

Research of NBA All Stars Games

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Abstract. The success of NBA All Star Games will be analysed by various factors, including the dazzling stars basis, income management, global development strategy and innovative performance thinking. Also analyses the NBA All Star Games's cultural connotations, including that NBA All Star Games is the historical drive of the development of NBA and points out that the NBA All Star Games is the embodiment of American Hollywood entertainment spirit, the American commercial culture and the American multi-culture and humanistic care of teenagers and the disabled.

Keywords: All Star Games; American basketball; Strengths; Challenges.

1. Introduction

The NBA All Star Weekend, also known as the NBA All Star Weekend, is an annual sports feast, visual feast and entertainment feast in the American professional basketball industry. It is a festival shared by basketball stars and fans. The event began on March 2, 1951, and has a history of 60 years so far. Although in the United States, the status of the basketball all-star game is inferior to the football (NFL) All Star game and the baseball (NBL) All Star game, because the popularity of basketball in the world is higher than the football and baseball, but the sensation and attention of the NBA all-star game are far greater than those of the NFL all-star game and the NBL all-star game in the world. Especially in China, the NBA all-star game has long and deep into the hearts of fans. Whether it is the memory and nostalgia of the older generation of fans for the Jordan era or the nostalgia and reluctance of the new generation of fans for the Yao era, the classic images and moments of previous NBA All Star Games have long been treasured and engraved in the minds of fans. Traditional prediction methods are based on linear regression, such as time series method, analysis method and pattern recognition method have defects of respectively.

2. A brief analysis of the successful factors in NBA All Star Game

2.1 Star based create a free promotion of the event

The reason why the NBA All Star Game can be favored by the majority of fans is that the famous stars in the All-Star Game are selected by the majority of fans as one in a hundred on the NBA stage. They appear as the best players in all positions of the league and are praised as "stars among stars" This strong star flavor is the cornerstone of the success of the NBA all-star game. In the NBA All Star Game, the stars we see are based on the superstars who are at the peak of their careers, and assisted by the rising popularity of the promising stars also the legendary veterans who are not yet completely old but still full of popularity. This means all the stars give a non-fee promotion of the NBA All Star Game, and this event has long history in American. So, the sponsor does not need concern so much in the process of promotion. As a result, the cost management and reasonable star mix structure forming the most ideal and powerful lineup for the success of the NBA all-star game.

The basketball related revenue of 2007 / 08 season was 3.57 billion US dollars. If the cable TV and TV broadcasting revenue from 2002 / 03 season to 2007 / 08 season were averaged to six seasons, it would be 780 million US dollars per season, accounting for 21.8% of the total revenue. It can be seen that the importance of TV broadcasting rights revenue to the NBA. As the same time, TV broadcasting is not only to bring huge income, but also to make the NBA game break through the restrictions of the field and region, cover the whole country and even the world, and make the NBA

brand known to everyone. If they use a lot in the process of promotion, it may cause the profit down, So the star-based formation provides a non-free fee to achieve the profit maximization. And television can also make use of its technical conditions to present on the screen what cannot be presented in the place of appearance, so that the process of the game becomes richer, and the use of good lenses makes the game more enjoyable. It is equivalent to repackaging the league, which plays an irreplaceable role in creating a good brand image. All the aspects make the NBA All Star Game become one of the most contribution in the industry of national's GDP.

Table 1. Overall operation of NBA in 2007 / 08 season

List	Number	Unit of measurement
NBA league income (basket related)	35.7	Billions of dollars
Total operation income	2.93	Billions of dollars
Number of team	30	team
Attendance	17394	audience
Average value created by team	3.72	Billions of dollars

2.2 Income management

The income of NBA can be divided into league income and team income. Among them, the league's operating income includes: regular season ticket income, broadcast right sales income, exhibition game income, playoff ticket income, parking fee, team sponsor's subsidy, league derivative product development (such as online games, clothing, toys, food, children's products, even restaurants and buses), stadium club income, summer training camp income, NBA basketball tour income, team mascots and cheerleaders performance income Revenue from beverage sales right, 40% of venue signing revenue, 40% of luxury box revenue, ownership revenue (including international television broadcasting fees, sponsorship), revenue from NBA entertainment companies (all-star games, McDonald's Open and other NBA special activities), team publicity revenue (licensed goods sold in authorized stores within 70 miles of the stadium radius). 51% of the league's income is returned to clubs to pay players' salaries, and another fixed proportion is used for league expenses.

