

## SPORTS INDUSTRY GUIDE

Updated 4 February 2010



### Directories

**Britsport 09** (SportBusiness Group, 2009) [DIR 796.02941 BUS]

The sports industry's directory of contact information for suppliers in the UK. Includes listings and contact information for TV sports production and sports branding companies, suppliers of equipment for all forms of sports and a wide range of other service providers to the sports industry.

**Reeds Marina Guide 2010** (MS Publications, 2009) [DIR 387.15 BUS]

Source directory for sail and power boat owners detailing facilities of over 150 marinas. Also lists suppliers and service providers around the shores of the UK and Ireland and provides details of manufacturers and retailers of marine and boating equipment and services.

**UK Tackle Trade Directory** (DHP Trade Ltd, 2008) [DIR 338.47688791 BUS]

Lists manufacturers, wholesalers and agents and includes a brand index, product listings, retailers and importers and exporters of fishing tackle products.

**The British Boat Industry Directory 2009** (Harque Directories Ltd) [DIR 623.82 BUS]

Includes a guide to the boat industry listing industry related suppliers, contractors and services. Also has a section for products.

**Shooting Club Directory 2008/9** (Blaze Publishing Limited) [DIR 799.302541 BUS]

Provides listings of shooting/gun clubs in the UK by region.

**Motor Sports Association: Competitors' Yearbook 2007** (Royal Automobile Club Motor Sports Association Ltd) [DIR 796.7094105 BUS]

Comprehensive directory for anyone competing in or officiating motor sports. Contains section on regulations as well as listings of relevant manufacturers and suppliers.

**Directory of Game Keeping: Dog 2008** (Blaze Publishing Limited) [DIR 639.905 BUS]

Includes listings for dog welfare and nutrition, estate management, ammunition and gun suppliers and other products and services relevant to game keeping.

**British Trade Suppliers Directory 2006/7** (Equestrian Management Consultants) [DIR 381.456361083702541 BUS]  
Includes brand names and product listings for the equestrian trade.

**Sporting Goods Business: UK Guide to the Trade** (Datateam Publishing Limited, 2006) [DIR 338.476887 BUS]

Directory of manufacturers and distributors with classified listings of equipment. Includes an index of brand names and their suppliers.

## Market Research & Statistics

**Sports Equipment** (Key Note, 2009) [(B) MKT 338.47688760941 BUS]

Comprehensive analysis of the sports equipment market in the UK. Includes market definition, market size, SWOT analysis, company profiles and forecasts to 2011.

**Sports Market Forecasts 2009-2013** (Sport Industry Research Centre, 2009) [MKT 338.47796094105 BUS]

Provides both short-term and long-term forecasts for individual sports markets as well as looking at general trends in sport.

**Sports Sponsorship** (Key Note, 2009) [(B) MKT 338.47996069 BUS]

Report covers market definition, market size, current market issues, global market, industry background, buying behaviour, competitor analysis and company profiles.

**Football Clubs and Finance** (Key Note, 2009) [(B) MKT 338.477963346309 BUS]

Report covers market definition, market size, current market issues, global market, industry background, buying behaviour, competitor analysis and company profiles.

**Sports Clothing & Footwear** (Key Note, 2009) [(B) MKT 338.476870941 BUS]

Covers UK market size, sectors, industry background and outside suppliers to the industry, competitor analysis, buying behaviour, with forecasts to 2004. Includes profiles of five market leaders.

**Brand & Sport Licensing Source Book** (Max Publishing Limited, 2009) [(B) MKT 658.827094105 BUS]

Report examines how brand and sport licensing is expanding and explains how retailers and manufacturers are able to take advantage of the enormous potential of brands and sports licensed material.

**Sports Market** (Key Note, 2008) [(B) MKT 338.47796094105 BUS]

Covers UK market size, industry background, competitor analysis and buying behaviour with forecasts to 2010. Includes PEST analysis.

**Business Ratio Report: the Sports Equipment Industry** (Key Note, 2008) [(B) 338.4368876094105 BUS]

Comprehensive report on the industry. Contains industry overview, company profiles, performance league tables and industry profile.

**European TV & Sports Rights** (TV Sports Markets, 2008) [MKT 381.45791456579094 BUS]

Analyses the key broadcasters in 20 of Europe's biggest TV markets and details the major TV sports rights deals in each country.

**Maximising Revenue from Ticketing and CRM** (SportBusiness Group, 2007) [MKT 338.47796 BUS]

Provides analysis of global ticket sales volumes and values. Also examines issues such as marketing, setting optimum prices and customer relationship management. Includes case studies.

**Asia: Opportunities in the Business of Sport** (SportBusiness Group, 2007) [(B) MKT 338.47796095 BUS]

Analyses opportunities in the Asian sports market. Provides regional and country profiles and looks at major sporting events, TV rights, consumer attitudes and the popularity of different sports.

**SportBusiness in Numbers** (SportBusiness Group, 2007) [(B) MKT 338.47796 BUS]

Global report covering sponsorship, broadcasting rights, TV viewing figures, sports participation statistics and features profiles of top sporting leagues and events.

**Sponsorship** (Mintel, 2006) [(B) MKT 659 BUS]

Overview of the sponsorship market in the United Kingdom including market size, consumer attitudes as well as sections looking at sponsorship by specific sports.

