

A COMPLETE SURVEY OF HIGH-ALTITUDE SPORTS AND ENTERTAINMENT

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ABSTRACT

Recreational tourists/athletes will find high altitude sports to be the most enjoyable and safe, but they need be mindful of their specific hazards. It is a well-known fact that at greater elevations, there is less oxygen. When comparing the effective oxygen content of air at different altitudes to sea level, there is 15% less oxygen at 5,000 feet (height of Denver), 26% less oxygen at 8,000 feet (elevation of Aspen), and 41% less oxygen at 14,000 feet (elevation of the Colorado 14ers)! As a result, high elevations make it more difficult to breathe. The advantages of exercising at such high altitudes include: improved endurance owing to increased red blood cell count; improved performance at both high and low altitudes; the opportunity to exercise in areas that are picturesque and ideal for adventure sports and enjoyment; and so on. To learn more about high altitude sports and entertainment on a global scale, check out the following case studies: Kroenke Sports & Entertainment (KSE), USA; Altitude Sports, USA; Calgary Sports and Entertainment Corporation (CSEC), Canada; and True North Sports and Entertainment Limited (TNSE), Canada.

Keywords: *High altitude sports, high altitude training, high altitude entertainment, recreational tourists/athletes, case studies.*

INTRODUCTION

Athletes of all ability levels engage in rigorous physical exercise at high elevation for a number of reasons. At high altitude, a variety of team and endurance competitions are organised. Altitude training is widely thought to increase athletic performance in both competitive and leisure athletes. The natural live high, train low altitude training method might be the most effective regimen for improving endurance performance in top and sub-elite athletes. Recreational athletes should be aware of their individual hazards when participating in high altitude sports. Athletes frequently relocate to high elevation regions to train for tournaments. Endurance athletes and Olympians frequently reside and train in places like Boulder and Colorado Springs, CO. Is elevation, however, truly the key to gaining an advantage in endurance sports? And can altitude training benefit athletes of all levels, from beginners to professionals? It is a well-known fact that at greater elevations, there is less oxygen. Because air pressure falls at higher elevations, each breath includes fewer air molecules. At any elevation, oxygen molecules make up 21% of the air. However, as altitude climbs, the effective oxygen percentage of each breath decreases owing to decreased air pressure. When comparing the effective oxygen content of air at altitude to sea level, there is 15% less oxygen at 5,000 feet (elevation of Denver), 26% less oxygen at 8,000 feet (height of Aspen), and 41% less oxygen at 14,000 feet (elevation of the Colorado 14ers)! [1] As a result, high elevations make it more difficult to breathe. You may be wondering how this relates to training. It operates and provides the following advantages:

- **Improve your endurance as your red blood cell count rises.**

Training at altitude has a fascinating effect on the body's physiology. When there is a lack of oxygen, the hormone erythropoietin (EPO) is released, which promotes the formation of red blood cells. Red blood cells transport oxygen from the lungs to the muscles, enabling them to activate. As a result, having more red blood cells permits muscles to fire at a faster and more sustained pace, boosting aerobic fitness. Because this physiological mechanism is so effective, professional endurance athletes have utilised synthetic EPO as a form of doping. This is highly hazardous and prohibited for most athletic events, so you should stick to the natural EPO your body can produce as a result of being at high altitudes. Natural EPO has also been found to be more effective and long-lasting than synthetics; just a few weeks at elevations above 5,000 feet can improve red blood cell count! [2] Furthermore, non-elite athletes can benefit more dramatically from training at high elevations than top athletes.

- **Better performance at high and low elevations**

Training at altitude is beneficial whether you are preparing for a sea-level marathon or the Leadville 100. Increased red blood cell counts caused by high-altitude exercise can continue one to three months after athletes return to sea level. As a result, the aerobic fitness increase you gain from altitude training can last through a short season of races or contests. Training in

high areas may be even more helpful for competitions staged at altitude. It is critical to become used to high elevation so that you are prepared for how it impacts performance. Acclimating to avoid altitude sickness during the marathon is much more important.

- **Because you get to train in locations that are picturesque and ideal for adventure sports and enjoyment.**

“Altitude Adventure” in Ladakh, India, for example, provides some of the greatest hiking possibilities on the planet. Come join us for a once-in-a-lifetime alpine trip! One can even participate in one of the many 6000+ metre peaks in and around Ladakh! Our crew is made up of seasoned mountaineers from Ladakh and Nepal. Lead climbing guides have summited hundreds of peaks with clients. Discover the marvels of Ladakh on a self-drive journey that takes you from the beauty of Nubra Valley to the breathtaking vistas of Pangong Lake. Ladakh is the perfect motorcycle getaway, with great roads, breathtaking scenery, and the rumble of a Royal Enfield.

