

# MEMORABLE GAMES GIVEN NEW LIFE

## SPORT BROADCASTS IN THE COVID-ERA

KEEPING SPORTS  
INSTITUTIONS  
FUNDED AND FANS  
ENGAGED IN THE  
OFFSEASON OR A  
CANCELLED  
SEASON

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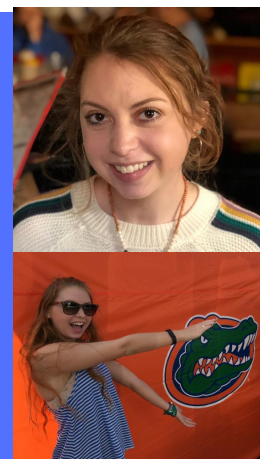
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## DESCRIPTION

While sports networks and athletic departments are struggling with the financial consequences of a worldwide pandemic, devoted sports fans are ready to buy into these organizations to receive a new and different viewing experience.

**My idea is this:** Sports teams and networks can capitalize on Game Day enthusiasm by recruiting memorable players and coaches to analyze and comment on historic games that they were a part of.

## DETAILS

Athletes and their coaches will review a past season's game and provide their own play-by-play analysis while the game is in progress.

**What game?** Each week, a game will be chosen from a past season, as recent as last year to dating back to 30 years ago. Every game that is aired can be from a different year. For instance, Week 1's game could be from the 2019-20 season and Week 2's game could be from the 2000-01 season.

**Who?** 1-2 players from that season's team and their coach will provide the analysis and commentary for the chosen game.

**What will they discuss?** The players and coaches will be able to give insights to their emotions during the game, why they chose a certain play or plan of attack, and how they prepared for the game the week leading up to it.

**What will it look like?** To give fans the typical Game Day experience, players and coaches will watch the game from a tailgate setting while they give their play-by-play analysis. The audiences' TV screens will alternate between original video of the game and new video of the players and coaches watching and breaking down the game.

**What will this sound like?** The players will discuss while the game is in progress, replacing the original commentary with this new analysis. Only the original commentary will be muted, all other sounds from the game, like fans cheering and whistles blowing, will play in the background of the new analysis.

**Which teams will analyze?** Players and coaches of the opposing teams can either conduct their analysis together or separate. To keep them separate, one team can analyze the first half of the game and the other team can analyze the second half.

## BENEFITS

### Sports Institutions

Without live games for fans to tune into, broadcast networks, and therefore the institutions who receive revenue from the networks, will lose a substantial income stream. Providing fans with an alternate choice, an old game with new commentary and live components, fans will still tune into live broadcasts and networks won't take as much of a financial hit.

### Athletes

Former and current athletes will be able to engage in their sport even in a time where they cannot play competitively. Current athletes will be able to learn from plays and strategies that are emphasized in the new analysis. Additionally, athletes will become more personable as they explain their emotions and reasons behind acts that were caught on camera.

### Fans

Despite the state of play, fans will be engaged in a live broadcast that will give them a deeper understanding and new perspective of the game, players, and coaches.

## **Season Cancellation**

Teams can follow the original 2020 schedule with a few substitutions, so that they are airing the same games that would have played if the season wasn't cancelled, just a different year's team with a new analysis.

### **Aired by a Single Team**

Universities can upload video on their website of games from previous seasons with that specific team's players and coaches analyzing and commenting on the game.

### **Aired by Conference**

The conference can upload on their website or broadcast on their TV Network conference games with the players and coaches who participated in that game providing the analysis and commentary.

## **Docuseries**

This docuseries would follow a structure similar to HBO's 24/7 College Football, where each episode follows a certain team. A team and a specific game from a specific year would be chosen for each episode, with the players and coaches from that year's team providing the analysis and commentary. The chosen games could be from the regular season, or they could be bowl or championship games.