

Analyzing Sport Documentary Online - Focus on All or Nothing: Manchester City on Prime Video

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Abstract

This study multi-dimensionally analyzes a sport documentary, All or Nothing: Manchester City, which is an original content on Prime Video, an American Over-The-Top (OTT) platform. Due to the success of South Korean soccer player Heung-min Son who plays Tottenham Hotspur of England, the popularity of the English Premier league is recently the greatest in South Korea along with the fact that soccer has been a popular sport for a long time. This study focuses on the success of the soccer club, Manchester City, which has become a rising star with its huge investment from United Arab Emirates; Manchester City won the league four times since 1992/1993 season. Also, during the 2017/2018 season, the background the documentary, Manchester City won the league title with new records, which shows the greatness of Manchester City. Especially, this study examines the documentary by 1) Story 2) Type of Scene 3) How to watch. Thus, this study explores not only the aspects of team-themed sport documentary that shows how and why Manchester City is excellent, but also the traits of the original content that explores the structure of the media platform.

Keywords: *Sport Documentary, Manchester City, All or Nothing, Prime Video, Original Content*

1. INTRODUCTION

Currently, the most popular sports star in South Korea is Heung-min Son, who plays soccer in Tottenham Hotspur of English Premier League (EPL). After successes and achievements by Ji-Sung Park of Manchester United in the past, now Heung-min Son has shown his ability in the team and therefore the interests of South Korean soccer fans in EPL have augmented. In fact, EPL is currently ranked number two soccer league in the world according to the Association Club Coefficients by the Union of European Football Associations (UEFA) [1], so it is reasonable to say that soccer players in EPL are talented.

Among various EPL clubs, it is obvious that Manchester City is a new rising star. Manchester City has not been a competitive team; however, after receiving huge investments from the Abu Dhabi United Group of U.A.E, Manchester City has won the league four times since 1992/1993 season when the EPL was

renamed. For this study, a sports documentary, *All or Nothing: Manchester City*, produced by Amazon Studios in August 2018 is investigated. The study deals with how and why Manchester City has been successful in 2017/2018 Season. Manchester City recently won the EPL league 2018/2019 season, so it seems that the team continues to grow. In addition, *All or Nothing: Manchester City* is only available on Prime Video as an original content on Over-The-Top (OTT). In this sense, this study examines not only the diverse aspects of the sport documentary, but also the ample traits of the original content.

2. Questions

As mentioned, this study analyzes various aspects of *All or Nothing: Manchester City* which portrays the success of soccer club, Manchester City Football Club in EPL (the first division). Manchester City Football¹ Club was founded in Greater Manchester, England in 1894 and now they become strong and popular due to gigantic investment from U.A.E.

The point is that the genre of the video is documentary; it is necessary to know traits of documentary and how to analyze it. Documentary is one of three basic creative modes in film, the other two being narrative fiction and experimental avant-garde. Narrative fiction we know as the feature-length entertainment films we see in theaters on a Friday night or on our TV screens; they grow out of literary and theatrical traditions. Experimental or avant-garde films are usually shorts, shown in nontheatrical film societies or series on campuses and in museums; usually they are the work of individual filmmakers and grow out of the tradition of the visual arts. One approach to the theory, technique, and history of the documentary film might be to describe what the films generally called documentaries have in common, and the ways in which they differ from other types of film [2]. In terms of the means to analyze a documentary film, its technical standards and elements are scrutinized in general. However, this study more likely to focuses on its text analysis as it provides meaningful and inspiring messages and ideas. Also, the text analysis shortens the time spent on analysis of *All or Nothing: Manchester City*, which contains eight videos in total. The research questions are as follow:

Question 1: What is the story of All or Nothing: Manchester City?

Question 2: What is the type of scene of All or Nothing: Manchester City?

Question 3: How do people watch All or Nothing: Manchester City?

Figure 1 illustrates scenes of *All or Nothing: Manchester City* video from YouTube, which is a highlight video.

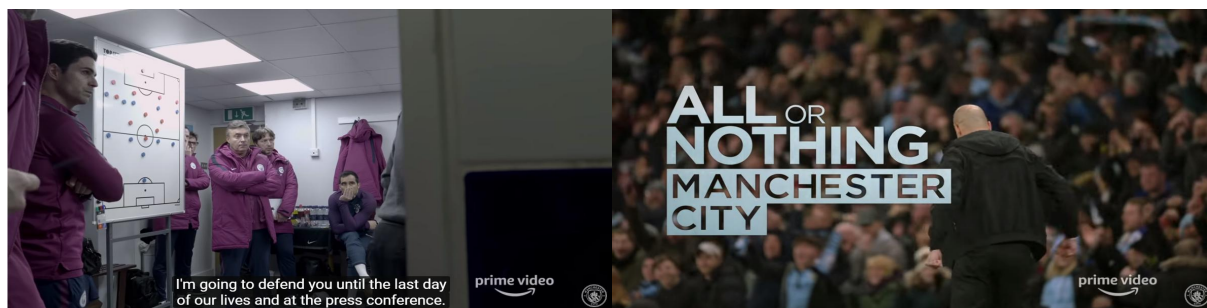


Figure 1. Scenes of *All or Nothing: Manchester City* from YouTube

¹ Soccer is called football in Europe.

