



Bachelorarbeit / Masterarbeit

Blockchain-Based Use Cases in the Sports Industry: Opportunities and Challenges for Professional Soccer Clubs

Bitcoin was the first application of blockchain, a specific type of distributed ledger technology (DLT), enabling peer to peer transaction without the need of intermediaries while preventing double spending of digital coins. In essence, the blockchain is a continuously updated, chronologically ordered and publicly accessible register with information on ownership and transactions. Upon bitcoin, new opportunities have emerged to capitalize on the potential of blockchains: the implementation of smart contracts. Smart contracts are programs on a blockchain that are executed when certain conditions are met and can represent any desired business logic. In the past years, various industries have built their business models around blockchain, however, the sports industry is still at an early stage regarding the use of blockchain. The soccer industry has already experimented on blockchain-based use cases, e.g., fan token, virtual annual meetings, or trading cards. Although professional soccer clubs try to benefit from this emerging technology, the literature on blockchain-based use cases is still at a nascent stage. For this reason, the goal of this thesis is to review potential blockchain-based use cases for the professional soccer industry. In addition, the opportunities and challenges should be analyzed to derive potential implications and value propositions of blockchain in the soccer industry. The scope and research method vary depending on the type of thesis (i.e., Bachelor's or Master's thesis).

Empfohlene Einstiegsliteratur:

- Swan, M. (2015). Blockchain: Blueprint for a New Economy
- Khaund S. (2020) Blockchain: From Fintech to the Future of Sport. In: Schmidt S.L. (eds) 21st Century Sports. Future of Business and Finance. Springer, Cham. https://doi.org/10.1007/978-3-030-50801-2_11
- Naraine, M. L., (2019). The Blockchain Phenomenon: Conceptualizing Decentralized Networks and the Value Proposition to the Sport Industry. In: International Journal of Sport Communication. Volume 12. Issue 3. <https://doi.org/10.1123/ijsc.2019-0051>

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