing new market opportunities. For instance, telephone companies that once had to build and maintain miles of telephone lines have shifted to more advanced networking materials and can provide telephone, television and internet services; consumers now enjoy more choices in delivery and price points as a result, that why the practicing of ICT in sport marketing field was very beneficial and practical in administration side (sport management) , also it gives many option that can help detecting markets and make it more easier to communicate with consumers (Margaret Rouse, 2017).

SPORT MARKETING

The main idea of sport marketing is the application of marketing concepts to sport products and services, and the marketing of non-sport products through an association to sport. Sport marketing therefore has two key features, first the application of general marketing practices to sport-related products and services and the second is the marketing of other consumer and industrial products or services through sport(Smith, 2008). Like any form of marketing, sport marketing seeks to fulfill the needs and wants of consumers, it achieves this by

providing sport services and sport-related products to consumers. However, sport marketing is unlike conventional marketing in that it also has the ability to encourage the consumption of non-sport products and services by association. It is important to understand that sport marketing means the marketing of sport as well as the use of sport as a tool to market other products and services (Dr. Arnold Hermanns Dr. Florian Riedmüller, 2008). A lengthy strategic analysis must be performed in order to determine what sport consumers want and what are the best ways of delivering it (Lee & Walsh, 2011). As a result, sport marketing should also be seen as the collection of planning and implementation activities associated with the delivery of a sport product or service.

SPORT CONSUMERS

The consumers are motivated by a range of factors and benefits to attend games, buy merchandise and watch sport on television and internet using their laptops or smartphones, they can come in many forms including spectators, participants, serious fans and business sponsors (Smith, 2008 p35). There is no simple formula to describe how and why sport consumers behave as they do. Some sport fans may use teams and players to help them construct a sense of self (Funk, 2008 p22), but others may only follow sport to fill in their spare time with a pleasurable form of entertainment (Fernandes, Correia, Abreu, & Biscaia, 2013), and the most young peoples since a long time following up football game with passion and they can be remarkably loyal, but they can also be fickle and critical especially when it comes to lose a game.

SPORT SPONSORSHIP

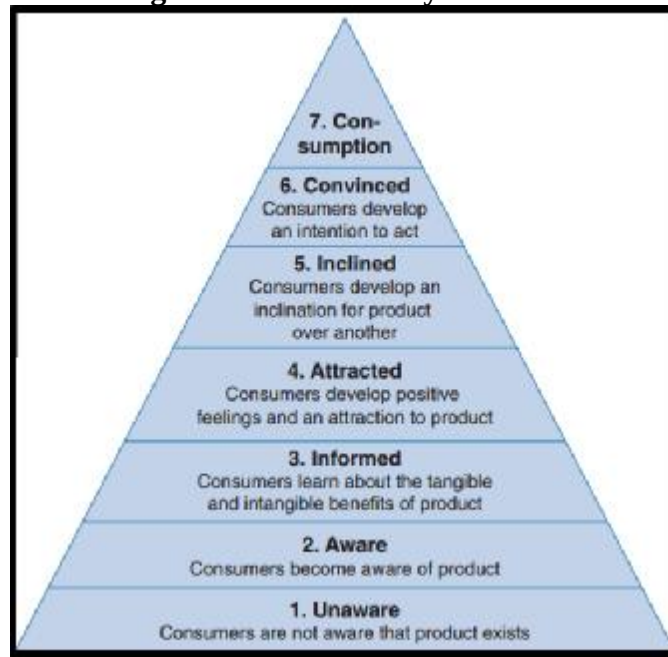
This activity has increased dramatically over the past two decades. For many large non-sport corporations like Shell, Coca-Cola, Emirates and Vodafone, sponsoring sport organizations and athletes is an important part of their marketing strategies (de Amorim & de Almeida, 2015). Many different kinds of sport organizations and individuals may be sponsored, including individual athletes, clubs and teams, events, leagues, federations, competitions, venues and special causes.

Sport sponsorship occurs when a sporting organization, club, league, venue, cause or athlete is supported by a separate company or person (George K. Amoako, 2012). The recipient of the sponsorship is known as the sponsorship property or the sport property, these legal-sounding terms are indicative of the fact that sponsorship is a business agreement between two parties. A non-legal term for the sponsorship recipient is the 'sponsor' (Abiodun, 2011).