The operating income of the club mainly includes: ticket income (6% to the league in the regular season and 45% after the tax in the playoffs), in court advertising (the advertising location and number specified by the league), jersey advertising (the location and size specified by the league), jersey and other souvenir sales income. Souvenir sales that do not use the league logo are not restricted by the league and only pay a small proportion of the "tax" of the league. However, if the products with the League Logo are sold, the sales range must not exceed 70 miles around the competition field, and a large proportion of the sales revenue must be handed over to the league. It can be found that the income of operation of NBA internally lies in coordinating the distribution of interests of various stakeholders and coordinating the internal operation of the whole league, and externally lies in contacting, trading and generating income with the market, the government and other social organizations. This operation mode integrates the internal main body of NBA with the external environment to form an interactive and efficient system.

2.3 The strategy of globalization

Global development is the development strategy of American professional basketball that is different from the other three major leagues in the United States. The NBA league is just benefiting from its huge overseas market, so it comes from behind and ranks first among the four major sports leagues in the United States. According to statistics, the total revenue of the NBA has risen from 192 million dollars in 1984 to 4 billion dollars today, which is precisely the way ONBA has been given by globalization through the globalization of talent selection. Starting from the former Yugoslav center Divac in 1989, Croatian Kukocs, German Schrammev and Nowitzki, Lithuanian Sabonis, Canadian Nash, Argentine Ginobili and Scola, Australian Bogut, Brazilian Valejo Spanish Pau Gasol brothers, Chinese Yao Ming and other international players have settled in, which has promoted the

expansion of the NBA's overseas investment space and the growing overseas market share. Nowadays, on the NBA All-Star field, the presence of international players has become commonplace. Typical players include Nowitzki, Nash, Parker, Gasol and Yao Ming. They appear on the all-star list with different frequencies. On the other hand, they benefit from the global voting of all stars, they also benefit from the needs of NBA's overseas market development. The performance of international players in the NBA All Star Game has greatly affected the hearts of fans and has been highly concerned by domestic media. It can be said that the all-star game has gathered a wide range of popularity and laid a global foundation through its international route. At the same time, as an important image window of the entire NBA League, it has played a decisive role in promoting the long-term development of the NBA.

3. Challenges of the NBA All Star Game in the present and future

3.1 Challenges of the NBA All Star Game in present -lose China's market

The Morey incident in 2019 can be said to be the starting point for the decline of the NBA. Due to the improper remarks of Morey, the general manager of the Rockets, and Xiao Hua's indifference to the feelings of Chinese fans in the subsequent handling, the NBA was boycotted in China for the first time, and the Rockets could only stay in the sports sector as a mosaic team for a long time.

Facts show that Xiao Hua overestimated himself, overestimated the influence of the NBA in China, and underestimated the patriotic feelings of Chinese fans. In the face of national justice, there is nothing to give up. However, the suspension of broadcasting in China for a long time has greatly affected the exposure and attention of the NBA.

Of course, this is just a beginning, and the butterfly effect brought by it is more obvious. Domestic sponsors have drawn a clear line with the NBA. With the loss of China's huge market, the NBA is facing great economic pressure. In 2019, the NBA's salary cap directly fell by 20 million dollars. The impact of this effect is still continuing, and it still greatly restricts the development of the NBA.

In order to cultivate the Chinese market, Stern spent decades, through Jordan, Kobe, Yao Ming and other superstars, to gradually have the prosperity of the NBA in China. However, Morey and Xiao Hua only spent a week to turn all this into nothing. It may not take more than ten years for the NBA to regain its great influence and attention in China. If the NBA continues to adhere to this tough attitude of making way for freedom, it will only make Chinese fans go further and further.

3.2 Analysis of Challenges of the NBA All Star Game in the future- The corona virus

In 2020, the outbreak of an epidemic made the situation of the entire NBA worse. Gobel's bizarre move at the press conference opened the prelude to the lockout. The impact of the lockout on the entire NBA can be said to be catastrophic. The stadium can't play, the team has no income, and the players have no salary. Overnight, the once hot team has become a hot potato in the hands of the owners. Even in the absence of income, they still have to bear the huge expenses of the whole team. And for those bottom players who are not guaranteed, this is nothing less than a bigger disaster.

Although the open court games have resumed, the decline of ticket revenue will probably affect the development of the NBA for a long time to come.

From the comparison between prediction data and actual data, the BP neural network has better prediction performance and relatively small error, which can meet the demand completely, and has fast prediction speed and convenient operation.

