

A Review of the Factors Influencing the Ratings of Chinese Sports-Themed Film and Television Dramas

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Abstract: With the rapid development of the Internet age, we influence the ratings of sports TV series in more than just well-crafted content and neighborhood recommendations. Online ratings, social media, etc. will have different impacts on the spread of sports-themed film and television dramas, so factors such as time cost and production expenses are no longer the standard of ratings to measure audience preferences. By collecting literature, this paper summarizes the current influencing factors affecting the ratings of sports-themed TV dramas, and lays a foundation for future in-depth research in this regard.

Keywords: Sports Film; Television Drama Ratings; Network Data

Introduction

Sports-themed film and television works are an important part of our lives, which enrich our daily lives and broaden our understanding of sportsmanship and increase our understanding of sports. Film and television works refer to works that are fixed to any medium in a certain way, consist of a series of related moving pictures with or without accompanying sound, and are projected or played in other ways with the help of appropriate devices so we can conclude that sports-themed film and television works includes sports-themed films such as "TO THE FORE" and "Pegasus", and sports-themed TV series such as "My Mr.Mermaid", "Sweet blow", variety show "BEAT THE CHAMPIONS", "Celebrity Splash" and so on. Based on sports-themed TV dramas, this paper studies the key factors affecting the ratings of sports-themed film and television dramas through video websites, social media platforms and the influencing factors of the communicative effect of TV dramas summarized by predecessors.

1. Definition of relevant definitions

1.1 Definition of ratings

Public opinion popularity refers to a hot public opinion event on Weibo, and the degree of attention paid by Weibo bloggers to the event. It is usually defined by the number of Weibo posts, the number of Weibo retweets, and the richness of comments below Weibo. The proportion of Weibo audiences to the influence of four different types of Weibo: gossip entertainment, political news, social news and the life perception are very different

There is a heat collection about celebrities, which can use the Sina Micro Index to measure the star effect. Sina Weibo is currently the fastest social software for the news release and the most convenient real-time search. The use of Sina Weibo has wide coverage and great influence. Therefore, Sina Weibo user behavior data and blog post data have high reference value.

2. Research on the ratings or communication evaluation of film and television works

2.1 An exploration of the traditional factors affecting the ratings of sports-themed TV programs

Qi Sujuan of Chengdu College of Sichuan University of Foreign Chinese believes that in order for a TV series to arouse heated discussion and attention, content production must not only conform to the tastes of the audience, but also not be divorced from the background of the times, be close to life, input correct values into the story of life, carry forward the main theme, and spread positive energy. At the same time, on the basis of good content, actively market, linkage different communication platforms, actively create

topics, increase exposure, maximize communication effects, and bring a win-win situation of ratings and word of mouth.

Chen Linna from the School of Media of Nanjing University of the Arts and the North College of China of Nanjing Normal University proposed that the index composition of the influence evaluation system of film and television works has three first-level indicators, namely, the evaluation system of film and television works, immediate influence and long-term influence. Among them, the evaluation system of film and television works is evaluated by the novelty, importance and ambiguity of the theme; The character aspect is evaluated by the function and logic of the character, and the artistic communication aspect is evaluated by its infectiousness and process. The immediate influence of the second level indicator is divided into dissemination (box office, ratings, network click rate), coverage (various media reports, external communication), awareness (various awards, mainstream website ratings) and popularity (director, star popularity, appeal, brand of production agencies). The third level indicator is long-term influence, which is divided into the evaluation and research of the work in the same era and the review and research of the work in the later era. The evaluation and research of the work at the same time mainly comes from the current evaluation and research and the recognition of readers. The evaluation and research of this work in later times mainly comes from the reference of later works, such as quotations, adaptations and remakes, and the evaluation of film history.