**Sporting Activities in the Great Outdoors** (Mintel, 2006) [(B) MKT 338.477960941 BUS]

Analyses the market for outdoor sporting activities such as hiking and mountaineering. Profiles major brands of outdoor clothing and equipment. Includes detailed consumer analysis and forecasts to 2010.

**The Future of Sports Marketing** (SportBusiness Group, 2006) [(B) MKT 796.0698 BUS]

Examines different media such as TV, internet and mobile technologies and their roles in sports sponsorship, licensing and merchandising. Includes case studies.

**Sports Participation** (Mintel, 2005) [(B) MKT 796.0941 BUS]

Detailed look at the sports participation market in the UK. Includes market size/segmentation, consumer attitudes and buying behaviour. Includes forecasts to 2010.

## Trade Magazines & Newsletters

**Country & Equestrian Trade** (John C. Alborough Ltd, monthly) [(P) AK 60 – E(9)]

Magazine concentrating predominantly on the equestrian industry, covering riding schools and equipment, veterinary care, stables and retailers.

**Football Business International** (SportBusiness Group Ltd, quarterly) [ZK.9.d.2419 HUM]

Magazine for management and executives of football clubs. Includes information on industry salaries, sports ground maintenance, marketing, new talent, TV and Internet, sponsorship and club and manager profiles.

**Football and Sports Arena** (Grandflame Ltd, bi-monthly) [769.069 –E(1) BUS]

Publication aimed at the decision makers in the sports arena market. Contains news and articles relating to pitch and stadium management including hospitality and catering.

**Groundsman** (Institute of Groundsman, monthly) [(P) DY 94 – E(9)]

Covers management and maintenance of sports grounds for cricket, football, rugby and golf courses.

**SGB UK** (Datateam Publishing Ltd, monthly) [(P) AK 83 – E(19)]

Newsmagazine for the UK sports goods trade, including product news and more in-depth features. Published for the UK Sports Industries Federation.

**SGB Outdoors** (Datateam Publishing Ltd, monthly) [(P) AK76 – E93]

Newsmagazine for the UK outdoor sports goods trade, including product news and more in-depth features.

**SportBusinessTV** (SportBusiness Group Ltd, monthly) [(P) RT 083 – E(10)]

Magazine covering news, analysis and market data for the sports broadcasting industry. This includes cable and satellite TV

**Sport Business** (SportBusiness Group Ltd., monthly) [ZK.9.d.1230 HUM]

Magazine for managers, promoters and sports executives.

**Sports Insight** (Maze Media Ltd, monthly) [381.4568876 –E(1) BUS]

Official publication of the Sports and Play Associations. Contains news and features on sports apparel and equipment and related topics.

**Sports Management** (Leisure Media Company Ltd, monthly) [ZK.9.b.13874 HUM]

Magazine published for the Sports & Play Contractors Association. Contains news and new product information for managers of sports facilities, including swimming pools, stadia, golf courses, athletic tracks, etc.

**Turf Professional** (Nelson Communications Ltd) [(P) DY 94 -E(1)]

Aimed at managers of sports grounds, football and rugby clubs, recreation grounds and golf courses. Includes company news, product reviews of horticultural and grounds maintenance equipment, mowers, strimmers, diggers, weed control, irrigation and drainage.

## Internet Sources

### FIFA

Official website of the Federation Internationale de Football Association, the international governing body for association football. Includes rankings, statistics, regulations and news.

[www.fifa.com/en/index.html](http://www.fifa.com/en/index.html)

### Football Association

Official website of the Football Association, the governing body for association football in the United Kingdom. Includes news on players, fixtures and other information on English football.

[www.thefa.com](http://www.thefa.com)

### Football league

Official website of the English football league. Includes news, fixtures, results and statistics.

[www.football-league.co.uk](http://www.football-league.co.uk)

### Golf Industry

Worldwide golf industry directory. Includes news, tour information and a worldwide course directory.

[www.golftoday.co.uk](http://www.golftoday.co.uk)

### Scottish Football Association

Official website of the Scottish Football Association. Includes news and information on teams, regulations, fixtures and results.

[www.scottishfa.co.uk](http://www.scottishfa.co.uk)

### Sporting Goods Manufacturers Association (SGMA)

SGMA International is a trade association of manufacturers and marketers of sports apparel, athletic footwear, licensed products, fitness, sporting goods. The site gives details of market surveys available from SGMI and there is a searchable product database. Although global in coverage, there is an American bias.

[www.sgma.com](http://www.sgma.com)

### **Sport England**

Sport England is responsible for the distribution of Lottery Funds to sport in the UK. Their site contains a number of useful information sheets produced by the Information Centre: countryside and water recreation, organisations producing information on health topics, participation statistics and qualifications for fitness instructors.

[www.sportengland.org](http://www.sportengland.org)

### **Sports Industries Federation (SIF)**

A UK federation of 28 associations and groups involved in sports retailing, manufacturing and management. The site provides news and features and links to specific associations, including Fitness Products Association, Independent Sports Retailers Association, Golf Facilities Trade Association, and Sports and Fitness Equipment Association.

<http://www.sportsdata.co.uk/>

### **UEFA**

Website of the Union of European Football Associations. Contains information on UEFA competitions, regulations, news and statistics.

[www.uefa.com](http://www.uefa.com)

Note: Every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the Business Information



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