
CO-CREATION IN THE SPORT MEDIA NETWORK: ATTENTION CREATING AND ATTENTION DESTRUCTION INTERDEPENDENCIES BETWEEN LIVE AND MEDIA ADVERTISEMENTS

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Abstract

Aim of paper – research question

This work aims to analyze the destructive interaction of different advertising being broadcasted at a sport media setting. The interaction between back-ground advertising and split-screening from the perspective of a media consumer has been examined. The media audience interacts with the ad and becomes part of the value co-creation. New technology brings out new forms of advertising which will be concurrently broadcasted with others. In our context we ask if the split-screen de-constructs the attention on the advertisement boards in the stadium. Considering to that, there are two research questions to be answered:

1. How is the interaction between the advertisement in the stadium and in the media program – from the context of a media consumer?
2. How do the split-screening deconstruct the attention of the stadium sponsors (advertisement boards)?

Theoretical Background

Plé and Chumpitaz Cáceres (2010) define value co-destruction as "an interactional process between service systems that results in a decline in at least one of the systems' well-being (...)." (p. 431). Referring to the SD-Logic of Vargo and Lusch (2004), every entity is service-oriented and the customer is beside the sponsoring firms part of the value creation. According to that there is a risk of co-destruction for at least one, if two ads were interacting (Stieler/Weismann/Germelmann 2014). As Sponsoring has grown constantly in the last decades (Taylor 2012), research focuses on sponsoring impact without minding the destructive

components of different ads (Romaniuk 2013). Information processing theories such as Elaboration likelihood model and the Experience Map help to understand incoming stimuli out of specific contexts like a sport media setting as chosen in this examination.

Methodology, research design and data analysis

In a qualitative research design different people from advertising's relevant target group of 14 to 49-year-olds were selected to a implicit perception test. We used as a physical measurement instrument a contactless eye-tracker for a quasibiotic research design. They got to see a 13 minutes soccer game's scenario, in three different treatments. The first one conducted to control; only stadium background advertising can be seen. In the second version split-screenings were implemented in exciting situations and the third one showed split-screening-ads in casual game moments. To characterize the tested persons and to rule out confounding variables they had to answer a questionnaire. Software analyzed the eye-tracking and showed durations and fixations of the subject groups concerning the areas of interest. These results were compared to each other in an analytic and descriptive calculating.

Results, discussion and implications

Our assumption indicates that there is an interaction between the systems. Because there is no proven data set yet, the findings will be added as soon as the data set will be calculated in an analytical and descriptive way.

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