

How has mobile technology revolutionized sports content?

Mobile technology has changed the way we approach all forms of life, but particularly our consumption of media. Once upon a time in the early 1990s – you would have to work your way to the television screen to watch your favorite sport team.

The revolution of the internet now means that you can access everything you need to know about your team, down to the fine details, even when you're out and about.

You no longer need to be in parked in front of your TV on gameday to ensure that you catch all the action. With the development of 5g – it's possible to catch the game while in the middle of a shopping center or in the passenger seat of a car. The use of smartphones and tablets have changed the way we will live and consume media forever. Sport has not been alone in being transformed by the rise of technology, but it has certainly benefitted more than most.

Sports betting has never been easier. Time was, a customer would have to enter a betting shop on a high street or another venue to place a wager. Now online sports betting for Canadians is a simple process of finding a suitable app on their phone or tablet device, navigating through that, and entering a stake. It's always wise to have a sound betting strategy in mind before placing a wager, but given all the information available on the internet, you can even build an approach on the move.

Picture 1 of How has mobile technology revolutionized sports content?

Another example of how sports media has transformed is the popularity the app of sports news website The Athletic in Canada. It offers expert analysis on the nation's top sport – the NHL. Every team has its own dedicated beat writer, breaking down all the latest news and opinions about upcoming games and events such as the draft and free agency.

A simple tap of the app on the phone and information about the games can be accessed, including news about injuries and the writer's thoughts about the particular contest. A subscription is required, but few websites cover the sport in as greater detail as The Athletic, while many other websites are beginning to develop the same model. Twitter is also extremely useful for pre-betting information, offering live updates before the game begins, which can make all the difference between winning and losing your bet.

For the game itself, the NHL offers a streaming service, which is included in their app. It does limit where you can watch the games – for example a customer in Toronto would not be able to access games for the Toronto Maple Leafs because of blackout restrictions. However, a game between the Montreal Canadiens and the Boston Bruins would be available because it's an out-of-market game.

It's extremely useful if you're a massive hockey fan and are craving your fix of the sport. The app does have a subscription price to unlock certain features, including being able to watch two minutes of any game without blackout restrictions. All the statistics are at hand on the app as well, offering precise insight into the game and potentially show you where to place your money.

In terms of sports content and betting, the world is your oyster with mobile technology. There has never been an easier time to be a fan of sport with so much access at your fingertips. They will only continue to grow and improve as technology has taken monumental strides forward in 30 years. Long gone are the days when you could only track one game at a time in your front room watching the television.

Over 60% of sports fans are now deploying a second-screen when watching games on television, with either betting apps or news sites, and social media all on the go at the same time. Our habits have changed so much and it will be fascinating to see how we and mobile technology adapt to the ever-changing world of sport in the future.

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