Cat Sports Network

Our team is proposing one of the newest and most vital ideas in the market today. The idea is to create a more convenient experience for any of those affiliated with the University of Arizona. We want to create a website that encompasses the experience of the Zona Zoo and Pac-12 Network at the touch of a finger. In today’s market, many students are left without a Zona Zoo pass or simply do not have the time to attend University of Arizona sporting events. With a one time fee, we would be bringing you a website, partnered with Pac-12 Network, to broadcast a wide variety of U of A sports on your computer. The fee, most likely under $100, would be paid at the beginning of each school year and includes a full access pass to the website.

With students very busy with their studies or simply forgetting to get their ticket to their favorite games, the Cat Sports Network would get rid of the stress. Our team is proposing this idea to make U of A affiliates more associated with our highly rated sports programs. We are trying to raise awareness and create a greater sense of pride for our school. Many off-campus students do not have access to a television or the even the Pac-12 Network, so we are basically the middleman, stepping in to help those students out. Having over 40,000 combined students, the University of Arizona has such a great potential for its affiliates to be that much more connected with their school.

Talking about the basics of our idea, it is quite simple when it comes to the process of those signing up and logging in. Once paying the fee at the beginning of the school year, students
will log into the website quickly with their UA NetID and password. Just as the students log into
D2L with the “WebAuth” page, they will be doing to same thing to get into Cat Sports Network.
Once in the site, it will include a variety of sports ranging from basketball to softball. Within the
website, we did not just want to include live events, but also highlights and replays. Students are
often busy with schoolwork, so we wanted to make sure all live events would be able to be
viewed at a later date. Having an archive in the website will allow for those sports enthusiasts to
keep up-to-date with their stats and simply pure enjoyment of the sports. While coming up with
the idea, we were also suggesting that the idea of an archive could be very helpful for athletes
wanting to watch back their performance during their match/game. This could further help with
the performance and even simply create a sense of enjoyment for those athletes, watching
themselves participate in their own sport.

To create that extra spark, we had the idea of partnering with the College of Film to
broadcast a wider variety of sports. We would recruit several filmers to attend U of A’s less
recognizable sporting events like Swimming and Diving and would then broadcast these events
live to our network. As I said before, we are trying to create a greater sense of athletic pride for
our school and we feel this idea would help create that environment. Most students are not aware
of the amount of different sports there are at the University of Arizona and this would be the
perfect opportunity to spread to the word about them. Whether it be while studying or hanging
out with a couple of your friends, being able to watch one of U of A’s variety of sports would
create a much more exciting environment.

Bringing Cat Sports Network to the University of Arizona campus will contribute to the
University and the community in many ways. First, it will raise overall school spirit and create a
more active fan base. Second, it will allow for smaller sports to gain more recognition and
viewers around campus. Third and final, creating this technology will put the University of Arizona at the forefront of college sports online and other universities will look to the University of Arizona for guidance in this matter.

This added technology will improve and help boost school spirit for students and faculty on and off campus, making their lives easier and their beloved Wildcats more accessible. Many students on campus do not have a television in their dorm rooms, and therefore cannot watch the sports that they want to, and are unable to cheer on their Wildcats. Furthermore, many students who live off of campus either do not have a television or access to expensive cable. The Cat Sports Network is the solution for students and faculty not having a television or cable. It will allow students and faculty to stream the sports they want watch. This means that the University of Arizona will create a larger fan base, which in turn will bring more notoriety for the school as a whole.

The University of Arizona has many well-recognized nationally renowned programs such as their Men’s Basketball and Football teams which are top tier programs. But the University of Arizona has other nationally renowned programs that are not as well known or watched, such as our women's softball team who was won 8 national championships. With the implementation of Cat Sports Network more students and faculty will have the ability to stream not as well known sports and discover the greatness of the Cats they may not have known before. This will allow programs such as; men/womens golf, men/womens soccer, softball, swimming, baseball and women's basketball to get the recognition they and the athletes deserve.

The world is changing more rapidly than it ever has before, almost the entirety of human knowledge can be accessed by a click of a button. Darwinism suggests that either we must change with the world or cease to exist, but here we have a unique opportunity to change before
the power curve hits; before we are scrambling to catch up instead of be ahead. Everything is
moving online and that is where people now go at access what they want especially college
students. According to a study by the Daily Reader newspaper “results found that nine out of ten
college students use Netflix on a regular basis.” Where according to a study by
MarketWired.com “50% of college students shared that a big television is essential.” We are
facing a change in the tend that media is now viewed with over 90% of college students
streaming the there entainment online and only 50% saying a television in college is essential,
we can witness the drastic shift from media being viewed online as opposed to conventional
methods. This is why this is such a unique time for the University of Arizona; we have the ability
to be the school who changes how college sports are viewed and broadcasted to the students and
faculty. An opportunity like this is unmatched for the University, it would make us nationally
renowned for evolving with technology and making it make our lives easier and other
universities would look up to us and try to emulate what the University has done to bring its
college sports to the next level. Students would be more inclined to attend the university and
athletes would be easier to recruit knowing they have a true campus wide audience cheering
them on.