The following case studies have been conducted to learn more about high altitude sports and entertainment on a worldwide scale:

A Case Study of Kroenke Sports & Entertainment (Kse), USA

Kroenke Sports & Entertainment (KSE) is a Denver, Colorado-based American sports and entertainment holding corporation. It was founded in 1999 as Kroenke Sports Enterprises by billionaire Stan Kroenke to serve as the parent company for his sports assets. Today, the company owns seven professional sports franchises, three stadiums, one of which is under construction, one professional e-sports franchised team, four television channels, an internet TV channel, 19 magazines published under the banner Outdoor Sportsman Group, four radio stations published under the banner KSE Radio Ventures, LLC, and websites.

Sports Ventures

Kroenke purchased a share in the National Football League's St. Louis Rams in 1999, following its relocation to Missouri in 1995. In 2000, he purchased the Denver Nuggets of the National Basketball Association and the Colorado Avalanche of the National Hockey League from Charlie Lyons' Ascent Entertainment Group. In 2002, he co-founded the Colorado Crush of the Arena Football

League with Denver Broncos owner Pat Bowlen and former Bronco quarterback John Elway. In 2004, he expanded his sports empire by purchasing the National Lacrosse League's Colorado Mammoth and Major League Soccer's Colorado Rapids from Phil Anschutz. Kroenke was the owner of the Grand Prix of Denver from 2002 until 2006. Kroenke used his right of first refusal in 2010 to purchase the Rams' remaining stake from the estate of late owner Georgia Frontiere. By unanimous approval of the NFL, he became the Rams' full owner on August 25, 2010. Kroenke promised to hand up ownership of the Denver Nuggets and Colorado Avalanche to his son, Josh, by the end of 2010, and he had to give up his controlling share in both clubs in December 2014 to win permission from NFL owners. The NFL prohibits its owners from owning a controlling stake in major league clubs in other NFL areas. Kroenke is the main stakeholder of Arsenal Football Team, a Premier League association football club (Arsenal). When Granada Ventures, a subsidiary of ITV plc, sold its 9.9 percent share in Arsenal Holdings plc to Kroenke's KSE UK Inc. in April 2007, Arsenal already had a technological link-up with Kroenke's Colorado Rapids. Kroenke went on to purchase further shares in the club, bringing his total interest to 12.19 percent. The club's board was originally sceptical that a bid would be in its best interests, but ultimately warmed to him as part of a strategy to fight Alisher Usmanov's competing offer for the club. By June 2008, the board was ready to hand over control of the club to Kroenke, and on September 19, 2008, it was formally announced that Kroenke had joined the Arsenal board of directors. Kroenke had a beneficial interest in, and control over, 18,594 shares, accounting for 29.9 percent of the issued shares. As a result, he was approaching the maximum 29.99 percent barrier, at which point he would be compelled to make an offer for all remaining shares. On April 10, 2011, it was announced that Kroenke was in advanced discussions with Arsenal to complete the takeover. The next day, it was revealed that he had raised his investment in Arsenal to 62.89 percent by acquiring the holdings of Danny Fiszman and Lady Nina Bracewell-Smith, and that he had agreed to make a bid for the remaining shares at £11,750 per share, valuing the club at £731 million. Kroenke finalised the purchase of Arsenal Football Club in August 2018 after purchasing the remaining shares owned by Alisher Usmanov. Kroenke's stake increased to more than 90%, necessitating the club's de-listing from stock markets and the commencement of compulsory purchases of all remaining shares in the club. In late 2017, the business created the Los Angeles Gladiators, an esports club franchise in the

newly formed Overwatch League, who began their debut season later that year on December 6. Activision Blizzard Esports Leagues revealed in August 2019 that it has purchased a franchise slot in the future franchised Call of Duty league. The franchise, like the company's Overwatch League franchise, is located in Los Angeles and is known as the Los Angeles Guerrillas.

