



Impact of Digital Media on Fantasy Sports Users

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ABSTRACT

From the last few years, there is a tremendous growth seen in the field of online gaming in Indian market. The revenues have approximately doubled over a period of five years. The aim of this study is to understand the dynamics behind engagement of users of fantasy sports.¹ By this study, researcher analyse that which thing attract the users towards the fantasy sports from digital media infrastructure, investor interest, partnership between fantasy sports platforms and sports league. In this study, survey method is use for data collection. The respondents of the survey are fantasy sports player. The researcher analyse the respondents in a comparative way on the basis of their gender. Moreover, the objective of this study is to find out correlation between fantasy games users and digital media. To analyse the factors that influences the public towards the fantasy games.

Keywords : Fantasy Games, Digital media, Fantasy games league, Male, Female

Introduction

The fans of the professional sports are moving towards the internet to play and enjoy their favourite sports in a new way. This is the results of too much popularity of the sports. This popularity leads the fans to adopt new platforms for their enjoyments. And these new platforms are provided by the advancements of IT sector. Due to this advancement of IT sector, the concept of fantasy sports takes place.² The fantasy sports, the fans become online participants. These online participants virtually play the roles of selectors of teams or players, owners, team managers and coaches of professional sports players or teams. In the fantasy games, online participants can create their own team and play the game virtually. In the year 1970, these fantasy games are known as Rotisserie games.³

In the present time, the fantasy games is become a business which attract the investors to invest almost all major games with huge amount. Due to these big investments, the websites (digital media) are forming it an easier way modifying from sports fan to fantasy sports fan.⁴ The blowing up growth of fantasy sports and rate of increasing participation of sports and fantasy players leads the demand of research in this field. The fantasy games are the results of triangular combinations of sports, gambling industry and digital

technologies. The fantasy games are present before the pre-internet era. The convergence of sports theme product and digitalisation of sports give the rise of fantasy games.⁵

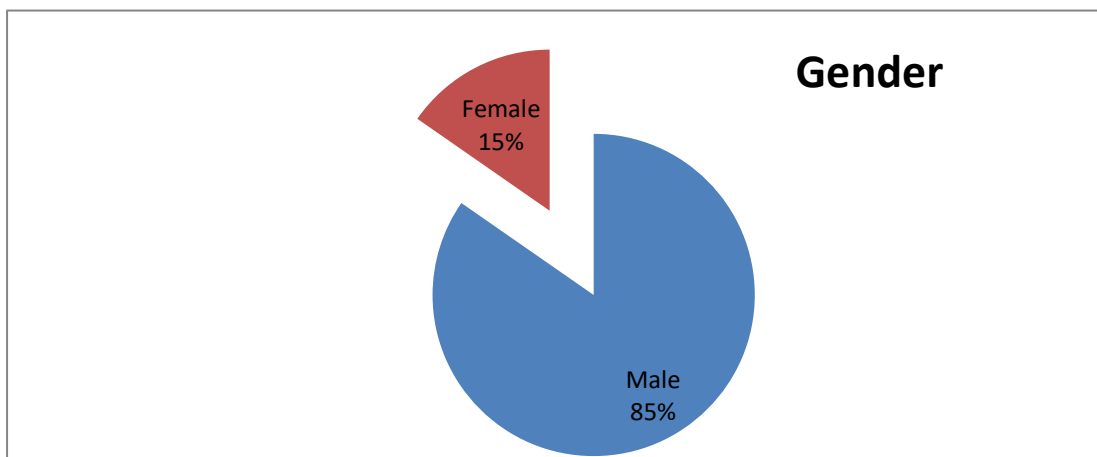
Objective:

1. To analyse the users of fantasy games on the base their age group.
2. To compare the users of fantasy games on the base gender.
3. To study the reason of playing the fantasy games.
4. To analyse the factors that influences the public towards the fantasy games.

Research Methodology - This research study is base on the survey method. The researcher use online survey method for data collection from the sample taken. For the survey one questionnaire prepared which included sixteen questions. In the survey all the questions are close ended. For conduct of this study no open ended questions used.