In conclusion Cat Sports Network has the ability to help students, all sports, and take the
University of Arizona to the true cutting edge of technology before other Universities beat us to
the punch. There is no downside to Cat Sports Network and this change is inevitable to happen,
the only question is when? The University of Arizona can be the school who changed college
sports as we know it and how they are viewed or it will be trying to play catch up after other
schools have put their sports online.
Although the business proposition is highly focused on relations between the University of Arizona and the Pac-12 Network, the business idea is also heavily oriented around the people that will be affected by it. Besides the large, target student demographic that the project is geared toward aiding in their quest for live action sports, there are a myriad of others that will benefit from this business endeavor. In addition to the high quality, captivating athletics that will be broadcasted for viewing, this application will financial opportunities for not only the professionals responsible for the agreement between the University of Arizona and the Pac-12 Network, but also ambitious students who are motivated to gain an excellent work experience on top of the monetary gain. Because of the implementation of this groundbreaking idea, students, faculty, coaches, sports enthusiasts, and University of Arizona athletics as a whole will benefit along side with the Pac-12 Network.

Because the main focus of the business plan will be to provide more efficient access to Arizona athletics for students at the University of Arizona, the student body is the first benefactor that comes to mind. While this is true, the program will also create other beneficiaries besides the student who loves sports. While many will not acquire the package deal simply because they are not big sports fans, the linking of two great athletic viewing programs will create job opportunities for students looking to take photos, videos, or even dip their feet in a new field and work in an area associated with the sports industry. In looking to include as many students in the plan as possible, the plan would look to incorporate students who would shine doing what they enjoy while at the game—such as inviting students from the College of Film to film or create a video to get the student body hyped for a big game. As the Wildcat community is one big family, students are not the only one walking away from the deal, as all faculty at the
University of Arizona, not just the coaches, will only gain from the creation of the website and application.

Moving away from the obvious benefit of having access to all University of Arizona sports team dominating in their perspective sport, faculty at the university will also have many other ways they could be able to utilize this breakthrough in viewing live sports. Even though some may scare students, professors at the University of Arizona love to know their students and help them on their life path to the best of their ability. By having access to every sport at the touch of one’s finger, it would be very easy to implement the idea to an educational mold, whether being used by majors in the Eller College of Management trying to enter the sports industry, a person in the Sports & Leisure general education class, or someone in the College of Film; the possibilities are endless. Coaches will love the concept, as there will always be someone at the games to film and film well. In having an immense repertoire of footage to review, coaches will have the ability to critique their players actions during the game and give them criticism on how to improve their game. While everyone will be individually benefit from this awe-inspiring business concept, the University of Arizona as a whole will gain a newfound respect in increasing student morale.

With every student, faculty member, and University of Arizona sports fan having an easily accessible vessel to view their favorite sports, a positive correlation will occur between how good or excited the students feel regarding University of Arizona athletics and how many people pay for the package deal. Not only will this happen, but a respectable reputation will be built between the Pac-12 Conference and the University of Arizona. Students will feel more connected to their schools athletic teams and players, giving them a feeling of a family environment rather than one of anonymity. The high morale increase regarding university
athletics will not only give the student body a larder sense of respect and admiration for the educational institution, but also will give a morale boost to all University of Arizona teams.

Bringing this kind of technology and solution to the University of Arizona and its students would be no small undertaking. However, there are people at this school that could easily implement a system like this. This implementation would be another example of the U of A being ahead of the game. Many individuals and offices would be involved with our idea, not because it is so large, but because we want it to be run correctly. The process would have to be run in an extremely thorough and well-executed manner. There are not many variables that the school or PAC-12 Networks would have to hop through, but it is our main goal to make sure that both parties receive value. Ultimately, if this deal were to go through and the product implemented, the University of Arizona would have one of the most marketable and dominate athletic programs in the entire country.

The first step for this product to become a reality for all these fans would be to contact the University of Arizona schools officials. Have a meeting and discuss the value and the fact that many students face the same problem we did. They love watching Arizona Sports, but are not able to get the specific broadcast, or do not have a Television. After this meeting with school officials, the next step is conducting a meeting with PAC-12 Network officials about pricing and technology. For them they do not want to lose any money, and same with the school. We believe that by bringing forth multiple options the school and the PAC-12 could agree on specific pricing and technology. After this meeting, the school and the Bursar’s office will agree on the pricing and then bill students, a one-time fee at the beginning of the semester. This best part is that it is optional, so students can elect to either pay for the service or not. Once the school, and the bursars agree on billing students, the school officials and our group with the UITS department
and discuss the bandwidth necessary for steady and consistent streaming. This will not be too
difficult because of the infrastructure already set into place by that efficient department. The
process is extensive, but very do-able. The school will benefit the most because the increased
attention they will receive from the loyal fans.

Another set of procedures our team would have to take is to communicate with the
College of Film about possible opportunities for students. The other task we would have to
consider is talking to the Athletic department about possible lobbying efforts. The first task is
important because we want more students involved with the athletic department. With a
partnership between the college of film and the athletic department both departments will
prosper. The Film students will get access to U of A sports like no other. Allowing students to
see what the athletes are truly like. With specific highlights and player profiles, smaller “market”
sports will see an increase in attendance and popularity. We feel like adding this dimension and
giving students the ability to film and promote the sports will be a great addition to the Cat
Sports Network channel and website. The second aspect is contacting the Athletic department
and having the main sports’ coaches participate in a marketing campaign to promote the
implementation. There is no better way than to have the coaches push this product. It will be
inexpensive and the campaign/lobbying efforts will truly make this product exceptional.

Overall, the implementation process may be difficult but we believe that with a focused
effort from all the parties above, Cat Sports Network can be a product for students. That is our
main goal, to provide students the ability to watch their favorite Arizona teams! The school will
face little overhead costs, and will ultimately see an increase in the overall value of the Athletic
department. The Athletic department is a great marketing tool for recruiting and “bragging
rights”, and it is our mission to bring this every student, faculty, and staff.
Works Cited


Our Video:

https://www.youtube.com/watch?v=bCCp4SrKwuU&feature=youtu.be