Television, Print and Radio

In 2004, Kroenke established Altitude, a new regional sports network that became the official broadcaster for both of Kroenke's clubs upon debut, as a rival to FSN Rocky Mountain (now known as AT&T Sports Net Rocky Mountain). World Fishing Network stated on January 10, 2011, that it has sold a 50% share in its US operations to KSE under the Altitude Sports and Entertainment brand. In addition, Altitude Sports and Entertainment bought a 19.9 percent stake in the Canadian channel through its subsidiary Altitude WFN ULC in 2011. Altitude would subsequently buy the remaining 50% stake in the channel that it did not already hold. KSE purchased Outdoor Channel in 2013. As part of KSE's acquisition of Outdoor Channel's parent business, it also acquired MyOutdoorTV.com, Cablecam, and Skycam, which were bought by Outdoor Channel Holdings Inc. in 2011 and 2009, respectively. KSE purchased Inter Media Outdoor Holdings from Inter Media Partners in 2014, which comprised Sportsman Channel, 15 market-leading outdoor publications, 17 top websites, and television production activities. Later, the firm was called Outdoor Sportsman Group. Kroenke Sports Enterprises announced on October 12, 2015, that they will buy Wilks Broadcasting's Denver holdings, including KXKL-FM, Country KWOE, and Adult Top 40 KIMN. Once the transaction was authorised by the FCC, KSE was anticipated to convert one of the three outlets to Sports, which would result in the Denver Nuggets, Colorado Avalanche, and Colorado Rapids relocating from their previous radio home in Denver, KKFN. The deal was completed on December 31, 2015, for the sum of \$54 million. On December 17, 2015, Entercom announced the sale of KRWZ to KSE Radio Ventures (a part of Kroenke Sports & Entertainment), which would add the station to its three newly purchased FM assets in the Denver area. KSE also indicated that after the transaction is completed, KRWZ will switch to a new format, as Entercom relocated the Oldies format to KEZW on December 27. KRWZ began stunting with primarily adult standards music on the same day, as well as diverting listeners to KEZW. KRWZ would assume the new KKSE call letters upon ownership

transition. In addition, KSE stated that the station will return to sports talk and be known as "Altitude Sports 950" (after KSE's Altitude cable channel). This was followed by the conversion of country formatted KWOE to sports oriented KKSE-FM. [3]

Altitude Sports, USA: A Case Study [4]

Altitude Sports and Entertainment, sometimes known as Altitude Sports, is a regional sports cable and satellite television station owned by Stan Kroenke's Kroenke Sports & Entertainment. The channel, which serves the Rocky Mountain region of the United States, particularly the Denver metropolitan area, broadcasts a mix of professional, collegiate, and high school athletic events, as well as some entertainment programmes. Altitude Sports was founded on September 4, 2004 and is located in the Denver neighbourhood of Centennial, Colorado. Altitude also runs Altitude 2, a backup overflow channel utilised in the event of scheduling issues with games scheduled to air on the main Altitude channel at the same time. The channel debuted as a team-owned rival to FSN Rocky Mountain (now AT&T Sports Net Rocky Mountain), which became the official broadcaster for both of Kroenke's clubs upon launch. Altitude Sports is dedicated to not just displaying the region's finest sports teams, but also to broadcasting cultural, political, and entertainment content that reflects our territory's various interests.

Programming

Kroenke owns four Denver-based professional sports clubs, including the NBA's Denver Nuggets, the NHL's Colorado Avalanche, Major League Soccer's Colorado Rapids, and the National Lacrosse League's Colorado Mammoth. Altitude provides comprehensive coverage of the four clubs, including broadcast rights to the majority of Avalanche, Rapids, and Nuggets games. The logo bug on the channel changes colours depending on which team is being aired (powder blue and gold for the Nuggets, burgundy and dark blue for the Avalanche, maroon and black for the Mammoth, and burgundy and sky blue for the Rapids). Altitude also owns the television rights to the Major League Lacrosse's Denver Outlaws, the Pacific Coast League's Colorado Springs Sky Sox (a Milwaukee Brewers affiliate), and the Colorado Eagles. Altitude also broadcasts live Rocky Mountain Athletic Conference college athletics.

Distribution

Dish Network discontinued Altitude on August 28, 2019. Comcast and DirecTV dropped the station three days later. All three providers accuse Altitude

of seeking unreasonable yearly price hikes for the channel's content. DirecTV reinstated Altitude on October 31, 2019, following a multi-year deal between the two parties. Dish Network and Comcast issues remain unsolved. Altitude, unlike other regional sports networks, is not accessible on live streaming platforms like AT&T Now, FuboTV, Hulu, Sling TV, or YouTube TV.

Altitude HD

Altitude HD is Altitude Sports and Entertainment's high definition simulcast stream that transmits in 1080i quality. The HD stream shows Denver Nuggets and Colorado Avalanche games in high definition. Colorado Rapids soccer games are not accessible in high definition. In addition, the station broadcasts a high definition simulcast feed of Altitude.

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