Promotion is the way that sport marketers communicate with potential consumers in order to inform, persuade and remind them about a product or brand (Smith, 2008 p170). The aim of promotion is to encourage consumers to develop a favorable opinion about a product or brand with the intention of stimulating them to try it.

There are four main kinds of promotional activities that are collectively known as the promotions mix, because the different activities can be effectively combined with this background in place, it is now time to consider the goals of promotion, or what it aims to achieve, that's why there are three main objectives of promotion: to inform consumers, to persuade them and to remind them of what is already promoted (Smith, 2008 p177).

Sport marketers can encourage consumers to act by guiding them through a series of steps known as a hierarchy of effects. The word hierarchy means that there are stepped levels, and that one step builds on another to reach an ultimate goal. The hierarchy of effects is displayed in

Figure 1: the hierarchy of effects

Source:(Smith, 2008 p182)

The idea behind the hierarchy of effects is that all consumers must pass through each stage (starting at the bottom) before they consume a product. Consumers are unaware, aware, informed, attracted, inclined, and convinced before they actually consume. It is worth remembering that there are some common situations where consumers might not pass through every stage of the hierarchy. For example, when someone makes a split-second decision to buy a product (called an impulse purchase), they may not know much about the product benefits. Also, sometimes consumers purchase a product for someone else as a gift, and may not even like it themselves.

SPORT ADVERTISING

Advertising is the means of communication with the users of a product or service. It uses every possible media to get its message through. It does through television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements). Advertising is a type of marketing communication used to encourage, manipulate an audience to take some actions and have a place in their minds(Abiiodun, 2011).

A sport organizations should pay attentions to many communication tools especially the new ones which used a lot by today's people such as smart phones and the more important is to provide a special ads since the costumers now are exposed to different ads every time and every day(Wienclaw, 1969 p115), so it must be a creative communications tool to be noticed and remarkable for the receivers since advantages of advertising is it can reach a large number of people at once.

VIRTUAL ADVERTISING

Using digital technology to insert virtual advertising images into a live or pre-recorded television show often in sports events is probably the closest definition of virtual advertising. This technique is often used to allow broadcasters to replace real advertising panels (existing on the playfield) with virtual images on the screen when broadcasting the same event in other regions which are not concerned with the local advertising; a Spanish football game will be

broadcast in Mexico with Mexican advertising images. The viewer has the impression that the advertising image he/she sees on screen is the one in the reality (Wikipedia; virtual advertising).

The advertising in the playfields is property of the club, except in some professional sports where the league or federation owns the advertising rights. However, the advertising rights broadcast on the screen are property of the broadcasters or the TV channel. This means that second right holders can benefit from selling this virtual advertising. The number of TV viewers is also higher than the people in the stadium, generating more visibility to the advertised marks and more income to the broadcasters.

Some studies examines the effects of virtual advertising in a sports broadcast setting, it analyze the conspicuousness of virtual advertising and match the results with explanatory variables like brand awareness, duration of exposure and frequency of exposure. Furthermore, it measure the role of attitudes towards advertising in general and its impact on attitudes towards virtual advertising of some respondents. The results indicate that most respondents recognize virtual advertising as such. Advertising effectiveness is driven to a large degree by the frequency of exposure. A positive attitude towards advertising in general leads to a positive attitude towards virtual advertising of the participants (Sander & Altobelli, 2011).

ICT and innovation in sport advertising

The technology used in virtual insertions often uses automated processes such as: automatic detection of playfield limits, automatic detection of cuts, recognition of playfield surface, etc .An operator is usually dedicated to the visual control of the effect but new systems allow to use the instant replay operator.

- Live Events

Virtual advertisements can be effectively integrated into live television in real-time. For example, Fox Sports Net places a virtual advertisement on the glass behind the goaltender that can only be seen on television.^[2] In baseball Major League Baseball places virtual advertisements on a back-board behind the batter which can be targeted differently in local markets or countries. During the World Series MLB International broadcasts the World Series with different advertisements on a per market basis, showing a different ad in the US, Canadian, Latin American and Japanese markets. In Formula One, virtual ads are placed on the grass or as virtual billboards.

- Virtual Product Placement

The technology that enabled video tracking for virtual advertising has been used for the past decade to create virtual product placements in television shows hours, days, or years after they have been produced. This presents several benefits including the possibility of preserving an advertisement-free master copy of the show in order to generate revenue as product placements are added in the future. Advertisements can be targeted to regional markets and updated over time to ensure maximum efficiency of advertising money.

