TOO DULL, TOO SLOW AND....TOO PRECIOUS

Professor Simon Chadwick
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FIFA GO TO HELL!
My confession....
Disruptive innovation
Why the X Games Won’t Dethrone the Olympics

by Scott Anthony | 10:00 AM February 6, 2014

A "new model for how winter sports are done" that "feeds an audience hunger for life-treating daredevilry" and drives "high market penetration and ... high dollars." Yes, that's a collection of phrases describing the X Games, a series of athletic competitions created by cable giant ESPN. With the Winter Olympics set to start this week, is it just a matter of time before we can add "disruptor" to the list of words used to describe the upstart?

ESPN started the X Games almost 20 years ago as an effort to reach younger consumers that seemed to be turning away from more traditional sports. We don't know enough of its finances to know precisely how successful it has been, but with tens of millions of viewers and sponsorship packages north of $2 million, it is a good bet that ESPN has done well on its bet.

Is the X games different? For sure. The brand, set of events, and entire experience has noticeable
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Desperate times for Man Utd at the heart of deadline day drama

By Simon Chadwick, Coventry University

Football's transfer window, like the post-Christmas sales, sees buyers frantically rushing around flush with cash and sellers rubbing their hands with glee. Except that, unlike goods in Selfridges on Boxing...

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Hope that wasn’t too dull, slow or precious for you....thanks for listening