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Navigating Crypto in Football: Uncovering Assets, Overcoming Challenges, and Crafting Strategic Recommendations

George Yiapanas

6.1 Introduction

The football industry is experiencing a significant technological transformation driven by the emergence of crypto assets (Wang et al., 2021). As the crypto industry rapidly evolves, its influence within football is becoming increasingly pronounced. Cryptocurrency platforms and companies have entered the football industry in large numbers, securing major deals that leverage football's global reach to enhance brand awareness and boost sales (Naraine, 2019). Football clubs, in turn, are embracing digital currencies to diversify revenue streams and engage fans through innovative projects. This trend has seen many prominent European clubs entering the digital age, with a growing number of clubs forming partnerships with digital currency companies. A notable example of this shift occurred in early 2018 when a Turkish club became

G. Yiapanas (✉)

University of Nicosia, Nicosia, Cyprus

e-mail: yiapanas.g@unic.ac.cy

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clubs currently utilizing crypto assets restricts the breadth of case studies, potentially affecting the generalizability of results. Additionally, ongoing developments in cybersecurity measures mean current assessments may not fully account for future risks and vulnerabilities. Recognizing these limitations is crucial for providing a balanced and nuanced understanding of crypto assets' impact on the European football industry.

Further research directions

The findings highlight several avenues for future research on crypto assets in the European football industry. First, examining the regulatory landscape is crucial, as varying legal frameworks influence crypto adoption. Comparative studies can offer insights for policymakers. Second, the financial implications on clubs' revenue streams, including cryptocurrency sponsorships and fan tokens, need detailed examination, considering market volatility. Third, exploring fan engagement with crypto initiatives can enhance loyalty and participation. Surveys provide valuable data. Fourth, cybersecurity and fraud prevention are critical; research should focus on identifying vulnerabilities and developing robust protocols. Finally, addressing ethical considerations, such as blockchain's environmental impact, is essential for responsible development.

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