VIRTUAL ADVERTISING COMPANIES

There is many companies provide virtual advertising not only in sport field but also in other places the most famous companies are:

1- Broadcast virtual

Broadcast virtual is a technology company that provides the expertise to turn live sports events into advertising platforms without the need for physical signage, which provide and allows real-time insertion of virtual advertisement in any type of sporting event using tracking technology to keep the advertising tied to its field position, regardless of camera motion. The ability to multi brand content means that the virtual logos can be re branded for different regions.

Broadcast Virtual added virtual advertising on-air at over six hundred National Rugby League games both in Australia and New Zealand, Super Rugby Games in Australia and New Zealand, AFL, Horse Racing and Harness Racing.

the existing solution breaks down into a two key technologies, tracking head based and feature tracking. Both of the technologies can be used to add logos, movies and 3D content anywhere in the camera image.

- **Tracking head:**

This involves putting an encoded tracking head on the camera and using the data from it and the lens to workout what the camera is doing so it can add virtual content. Due to the tracking heads this system has to be used onsite at the event.

using this to deliver the NRL and it has been used on Rugby Union, Horse Racing, Harness Racing, Cricket, Soccer and AFL.

- **Feature tracking**

The system takes the incoming camera image and uses this to identify features and tracks these to workout what the camera is doing. The key element of this technology is that it can be used to add content onsite or downstream away from the actual sporting event.

- **Multi-branding:**

Both feature tracking and the head based solution can generate multiple streams with different advertising content on each stream. The head based solution is currently limited to two streams but the feature tracked system can do as many streams as required.

2- ADVision virtual advertising

ADVision turns sport events into advertising media platforms able to generate new revenue streams for rights holders, broadcasters and program producers.

Based on revolutionary patented image analysis camera tracking technology, ADVision allows real-time insertion of virtual advertisement in any type of sport event, eliminating the need for camera sensors. With the embedded clip player option, broadcasters can also play tied to the field full motion videos and animation clips.

Using a new improved tracking algorithm, ADVision ensures that once the ads are placed they remain in their exact position throughout the game regardless to camera movements and cuts between cameras, and as result there is no need for any manual user intervention. ADVision can be implemented by broadcasters either on the uplink or downlink signals for any sport discipline, including; football, basketball, American football, golf, rugby, extreme sports, athletics, winter sports, etc.

ADVision implements an extremely easy to use and intuitive user interface. With its advanced image processing, no camera modifications are required and integration can be done in minutes, saving substantially on operation costs. The entire operation is done using a dedicated keyboard, and the system set-up time does not exceed 5 minutes. it enables production teams and broadcasters to utilize the system in any sports event. Live productions, delayed broadcasts, highlight shows - ADVision does it all. And switching to a different sport is just one click away (ADVision services, 2017).

- **Auto catching**

The auto catching algorithm detects camera cuts, and inserts the graphics seamlessly from the first frame. Auto catching turns virtual advertising into a much more natural viewer experience since it is "always on", and increases the amount of exposure available from any given production.

- **Automatic game workflow**

While the system is tracking, the user can pick frames from the auto catching setup shots bank. Then, whenever the camera returns to similar view, the tracking will start automatically. At any time the user can take a snapshot, and work in manual mode.

- **Create still image or full motion clip sign programs**

ADVision's user interface allows the user to load different templates for different sports, with its easy drag and drop interface for graphics positioning.

ADVision can support static TIF files for logo branding as well as full motion video clips.

Each graphic image has separate controls for position, elevation, size, opacity and saturation. In addition each element can be set as either chroma or linear.

ADVision is equipped with an embedded chroma keyer which generates high quality anti-aliased keying of the virtual advertisement on the playing field. This advanced chroma key can cope with changing lighting conditions, and can be readjusted within seconds, with only couple of clicks on the setup image.

- **Any kind of sport**

Football from the UK at 7PM, Rugby from Australia at 9PM, and Golf highlights on the 11PM news update, can all be seamlessly enhanced, allowing sports channels to generate new revenue streams with this multi-purpose virtual advertisement solution.

ADVision is an HD/SD switchable system and like all of Orad's products is based on Orad's HDVG+ video rendering platform. ADVision, which consists of a one rack mount 2U unit and requires only one operator, fits easily into an OB van and is completely mobile.

