Development Strategy of Sports Culture Creative Industry Based on Computer Network

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Abstract. As the result of in-depth development of the industrialization of sports products and culture, the sports culture creative industry is a tangible medium of new ideas, technologies and contents with high economic value demonstrated after penetration, integration, fusion, and sublimation of sports technology, economy, and culture. The sports culture creative industry has evident social, economic, cultural, and sports functions, and its development is driven by both external and internal factors. The development of China's sports culture creative industry requires reforming the management system, enhancing the brand drive, training the talents, and expanding the financing channels.

Keywords: Sports Culture Creative Industry, Development, Strategy

1. Introduction

The sports culture creative industry is derived from the in-depth development of the sports product industrialization and sports culture industrialization. It is a new idea and new economic value with high economic value, which is demonstrated after penetration, integration, integration, and sublimation of sports technology, sports economy, and sports culture. A tangible carrier of technology and new content. Currently, China's sports industry output value is 313.6 billion yuan, accounting for 0.6% of GDP; the US sports industry output value is 441 billion US dollars, accounting for about 3% of US GDP. In 2014, the State Council clearly stated in “Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption” that by 2025, China's sports industry will become an essential force for the sustainable development of the national economy, with a total scale of more than 5 trillion yuan. From the perspective of the development of the world's sports industry, especially the composition of the output value of the sports industry in developed countries, the creative combination of the sports industry and the cultural industry, and the development of the culture creative sports culture creative industry, the proportion of the sports
industry is increasing [1-2]. The development of China's sports culture creative industry must form a sound development mechanism based on clarifying its functional characteristics, and then expand related development strategies to promote its sustainable and healthy development. Sports culture creative industry develops social, economic, cultural, and sports functions in the development because it links social sports resources and cultural resources in a certain economic operation mode through creative development [3-4].

The culture creativesports culture creative industry condense personal wisdom and creativity. With sports culture and creativity as the means and sports culture as the core, the total of industrialized activities can be formed through market-based operations and technological support. The culture creativesports culture creative industry as the “summary of industrialized activities” should include: sports cartoons, sports exhibitions, sports publishing, sports advertising, sports tourism, sports entertainment, sports event ticket sales, and sports event television rights. Industrialization activities [5-6].

2. Characteristics of computer network

2.1. Characteristics of high speed

The high speed of the modern Internet is beyond the reach of other systems. Users can quickly find the web pages and information they need with a single click of the mouse. At the same time, they can learn the actuality as quickly as possible without watching TV and reading newspaper. With the continuous improvement of modern computer software and hardware facilities, the transmission rate of network information will continue to increase.

The throughput rate T (the number of bits actually transmitted per unit time) is shown in equation (1):

\[ T = \frac{A}{B/V + A/V_2} \]  

(1)

Where A is the frame length, B is the network segment length, V is the propagation speed, and the network data rate is V_2.

2.2. Characteristics of large capacity

Whether it is a newspaper, radio or television, the information capacity it can carry is limited, and Internet information can be described as “inexhaustible, inexhaustible.” The richness of content is beyond the reach of ordinary media. If you enter a keyword on the Internet, you can immediately find related text, pictures and other forms of information. In addition, the computer has a good memory function, a small piece The hard disk can hold the contents of all the books in a library.

The equation for maximum information transmission rate C is shown in equation (2):

\[ C = B \log_2(1+S/N) \]  

(2)

Where B is the channel bandwidth (Hz), S is the signal power (W), and N is the noise power (W)

2.3. Characteristics of multiple functions

A computer network is not just a tool for computing and processing information. It also has all the communication functions of traditional media such as television, radio, and newspapers. First, the
perfect communication function, such as voice and video, email, etc., is not perfect in other communication media; second, the extensive sharing function, users can download all kinds of software they need for free through the network, as shown in Figure 1.

![Computer network deployment characteristics](image)

**Figure 1.** Computer network deployment characteristics

### 3. Development mechanism of the sports culture creative industry

The sports culture creative industries can expand and expand the sports market. For example, the rapid development of Internet e-sports sports activities in recent years has gradually formed a new field, with increasing industrial activity and expanding industrial scale. To promote mass sports activities, similar to sports volleyball and other sports creative activities, appropriate transformation of professional sports activities, reducing the difficulty of sports and increasing the participation of the masses; the ability to develop and expand the scale of competitive sports, the most obvious is similar to The marriage of professional sports such as NBA (as shown in Figure 2) with the media has expanded the audience of sports, increased the broadcast income of sports, and thus promoted the development of sports.
The sports cultural creative industry is driven by external and internal driving factors, and a relatively systematic development mechanism is gradually formed to promote the increase of the output value of the sports cultural creative industry continuously.

