

Technology has increased ticket prices

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Ticket Price Increase Due to Technology Affiliation Ticket price increase

Technology plays a detrimental role in sports and due to numerous innovations and inventions; it has led to formation of almost half of the sports that exist currently. However, as much as it has contributed positively towards the face changing of sports, it has brought with it some hitches that include increased ticket pricing. The effect has caused too many fans opting to view the sports at the comfort of their homes which tend to be cheaper as well as comfortable.

A sport such as baseball, according to the Washington Times report indicates that, its ticket price has increased by 344 percent for several major team leagues since 1957. The report can be associated with the many huge make-over of respective stadiums. Most of them no longer use the old school systems; rather, they have adapted new technologies such as modified digitalized stadiums among others. A simple family of four attending a ball game is estimated to use, on average, a total of \$207. 68. On average, the total cost for attending a major baseball league is about \$50. A National Hockey League usually charge on average \$57. 10. All together, it seems like all major sports have had their prices increased for the last couple of years (Dwyer, Drayer & Shapiro, 2013). It is, however, linked, in some ways, to the changes in technology. For example, sports managers not only have to worry about paying their players heftily, they also have to consider the increased expenses that have increased with the new inventions in the stadiums. The expenses may include, increased electricity bills, due to ever on bill boards, lit-up stadiums, and radio stations among others. In another way, increased awareness through social sites and other advertising media that did not exist

before contributes towards this (Rishe & Mondello, 2004). Therefore, all these costs and expenses are taken down to the viewers through ticketing. In conclusion, technology can be said to be playing a major part in the heightened ticket prices. However, it would be advisable if other alternatives for dealing with the expenses could be considered, otherwise, the current trend in fans opting to view the match from home could lead to a negative effect.

References

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