3- BrandMagic

BrandMagic specializes in Virtual Advertising and Virtual Product Placement for television and films. it work either as a direct digital branding service provider for Agencies, Producers and Rights Holders, or as a strategic partner with Television Stations, providing new ad-sales inventory by inserting brands into previously unused locations in existing footage. The combination of cutting edge patented technology, specialized marketing expertise and a group of talented artists allow to to create seamless digital advertising and incremental revenue (Brand Magic website, 2017).

This company provide four main services which are:

- **Digital Branding :**

brand management technique that uses a combination of internet branding and digital marketing to develop a brand over a range of digital venues, including internet-based relationships, device-based applications or media content

- **Virtual Advertising :**

is the use of digital technology to insert virtual advertising images into a live or pre-recorded television show, often in Sports events

- **Product Placement:**

an advertising technique used to subtly promote products through a non-traditional advertising technique, usually through appearances in film, television, or other media.

- **Real-time Enhancements:**

which is an augmented reality technique that allow to merge advertising with effect that makes it become more real and there is so many services under this option like ReFOCUSD and its capable of producing high-resolution SONAR images in applications of a transient or dynamic nature (Minniti, 2005) .

4- EVS BroadcastEVS Broadcast Equipment SA

Manufactures live outside broadcast digital video production systems. Its recorders have become the dominant standard for broadcasters worldwide. Their XT3 production video servers enable the creation, editing, exchange and play out of audio and video feeds. The company states that over 5,000 operators of all nationalities now use their applications on a daily basis, founded in 1994 and their headquarters in Liège, Belgium. EVS has achieved success in compressed video and audio data processing, and is endeavouring to maintain its market position in the migration from analogue to digital in television networks.

This company provide several products (EVS TECHNOLOGY, 2017):

- **XT3:**
this video server allows broadcasters to record, control and play clips, ingesting synchronously multiple feeds.
- **Multicam[LSM]:** this is the controller software for the XT3 server. Combined with its remote controller, it allows instant replays and slow-motion effects, widely used in sport broadcast.
- **XS:** this is the production server for studio environment.
- **IPDirector :** this is a software used to control the XT3 server offering several features as metadata management, rough cut editing and playlist management.
- **Xedio:** a modular application suite intended for broadcast professionals which handles the acquisition, production, media management and the playout of news. It includes a non-linear editing system, CleanEdit, which can work virtually.
- **C-Cast:** The tool delivers instant additional content to viewers on second screen media platforms.
- **Epsio:** The tool allows to insert graphics overlays in real-time or in instant replays.
- **OpenCube family:** MXF server that offers MXF file generation for streamlined tapeless workflows, XFReader (MXF reader) and XFConverter (MXF conversion).

5- SUPPONOR

Supponor manufactures, commercializes, and installs digital billboard replacement technology for live sports broadcasts. Its international billboard rights allow advertisers to target various markets/regions with advertising from the same event in local language/with relevant messages for various markets. The company was formerly known as Virtual Advertising Systems Ltd. Supponor Oy was founded in 2001 and is based in Espoo, Finland.

Supponor is the clear market leader in the emerging field of augmented reality digital replacement for real-time broadcast and streaming of in-venue dvertising DBRLive .Its advanced technology delivers the most powerful and impactful brand activation in broadcast sport. Supponor solutions are being deployed for a broad range of Tier sports most notably football, but also hockey, basketball, motor racing and American football. It use virtualized and targeted augmented reality messaging platform to maximize the value of TV-visible in-venue branding. This unlocks new creative opportunities that enable advertisers and sponsors to connect with local audiences through the power of global sport and achieve stand-out brand differentiation. As a pure-play technology provider, SUPPONOR combines powerful augmented reality overlays with traditional broadcast solutions to dramatically enhance the value of media and marketing rights for mass-audience sporting events for sports rights holders and their sponsor and broadcast partners.

Supponor is based in London and Helsinki, and is backed by leading VCs and institutional investors and is co-funded by the European Union under the programme H2020 SME Instrument (Supponor, n.d.).

SPOTTING ALGERIA SPORT

Algeria is a large country 2,381,741 km² with a population of more than 40 million, which means a difference in customs and dialects and traditions and thus a difference in customer categories, therefore the application of such special marketing and advertising sports innovations makes it easier to target different markets in the same time with more efficiency and to maximize the benefit with more income, especially when the application of such innovations is inexpensive and the Algerian customer open mind and used to see such ads in European matches, so its all about the development of the whole football organization in particular sports origination in general through the the principles of sports management and sports marketing.