The sample is selected from the population of the users of fantasy sports. All the respondent of the questionnaire are the users of fantasy sports. The researcher uses the random probability sampling techniques. The questionnaire share with the users of fantasy games both male and female.

Data Collection and Analysis: - In this research, the online survey method is used for data collection. For the survey one questionnaire prepared which included sixteen questions. The researcher took a sample of 150 respondents. All the respondents are users of fantasy games.

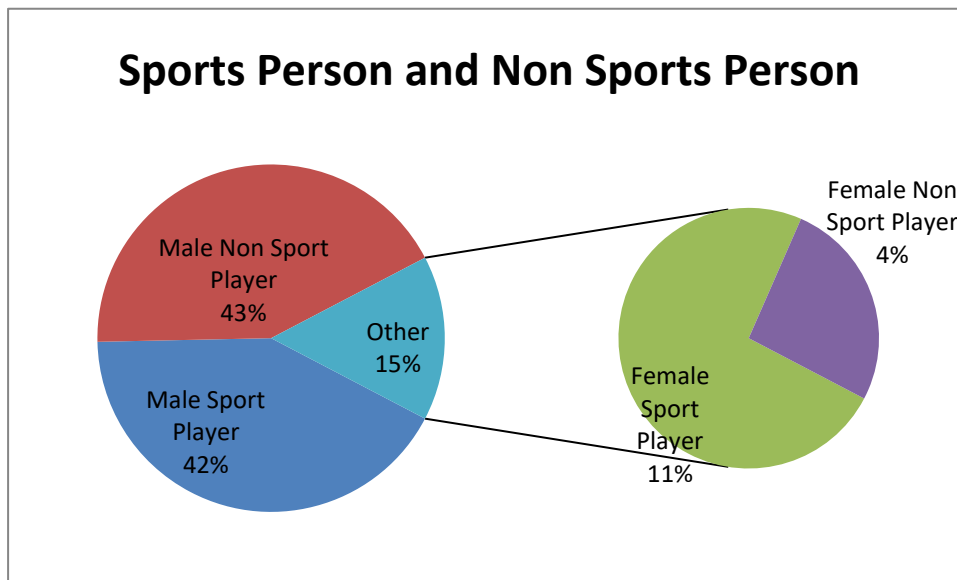


Pie chart shows the percentage of respondent on the basis of gender - The total 150 respondent fill the questionnaire. Both the gender, male and female responds the questionnaire. The number of female respondents is very less as compare to the male respondents. The out of 150 respondents only 23 are female respondents. The 85 percent of the respondents are male and only 15 percent of the respondent are female. This percentage gap shows that females are showing less interest in the fantasy sports as comparison to male.

Age/Gender	Male	Female	Total
18-24 Years	55	18	73
25-31 Years	35	5	40
32-39 years	26	0	26
Above 40 Years	11	0	11
Total	127	23	150