In the development of the sports culture entrepreneurial industry, the connection and combination of internal and external factors will be restricted by management systems, brand resources, human resources, and capital factors. They are major bottlenecks that block the development of the sports culture creative industry in China at present. The main strategies for the development of China's sports culture creative industry are:

Firstly, it is necessary to reform the management system. In the process of transitioning from a planned economy to a market economy in China, the national system has great value and significance in the national Olympic strategy and has made outstanding contributions to the development of China's sports industry. The industry continues to expand, and the nationwide system with a strong planned economy, that is, the state administrative agency takes the lead in developing the sports industry, and its drawbacks are always apparent. In the reform of the management system of basketball and football in recent years, as the state administrative agencies continue to delegate power to the basketball and football socialization associations, the development of the sports industry in this field has begun to show vitality. Therefore, the reform of the management system, the self-management and development of the social sports association, and the expansion of the sports industry can open the way for the development of the culture creative sports culture creative industry.

Currently, the theoretical research of culture creative industries by experts and scholars in China has a certain foundation, but systematic research on the industrial layout, policy formulation and talent strategy of foreign creative industries development is still blank. Hence, it is necessary to learn, understand and master the strategies, experiences, lessons, methods and outstanding development results of creative industries in developed countries in the world (such as the United States, the United Kingdom, etc.), and digest and absorb these, absorb the essence, and discard its dregs. At the same
time, in combination with local economic, social and cultural conditions, re-innovate and open up new ways of leap-forward development.

Secondly, strengthen brand drive. Whether in the field of equipment production or event organization, the sports culture creative industry promotes the development of the industry by cultivating and developing brands. It is the development of foreign sports equipment brands Nike and Adi; so is the expansion of the American Basketball Professional League and the European Football League. The growth of China's sports culture creative industry should be driven by brands, centering on brand cultivation and development, integrating industrial factors, purifying the industrial environment, and guiding industrial upgrading. In domestic sports equipment brands, it is necessary to guide the upgrading of sports equipment brands with various policy resource advantages and to promote the healthy development of brands with strong brand protection measures. In domestic sports event brands, it is necessary to strengthen the brand awareness with strong event organization measures; and to ensure the brand's reputation with standardized management systems and mechanisms.

The culture creative industry is based on knowledge and property rights. Most developed countries have raised the protection of intellectual property rights to a strategic level. However, China's legal system for the protection of intellectual property rights is not yet complete, which has largely hindered sports culture. Development of creative industries. Therefore, it is necessary to develop and improve relevant legal systems as soon as possible to provide a good environment for creative industrial parks, creative enterprises, and creative cities, to promote the healthy, coordinated and sustainable development of the sports culture creative industries.

Furthermore, train talents. The high-quality talents required by the sports culture creative industries are destined to be compound talents in factors such as sports, culture, economy, management, science and technology. Encourage colleges and universities to set up majors related to the sports culture creative industries, effectively use the high-quality teaching resources of colleges and universities and make colleges and universities a training base for cultural industry talents. At the same time, we must actively attract the development of effective domestic and foreign talents in the sports culture industry. In addition, in the process of exchanges, communication and cooperation with talents in this field at home and abroad, we have absorbed a group of outstanding talents who are engaged in creative industries at home and abroad. On the one hand, various colleges and universities should follow the national policies and measures to accelerate the development of the sports industry and promote sports consumption and strengthen the training of talents in the sports culture creative industries, as well as the reform of teaching mode to improve the quality of talent training and strengthen the composite ability of talents. On the other hand, various industries in the sports culture creative industries should also strengthen the training of continuing education of talents according to the trend of industrial development. Talents should be selected for further studies, and high-level talents should be invited to give lectures/ Other ways should be used to go out and invite them in to enhance the ability and quality of talents to adapt to the development of sports culture creative industries.

Finally, expand financing channels. The development of sports culture creative industries requires a lot of financial support. To this end, the state should guide other industry funds to enter the sports culture creative industries through corresponding policies; social capital should also capture the
development of sports culture creative industries with keen market awareness. Opportunities to allocate funds across industries and regions to promote the development of sports culture creative industries.

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