Algeria have already 46 football stadiums, with capacity between 46000 (July 5, 1962 Stadium) and 10000 Koléa Olympic Stadium. Beside other big staduims it will be ready by the ends of this year 2017 which are: Beraki Stadium: (Alger) with capacity of 50 000 places, Oran Stadium with 40 000 places capacity and Tizi Ouzou Stadium: with 50 000 places (Lotfi Bouzidi, 2016). All these facility beside other sport facilities which can be a platform for practicing all what we presented of sport virtual advertising as a solution to promote sport activity and raise the efficiency and sponsoring attempt from different companies, this will help getting new financial resources.

CONCLUSION

The development of the sport system in Algeria is likned to its components Football federation, clubs, infrastructure and sports facilities in the public and the private sector and the fans, under this components there is branches need to be developed, or else the system will be incomplete which means imperfect outputs and this will reflect negatively on the Algerian football.

one the most important points in the football organization is the financial factor, that's why we should give it much interest and we should always looks for different means and new ways to provide financial support that helps the functioning and the development of the sector in a hand and increase its profits of the other hand, especially since the football sector in Algeria is characterized by reliance on government support so much and this does not help in the development of the sector even not in creating a source of income for the government and the virtual advertising is the best solution to develop sport advertising in Algeria and the sponsoring activities which will open the door and encourage different companies to invest in sport field.

RECOMMENDATIONS

Here is some recommendations based on Algerian football experts (NOMAN ABDELGHANI, 2017) which can be a global strategy for the development of Algerian football

- Concerning football federation FAF:

The FAF should work on raising the efficiency of the federations departments administratively and financially and develop the work of its committees to ensure access to the highest levels of productivity through this points:

- Continuing developing the administrative and financial work in the federation through training courses to reach the highest administrative and financial modern standards
- Raising the financial management level of the federation by revision of fiscal policy and the sponsoring and of spending and work to identify new mechanisms to increase the annual income of the federation.
- Raising the value of the sponsoring from the actual sponsors and a new ones.
- Contracting with television stations to provide an income source by the broadcast rights.
- The exchange of expertise with regional and international federations.
- Choosing coaches compatible with Algerian football.
- taking care of the talented players and international training experiences.

-The necessity of application of local ,regional and international instructions in dealing with local club especially low side .

- Concerning the clubs:

It is the basis of football and it must work on it to develop the performance of administrative and organizational through many points:

-providing administrative and financial training programs for clubs by bringing regional and international experts.

- the necessity of follow it up by the federation to ensure the compliance of all clubs of the decisions and instructions of the federation, especially regarding the professional aspects related to the club's relationship with the players

-Raise the competitiveness of the Premier League clubs which will reflect positively on the level of national teams..

-The participation of all levels leagues in Algeria which will lead to increase the number of games especially for the Premier League clubs which is one of the requirements of the African federation, in addition to the increase in friction between the clubs which increases their level, especially the first and second levels. This is in addition to the increased financial benefits to the clubs..

- To provide an enough financial support for the success of the clubs it should find different sponsors from different companie by motivating Algerian banks, insurance companies, telecommunications companies and various major Algerian companies, whether individually or collectively to sponsor team or teams and gets taxes discount in exchange .

- Concerning infrastructure and sports facilities:

It has to be a collaboration between the public and the private sectors to provide sports facilities because this kind of investissement is huge . The public sector can provides places for projects ,providing taxes reduce to the private sector, which in turn can build these facilities, whether individually or collectively. This can make up on the lake of sport infrastructure in Algeria and a little bite quickly , that's why the investissement in football field should be seen purely from a commercial side not only by sponsoring clubs and build infrastructures but also market all these to the Arab and international sport through sports tourism, taking advantage of Algerian environment, climat and different naturals resources.

- Concerning the fans:

The best thing in football is the fans without them without them the sport is mean less which means lower level games. Without them there is no income from cards sale which means no money for clubs, Without them companies wont encouraged to place ads inside stadiums. Without them, the private sector will not be interested in investing in football. So it must take care of theme as much as possible to raise the level of encouragement and quality through the continuous communication with the associations of supporters and fans of the clubs and coordination with them before every game popular and use high technologies to transmit the messages to them, and what this paper are for is one the means we should really pay attention to it.

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