3.3 The characteristics of professional sports and the unique legal and policy environment of NBA-Among both at present and in future

If placed in other industries, many of the NBA's rules and regulations and operation methods may cause antitrust litigation, such as collective bargaining for television broadcasting rights, player salary caps, transfer restrictions, etc. However, the NBA and several other major sports leagues can win the support of Congress and protect their monopoly position in the form of laws, which includes repeated

games of interests of all parties, it also contains the operating rules and characteristics of the sports competition industry.

As a product, sports competition is produced by two teams (basketball competition). Although there is a competitive or even hostile relationship between teams on the court, as producers of the same product, they are also cooperative. The whole league is a product series, which is produced by multiple teams in competition and cooperation. The quality of league products is determined by the ability of the producers: the stronger the absolute strength of the team, the more enjoyable its performance will be. The closer the relative strength of the two teams is, the more unpredictable the results will be, and the more the essential characteristics of competitive games - suspense and attraction. These two aspects are the "quality" of sports competitions. Correspondingly, if a league can have the best team in the country and maintain the balance of strength of each team through various measures, then it can provide the highest quality competition products for the audience; On the contrary, if there are multiple leagues to divide the excellent teams in the country, the quality of the product series provided by each league is bound to be lower than that of the former. In addition, if the quality of one league is higher than that of other leagues, it will be able to obtain a larger market and continue to expand, and finally achieve monopoly on the entire market. The NBA has experienced such a process of competition - annexation - monopoly.

From this perspective, sports competition products themselves require the League to achieve a monopoly position. In this way, it is not difficult to understand why the NBA has the ability to persuade Congress to maintain its monopoly.

With the legal basis for monopoly, the NBA has gained great advantages in its internal operation system and external marketing methods.

In its' internal operation, the NBA can strictly limit the number and distribution of teams, set a series of restrictions on players' transfer, and take an advantage in the negotiation with the trade union. Of course, these restrictions and advantages are effective within the scope of the law. For example, although the NBA enjoys the right of antitrust exemption, its restrictions on player transfers are still limited by relevant laws. In the early period of the development of professional sports league, the league monopolized the transfer market of players and could decide the distribution and mobility of players, while the latter had no right to decide their own whereabouts. It was not until the establishment of the athletes' Union and the Congress made some adjustments to the "antitrust exemption" of professional sports leagues that athletes got the right to free transfer.

NBA monopolizes the professional basketball league market, which also means it monopolizes the league labor of basketball player market. In North America, if a basketball player wants to achieve brilliant achievements, he can almost only find a way to enter the NBA. This situation makes the NBA League have strong negotiation capital when facing athletes, and thus the "salary cap" described above appears. This system that violates the labor law will almost certainly lead to litigation if it is placed in other industries. In the three labor wars in the NBA in the 1990s, a very important dispute was the wage cap issue. However, due to mutual compromise between the two sides and differences within the players' union, an agreement was reached on the wage cap issue in the new collective bargaining agreement, and the United States Congress and the courts acquiesced in this bargaining system.

In the marketing of the external market, on the one hand, NBA games are protected by the copyright law. If TV stations broadcast these games, they will have to pay the league for broadcasting; On the other hand, as a consortium of 30 teams, the league can negotiate with TV stations as a legitimate cartel, and reduce the bargaining capital of TV stations through collective bargaining, thus obtaining high broadcast income. Without legal protection, these advantages will disappear [10].

4. Conclusions

Through the analysis of the organizational structure and various systems of the NBA, it can be found that the operation of the NBA is internally to coordinate the distribution of interests among

various stakeholders, coordinate the internal operation of the entire league, and externally to contact, trade and create income with the market, government and other social organizations. This operation mode integrates the internal subjects of NBA with the external environment to form an interactive and efficient system. In this system, the core mechanism lies in the distribution of interests of internal subjects, including the distribution among team owners, players and other staff and the distribution of interests between teams. These distributions are embodied in the player salary system and the League income distribution system among teams. At the periphery of the core mechanism, the alliance interacts with the market through various marketing means and generates income for the alliance; Finally, all internal actions and market transactions of the alliance are carried out under the norms of federal and state laws of the United States. As the world's most famous film and television entertainment and tourism hotspot, Hollywood, located in the northwest of Los Angeles in southern California, is not only a symbol of American entertainment and fashion, but also a synonym for American entertainment spirit. Hollywood entertainment spirit is, in a sense, the spirit of American games, and one of the essential attributes of sports is games.

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