

Broadcast news story

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Fox Sports 1s Strategy vs. ESPN: Jockularity Broadcast ESPN was the first to launch a 24-hours sports channel nearly three decades ago, but did anyone seriously try to compete ESPN before? Well, the answer is ‘ No’ and ESPN has been enjoying this supreme position for the last 30 years, earning as high as \$9 billion a year. Will it continue to enjoy as much in the future? Serious competitors are emerging with serious plans to make their sports channels a ‘ must-visit’ for individuals of all ages. They claim that they have learned from the experiences of failures like Time Warner and Comcast, and they have better plans to overcome issues that caused their failure.

Fox Sports 1 appears to have accepted the challenge and it aims to set new standards of sports telecast by introducing the newly emerging idea of “ Jockularity” as part of their regular telecasts. The new channel aims to establish its reputation as a funny, irreverent and so called ‘ less-serious’ sport channel. They say that they will engage the services of some really famous Canadian pranksters to anchor the network’s flagship programs. Regis Philbin is also expected to host a show at the new sports network. The network’s representative Mr. Hill expressed his concern and hope by saying

“ What we are fighting is inertia. ESPN has a 30-year head start, and they are doing a remarkable job. We are very much the underdog, and we have to convince the sports-viewing public that what we have on offer is better—or as good as—what ESPN has been offering. We have to create a personality.”
(Greenfeld)

In a time when many Americans are enduring stress as part of their daily lives, the idea of introducing humor into sports appears to be novel, yet

promising.

References

Greenfeld, K. T. (2013, July 18). Fox Sports 1s Strategy vs. ESPN: Jockularity - Businessweek. Retrieved May 18, 2015, from [http://www. bloomberg.com/bw/articles/2013-07-18/fox-sports-1s-strategy-vs-dot-espn-jockularity](http://www.bloomberg.com/bw/articles/2013-07-18/fox-sports-1s-strategy-vs-dot-espn-jockularity)