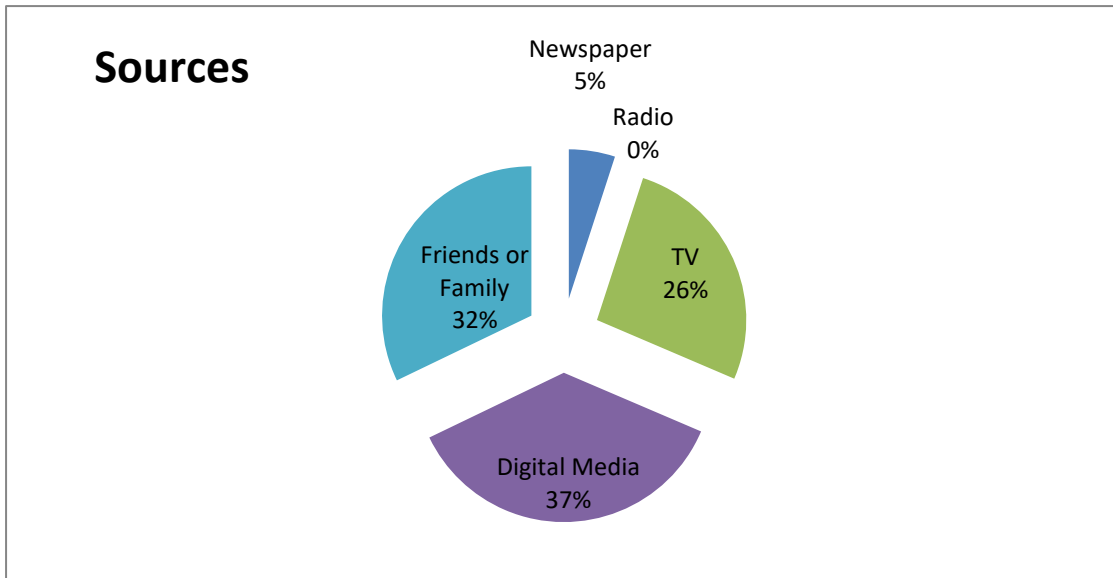
Table- Shows the Respondent on the Basis of Age - The researcher divides the respondent on the basis of their age. For this, the researcher makes the four categories of different- different age group. These categories are 18-24 years, 25-31 Years, 32-39 Years and above 40 Years. This data shows that nearly 50 percent of the respondent are belonging to 18-24 Years age group which highest than the all other 3 categories. The 74 percent of female respondent are belonging to 18-24 Years age. The rest 26 percent of female respondent are belonging to 25-31 Years age group. There is no female respondent found above the age of 32 years. In other words, According to that we can say that females above the age of 32 Years do not play the Fantasy sports. The 20 percent of the respondents belong to 32-39 Years age group and all are male. Approximately 7 percent respondents are above the age of 40 years.

Line chart shows the Correlation between Age and Fantasy Games - This line chart depicts that as the age increases the interest of people going to decrease in the fantasy games. According to sample taken, the number of respondent becomes less. The young age group of 18-24 Years showing too much interest in the fantasy games as compare to other age group. Both the gender, the male and female shows same interest in the young age. The chart shows that the interest of both the male and female changing in a similar way towards the fantasy games. According to sample taken, there were no female respondent play fantasy games above the age of 40 Years.



Pie chart shows Data of Sports Person and Non-sports Person - The researcher makes two categories of respondent. First is Sports person and second category is Non sports person. The 47 percent of the

respondents are belongs from the non sports person background. They never play that games (which are taken in the sample) in real life but they are playing that game only virtual platforms. These respondents said only digital media is the reason that they played these games virtually. The 43 percent of male respondents are non sport player. On the other hand, the only 4 percent of female respondents are non sport player. The 11 percent of female respondents are sports player in real life.



Pie chart depicts Source from which Respondent Know about Fantasy Games - The pie chart shows the data of various sources for the respondent about the fantasy games. The digital media is the biggest source of fantasy games for respondents. The 37 percent of the respondents get information about the fantasy games from the digital media. Secondly the source of fantasy games for the respondents is friends and family. The 32 percent of the respondents get information about the fantasy games from the friends and family.

Bar Graph Shows Data of Sources on the Base of Gender - The newspapers are the source of fantasy games for only male respondents. The no female respondents get information about the fantasy games. Moreover the audio media radio not become source of information about the fantasy games for the respondents of both the genders. The Television advertising has become the source for the respondents of information related to fantasy games. The 33 male and 4 female respondents from the taken sample know about the fantasy games from Television.

The digital media is the biggest source for all the respondent of the taken sample. Approximately the 37 percent of the respondent know about the fantasy sports from the digital media platforms. The out of this 37 percent which in 34 percent are male respondents and only 3 percent are female respondent.

The 30 percent of the total number of respondents get information from their friends and families about the fantasy games. The share of female respondents is good in this category. Almost 54 percent of female

respondents know the fantasy games from their friend circle or families. In the case of male respondents 30 percent are become aware of fantasy games from their friend circle or families.

This data shows that digital media is key driver in the growth and popularity of fantasy games among the public.

Reason/Gender	Male	Female	Total
Friendship	17	3	20
Competition Challenge	40	4	44
Prize or Incentives	63	16	79
Others	7	0	7

Table- Reason to Play Fantasy Games - There is any reason behind something happen. There are various reasons behind the play the fantasy games. To find out reason to play fantasy games, the researcher makes the four categories of reason. These reason based categories are friendship, competition challenge, prize or incentives and others reason. On the basis of these four reasons, the researcher analyse the respondents.