2.2 Research on network factors affecting the ratings of sports-themed TV programs

Deng Ji of South China University of Technology found in his research that during the broadcast of TV series, Weibo popularity does not have a particularly large impact on ratings, but the publicity of Weibo before the TV series is broadcast will have a certain impact on ratings. In the article, Deng Ji also further analyzed what factors will affect the ratings during the Weibo transmission process before the TV series is broadcast. He found that Weibo, Weibo, which has positive reviews of TV series, opinion leaders in Weibo, that is, some big Vs, and the number of retweets will have a certain positive impact on ratings.

2.3 The relationship between sports and film and television works

2.3.1 Research on the popularity of starring sports TV series

Summarizing the above relevant research on the communication effect, scholars have more agreements that the indicator of star popularity starring in TV dramas affects the communicative effect of TV series, so the author believes that this indicator is one of the indicators for the research on the moderating effect of sports TV dramas. Then we will explore the relevant research of this indicator in depth.

Zhao Dan of Communication University of China believes that the popularity and popularity of the starring actors have a greater impact on the audience's ratings than the screenwriters and directors. The audience cares more about whether the starring of the TV series is a domestic first-line star, or a domestic star or an international superstar. These places are related to the creation cost of sports-themed TV dramas, the investment scale of investors, and the market value of future sports-themed TV dramas after they are broadcast. However, nowadays, investors and producers have changed from "finding the most suitable actors" to "finding the actors with the highest traffic". Although there are many factors in this process, not all sports-themed TV series projects can invite popular actors as the starring roles. However, sports-themed TV series starring actors with high traffic are obviously more likely to receive the attention of the audience in terms of publicity and popularity, and this matter is already objective

2.3.2 A study of sports-themed TV dramas and social media engagement

Bai Mei, science and education channel of Shanxi Radio and Television Station, said that in the environment of new media, new media should be regarded as the main position of TV series publicity, and new and old media should be used for publicity, enhance the interactivity of TV series publicity, achieve cross-border publicity, flexibly use various emerging media including Weibo, WeChat, etc., and organically integrate them with traditional media and offline activities, and effectively complete TV series publicity with the help of strong media synergy, so as to expand the scope of TV series publicity and increase the popularity and attention of TV series.

Through research, Yao Yanjing of Soochow University concluded that the current marketing method of TV dramas in the online environment presents four changes: 1. Extended publicity and promotion period, 2. Experiential marketing, 3. All-media coverage, 4. Viral spread. Social media, represented by Sina Weibo, plays a more important role in the dissemination of TV programs, using Weibo

to carry out a large number of content promotions, including interacting with former audiences; Create buzz on the Weibo platform and use viral word-of-mouth marketing to achieve the purpose of publicity

2.4 Insufficient current research

The development of TV dramas and sports has a long history, and experts and scholars at home and abroad have conducted many studies on sports and TV dramas from various angles, which is very comprehensive. Due to the differences in the knowledge background and environment of scholars, their research perspectives are also different. But it is precisely because of these differences that we can think more. When the author searched for sports TV series, I found that there were not many articles, and the current literature on sports-themed TV series is also mainly based on the development context, and there are almost no influencing factors for the communicative effect of sports-themed TV series. In order to better study the influencing factors of the communicative effect of sports-themed TV series, the author suggests sorting out and integrating all aspects of the theory of sports-themed TV dramas, so as to maximize the theoretical system of sports-themed TV series.

Summarizing the above literature, it is found that literature on sports TV series focuses on the development process of sports TV series, and most of the research related to the influencing factors of the dissemination of sports film and television works studies films, and most of them focus on qualitative research, so future research can be carried out on this basis through a variety of research methods. For example, from a logical point of view, determine the logical relationship of various influencing factors, establish a clear ratings regression model in the research, verify whether the two indicators of starring star popularity and social media participation have a key role in the ratings of sports-themed film and television dramas under the guidance of the model, and put forward relevant reference suggestions for TV drama production teams and TV series investors, and put forward substantive opinions on how to use sports-themed TV dramas to promote sports culture and projects.

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