



THE ROLE OF MEDIA AND INFORMATION SERVICES IN SPORTS EVENTS: PRESS SERVICE, INTERNATIONAL EXPERIENCE

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Abstract

This article analyzes the significance of media and information services in sports events. The role of television, sports news, and special projects in promoting physical education and a healthy lifestyle is highlighted. Furthermore, the article demonstrates how the effective operation of press services contributes to improving the organizational level of competitions.

Keywords: Sports events, media, information service, press service, healthy lifestyle, television, social networks, international experience, sports management.

Introduction

Аннотация

В данной статье анализируется значение медиа и информационной службы в спортивных мероприятиях. Освещена роль телевидения, спортивных новостей и специальных проектов в пропаганде физического воспитания и здорового образа жизни. Также показано, каким образом эффективная деятельность пресс-служб способствует повышению организационного уровня соревнований.

Ключевые слова: спортивные мероприятия, медиа, информационная служба, пресс-служба, здоровый образ жизни, телевидение, социальные сети, международный опыт, спортивный менеджмент.

Introduction

Today, the field of sports is not limited merely to competitions and physical activity; it is also inextricably linked to large-scale media processes. Sports events are delivered to millions of viewers through television, the internet, social networks, and



other mass media outlets. Consequently, media and information services have become an important tool for promoting a healthy lifestyle and forming the image of athletes. Specifically, television channels and sports news play a crucial role in delivering physical culture to the masses, while press services are vital in organizing sports events. Along with this, the media serves as a source of motivation for the younger generation, presenting the image of athletes as ideals. The wide coverage of sports events on television plays a significant role in increasing their popularity and status. Through television broadcasts, high-quality and timely information about sports competitions is delivered to a broad audience.

Particularly, when major international competitions (Olympic Games, World Championships) are covered on television, public interest in sports increases, which in turn creates new demands and opportunities for organizing sports events within the country. Sports news not only provides information about events but also forms the image of athletes and widely promotes their achievements. As a result, motivation for engaging in sports among the youth strengthens. According to international statistics, the Paris 2024 Olympic Games were broadcast in more than 190 countries via media platforms, demonstrating record-breaking viewership. Special projects, interviews, and documentaries—for example, the Netflix series "The Last Dance" about Michael Jordan—were watched by 23.8 million viewers worldwide, significantly increasing interest in basketball.

The Function of Press Services

The main goal of a press service is to act as a bridge between the competition organizers, athletes, and the mass media (media outlets). They ensure that information about the tournament, its participants, and results is delivered to journalists quickly and accurately. Press service representatives register media outlets, provide them with special passes (badges), and ensure their access to specific areas such as the press center, mixed zone, and press conference rooms. They organize press conferences and set up meetings between athletes/coaches and journalists after important matches or before the start of the competition.

The press service constantly disseminates press releases, match protocols, statistics, and other important information. A special area for journalists after the competition—the mixed zone—allows for short interviews with athletes. Organizing this process is the responsibility of the press service. To manage content, they also run official social media pages related to the events, posting updates, news, photos, and videos. A well-



organized press service enhances the image of the sports event and attracts sponsors. The activity of the press service is not limited to just the opening of a sports event; its goal is to ensure the provision of any information- be it historical heritage, innovative technologies, or emotional moments-requested by the audience through the media. Effective collaboration with the media guarantees wide coverage and high status for the event.

The more convenient and safe the working conditions for thousands of journalists, photographers, and operators, the more positive the tone of the materials produced will be. Beyond the competitions, the press service creates additional content: videos of athletes before and after the game, briefings with organizers, award ceremonies, and behind-the-scenes stories.

"Preparing the Background" — providing journalists with a full information package helps them perform their work effectively; this includes athletes' biographies, statistics, tournament history, and ensuring all of this is presented clearly. Every major sports competition faces unexpected situations (injuries, conflicts, referee errors, infrastructure problems). In such cases, the press service is the primary and only source of official information in a crisis, preventing the spread of rumors by providing fast, honest, and transparent information.

Comparison of International Standards

The following table analyzes the best global practices and provides specific recommendations for aligning national sports events with international status:

Criteria	Olympic Games (IOC)	Asian Games (OCA/Qatar)	Local Tournaments (Proposal)
Accreditation Application Deadline	12 months before the start	6 months before the start	At least 4 months (for visas and logistics)
Media Content Provision	Photos, videos, highlights, 100% free access for all zones	Video content (subject to rights)	Free content/news creation for regional media
Main Press Center (MPC) Operation	24/7 (with catering and tech support)	With time restrictions	Ensuring 24/7 or 18/7 operation during the tournament
Mixed-Zone Organization	Strictly defined queue and time for all	Regulated, but "personal" access possible	Introduction of time slots to guarantee exclusivity for media



Analytical Commentary

The table above indicates that analyzing the experience of world-class sporting events (Olympic Games) and regional competitions (Asian Games) reveals a necessity to transform these into practical standards for local tournaments. International experience, particularly from the IOC, emphasizes the 100% free provision of all types of content (photos, video highlights), focusing on creating "media-ready" products. This simplifies the work of journalists and ensures positive coverage of the event. This comparative analysis demonstrates that the success of sporting events on an international scale directly depends on technical supply, adherence to deadlines, and the efficiency of service delivery.

Conclusion

Today, sports is not only a field of physical competition but also an important part of the information and image struggle. For this reason, media and information services have become an integral part of sports events. Their activity is of direct importance in the wide coverage of competitions, strengthening ties with the public, and increasing the reputation of sports organizations.

The world experience shows that major sport organizations - FIFA, IOC, NBA, Formula 1 and others - have developed media services as a strategic direction. In their experience, the press service performs not only the function of disseminating information but also monitoring the media, creating online content, and strengthening communication with fans. This approach increases the economic and social value of the sports event. Media and information services are the main force that opens sports to the world, brings it closer to a wide audience, and turns the achievements of athletes into history. Therefore, developing press services and applying international experience in practice is an important factor in increasing the prestige of sports in Uzbekistan.

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