First reason is friendship that respondents play fantasy sports. Nearly 13 percent of the respondents play fantasy games due to their friendship. The 5 percent of the female respondents tell that due to friendship they play fantasy games. The 13 percent of the male respondents tell that due to friendship they play fantasy games. The competition challenge is second factor which motivate the respondents to play fantasy games. The 34 percent of the respondents think that competition challenge is the reason behind them to play the fantasy games. Nearly 32 percent male and 17 percent female respondents agree that competition challenge motivate them to play the fantasy games.

Moreover, the reason prize or incentives is the big factor for respondents which play an important role to play the fantasy games. The prize or incentives in Fantasy games attracts more the respondents. The total 79 respondents are comes in the category that is prize or incentives. Approximately 70 percent of the female respondents play the fantasy games only for prize or incentives. There are 7 male respondents said that they play fantasy games for some other reason.

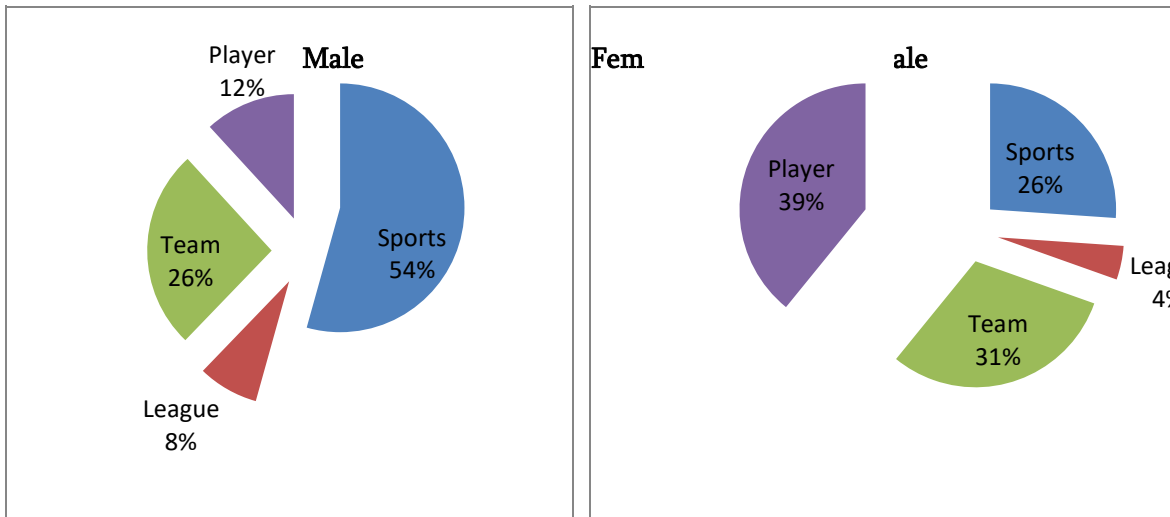
Frequency/Gender	Male	Female	Total
Once in a week	6	0	6
Thrice a week	37	8	45
5 time in a week	64	13	77
More than 5 time in a week	20	2	22

Table - Frequency of Playing Fantasy Games - In this study the researcher analyse the behaviour of respondents towards the fantasy games. How much the respondents are habitual of fantasy games? To find the solution of this question, the researcher measures the frequency by weekly of playing of fantasy games.

The frequency level tells us, how much they are fond of fantasy games. For this, the researcher makes four levels to measure the frequency of play.

Firstly, the only 6 respondents play the fantasy games once in a week. These all the respondents are male and no female respondents. Secondly, the 32 percent of the respondents play thrice in a week. The out of total 45 respondents, who play thrice in a week, the 37 are male and 8 are female respondents.

