

Foreword

The development of sport—since the beginning of the 20th century in particular—has been integrally linked to the development of technology. The first radio broadcast of a baseball game from Clarke's Field (Forster & Pope, 2004) created a bond between broadcast media and sport. Television owes a significant part of its commercial viability to its association with sport, something that is reflected in the dominance of pay per view in current rights negotiations.

With that early association between sport and broadcast media, we also witness the growth of sport professionalism and the concomitant development of professional sport as a business. It was not too long before sport itself initiated the next phase of its association with technology: the enhancement of athletic performance. This has, of course, had positive and negative impacts on sport as a spectacle and athletic performance. Training is now safer, more targeted and better controlled. Part of that control, unfortunately, relates to monitoring and detecting the abuse of technology in order to prevent cheating in sport.

As digital technology has developed, so has the quality and impact of sports engineering been enhanced. One of the more intriguing aspects of this is the development of simulations. These can be used to both improve the performance of athletes and to allow sport fans to enhance their own enjoyment of the game. This is technology making a holistic contribution to the sport experience.

Sport still remains a business as well as an activity and it is important that the business implications of using technology in sport are clearly understood. For this reason, it is particularly refreshing to see that this book, *Digital Sport for Performance Enhancement and Competitive Evolution: Intelligent Gaming Technologies*, is edited by two academics from the Griffith Business School.

This cannot have been an easy task, as sections of the book deal with different aspects of the sport and technology interface. The descriptions and discussion of different ways to exploit digital technology in performance development are particularly interesting and present information in an accessible and informative manner, even for the non-scientific reader. The section on simulations and intelligent gaming is equally insightful and gives detailed explanations of the technologies involved. Lastly, the business applications section discusses several studies into how to manage these technologies and gain greater understanding of the engagement of sport consumers.

I commend this book to both the general and technical sportsperson and enthusiast. It is the first of its type to bring together training, participation and business perspectives in an examination of sport and technology. My congratulations go to the editors and the chapter authors.

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REFERENCE

Forster, J., & Pope, N.K. Ll. (2004). *The Political Economy of Global Sports Organisations*. London: Routledge.