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In terms of responding to higher fan expectations, it is claimed that in order to attract fans to live events, sports venues

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have been forced to change their identity and make use of innovations in entertainment and technology including giant screens showing video replays, stadium-shaking rock and hip hop music to break up innings, diverse menu options, or an array of blinking lights, radar readouts,

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growing body of work  
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Associates start out from the premise that the sports world is changing for a multitude of reasons including: increased competition for the fans attention and money, the decreasing social aspects of going to the ballgame, and technology that means fans don't

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have to physically go to the game to watch it, along with the increasingly individualized nature of sports itself presents a major challenge to those who make a living off of live game attendance.

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including: increased competition for the fans attention and money, the decreasing social aspects of going to the ballgame, and technology that means fans don't have to physically go to the game to watch it, along with the increasingly individualized nature

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