Thirdly, The player who play fantasy games more than play thrice in a week are consider as addicted users of fantasy games. Nearly, 66 percent respondents both male and female are addicted of fantasy games. The 51 percent of respondent play the fantasy games five times in a week. The majority of the male and female respondents are addicted of fantasy games. Lastly the 22 respondents are too much addicted of the fantasy games. These respondents play fantasy games more than 5 times in a week. Approximately 16 percent of the male respondents are more addicted of these virtual games.



Pie Charts- Depicts Preferences of the Respondents - By this study the researcher try to find out which thing more attract the fantasy game player sand how different gender react towards these variables. For this researcher took four variables. These four variables are types of sports, particular player, particular team and any particular league or tournament. The 54 percent of male respondents like the sports. And, opposite of this only 26 percent of female respondents influence by the sports. The 39 percent of female respondents play the fantasy games due to attraction towards particular player. Only the 12 percent of male respondents influence by player to play the fantasy sports.

Besides this, the 26 percent of male respondents are influenced by a specific team. Most of the male respondents play the fantasy games on the basis of types of sports. The 31 percent female respondents attracted by the name of team in particular game. In other words, they play fantasy games when there is match of their favourite team. The percentage of male respondent is double to the percentage of female respondents that play the fantasy games on the base of league or tournament. The 8 percent of male

respondents play the fantasy games when their favourite league is ongoing. The 4 percent of female respondents play the fantasy games only for their favourite league or series.

Factors/Gender	Male	Female	Total
Sequence of Sports League	21	2	23
Increased Investor Interest	6	0	6
Premium Partnerships of Fantasy Sports League	25	3	28
Digitalisation	70	17	87
All of the above	5	1	6

Table- Shows the Data that Factors Affect the Respondents - This study focus on, what are factors affect the people to play the fantasy games. And at what rate these factors change the behaviour of the people to become fantasy sports player? For these researcher categories some factors like sequence of sports league, increased investor interest, premium partnerships of fantasy sports league, digitalisation and all these. The sequence of sports league also reason to influence the people to become fantasy sports player. The 15 percent of respondent think that sequence of sports league also factor that affect the people to become the fantasy sports player.

Moreover, the digitalisation plays an important role in the proliferation of the fantasy games. Too much growth of the digital infrastructure leads to the reach of fantasy games in the mind of the people. The increasing affordability of smart phones and expansion of the internet user base also support the nurturing of fantasy games. In addition to this, the plummeting prices of data are pushing the expansion of fantasy games. Above statements are proved by the data given by the above table. The responses of respondents make valid that digitalisation play crucial role in the growth of fantasy games.

The responses of respondent's shows that nearly 60 Percent of participant play the fantasy games due to the digitalisation. The number of 70 male and 17 female respondents reply that digital media is major reason behind the growth of fantasy games. The 73 percent of female respondents of total number of female respondents agree that digital media is the backbone of fantasy games. The impact of digital media on the fantasy games is nearly four times of sequence of sports league.

The factor Increased Investor Interest have nil impact on female fantasy player. Approximately 5 percent of male think that Increased Investor Interest derives the people towards the fantasy games. This is the less impactful factor for the fantasy games. The factor Premium Partnerships of Fantasy Sports League come on second number after the digital media in the case of their impact on respondents. The one-fifth of the male respondents of total number of male respondents thinks that Premium Partnerships of Fantasy Sports League attract the people to play the fantasy games.

Findings - The study shows that gender play an important role in the fantasy games. The number of male fantasy player is more as compare to female fantasy player. The 85 percent of the respondents are male and only 15 percent of the respondent are female. This percentage gap shows that females are showing less interest in the fantasy sports as comparison to male. The researcher finds that the most of the respondents

are in the age group of 18-24 Years. The young age group of 18-24 Years showing too much interest in the fantasy games as compare to other age group.

Moreover, this research shows that digital media play a big role to inform the respondents about the fantasy sports. The radio and newspaper are not good media to inform the respondents about the fantasy sports. The 37percent of respondents get information from digital media. Most of the respondents like sport not the league. In the study researcher found that, the majority of the male and female respondents are addicted of fantasy games.

According to responses of survey, the responses of respondent's shows that nearly 60 Percent of participant play the fantasy games due to the digitalisation. In the end, the people who use digital media, they play fantasy games more.

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