

# **A Study of professional baseball development in United States, Japan, Korea and Taiwan**

**Yu-Lin Lee** / National Taiwan Normal University

Email: andyleeyulin@msn.com

Chih-Pin Shih / National Taiwan Normal University

## **Abstract**

This study aims to explore the professional baseball history, development, and current situation in the U.S., Japan, Korea and Taiwan through intensive literature analysis, which includes the collection of related literature of baseball history, media relationships, players' salaries, and number of patrons in these countries. Results showed that the U.S. is the origin of professional baseball. Throughout the longest development of 142 years with the earliest business investment in professional sports, players' salaries and number of patrons exceed all other countries. Japan with its 90 years of history is classified as late developed country compared with the U.S. However, the earliest broadcasting ball games strengthens its succeed. After 1980, Korea and Taiwan established their professional baseball leagues. Compared to Taiwan, Korea has successfully improved number of patrons and players' salaries. Although, the U.S. and Japan have experienced match-rigging and labor disputations, they can still reach record-high number of patrons and broadcasting rights. The reason these two leagues can be so successful is the league actively proposed the solution and a long-term management plan. Thus, the professional league in Taiwan should exemplify the experience of the U.S. and Japan to improve number of patrons to generate higher profit for a sustainable development of Taiwanese professional baseball league.

Key words: sports industry, sport patrons, media broadcasting