3. Method

The method of the study is simply but earnestly to watch *All or Nothing: Manchester City* on Prime Video, Amazon's OTT service. Since Prime Video provides one-month free trial [3], it is able to watch and research at no cost.

4. Results and Discussion

To deal with the first question, the basic story of *All or Nothing: Manchester City* is analyzed. Unlike other common documentaries, it contains eight videos which abridge the 2017/2018 season. Table 1 shows the brief summary of each episode is as follow:

Table 1. Story of *All or Nothing: Manchester City*

Episode	Running Time	Brief Story
1. Great Expectation	48 Min.	The season starts with casting several soccer players who did not win any trophy last season. The episode also demonstrates how Manchester City get investments from U.A.E. During the actual soccer match EPL, Defensive player Mendy get injured and he goes through treatments. Manchester City plays against Manchester United, a competitive local counterpart. Also, Manchester City plays against Napoli in UEFA
2. Noisy Neighbors	46 Min.	Champions league, a tournament among Europeans clubs besides EPL. The episode focuses on the personal aspects of each player including Agüero and Stones.
3. Winter Is Coming	46 Min.	Manchester City has a hard time over Christmas due to a lot of games during that the season and Silva suffers a family issue which drives him to quit the team. Plus, Manchester matches with Liverpool, another top-tier team in EPL. Coach Pep is disappointed with the result of the match.
4. War of Attrition	50 Min.	Group drawing is done in UEFA Champions League. Manchester City plays EPL, FA Cup, Carabao Cup (EFL Cup), but they lose in octofinal of FA Cup due to the harsh foul. Additionally, Manchester City scouts Defensive player Laporte, during the winter season.
5. Road to Wembley	52 Min.	Episode focuses on captain Kompany's leadership. Manchester City is weakened a bit after losing in FA Cup, but he motivates players and they eventually win the Carabao Cup against Arsenal. Goalkeeper Bravo is contributive in winning the game.
6. The Beautiful Game	47 Min.	Manchester City leads EPL so it is expected that they will win. However, Coach Pep prepares matches without catching a nap. The episode also portrays Mansour in U.A.E, a huge investor for the club and players are able to enjoy a short break there.
7. Welcome to Hell	46 Min.	Manchester City plays with Liverpool in the UEFA Champions league, but they lose all two matches (Home & Away) in quarterfinal so they fail in the UEFA Champions league. Manchester City is also beaten by the Manchester United in EPL. Manchester City is finally winning.
8. Centurions	54 Min.	Manchester City seals the title in EPL and make several historical records such as the league points and the league wins. Midfielder Yaya Tour, who played for Manchester City for a long time, retires and all players and staffs celebrate their victory with their fans in the street.

In this respect, the documentary is played in a chronological order and contains various realms of Manchester City as a prominent soccer team. The factors and the systems of the team are also shown.

As for the second question, it categorizes each episode into more specific type(s) of scenes. Of course, duplicate scenes may appear in different episodes. It concludes that there are 5 “main” type of scenes in the documentary.

- ① Actual Soccer Match: As it is the sports documentary, it displays highlights of several actual soccer matches. It includes three domestic matches, English Premier League (EPL), FA Cup, Carabao Cup and one international match, UEFA Champions League (CL). Table 2 demonstrates all actual soccer matches as follow:

Table 2. Actual Soccer Match of *All or Nothing: Manchester City* (Manchester City Only)

Episode	Vs.	Result	Type	Home & Away	
1	Liverpool	5-0 (Win)	EPL	Home	
	Crystal Palace	5-0 (Win)	EPL	Home	
	Chelsea	1-0 (Win)	EPL	Away	
2	Napoli	4-2 (Win)	CL	Away	
	Leicester City	2-0 (Win)	EPL	Away	
	Manchester United	2-1 (Win)	EPL	Away	
	Swansea	4-0 (Win)	EPL	Away	
	Tottenham Hotspur	4-1 (Win)	EPL	Home	
3	Crystal Palace	0-0 (Draw)	EPL	Away	
	Watford	3-1 (Win)	EPL	Home	
	Liverpool	4-3 (Win)	EPL	Away	
	Newcastle United	3-1 (Win)	EPL	Home	
	Cardiff City	2-0 (Win)	FA	Away	
	West Brom	3-0 (Win)	EPL	Home	
	Burnley	1-1 (Draw)	EPL	Away	
4	Leicester City	5-1 (Win)	EPL	Home	
	Basel	4-0 (Win)	CL	Away	
	Wigan	0-1 (Lose)	FA	Away	
	Wolverhampton	0-0 (Draw)	Carabao	Home	
	Wanderers	Penalty: 4-1 (Win)			
	5	Leicester City	1-1 (Draw) Penalty: 4-3 (Win)	Carabao	Away
		Bristol City	2-1 (Win)	Carabao	Home
		Arsenal	3-0 (Win)	Carabao	Neutral
	6	Arsenal	3-0 (Win)	EPL	Away
		Chelsea	1-0 (Win)	EPL	Home
Basel		1-2 (Lose)	CL	Home	
Everton		3-1 (Win)	EPL	Away	
Liverpool		0-3 (Lose)	CL	Away	
7	Manchester United	2-3 (Lose)	EPL	Home	
	Liverpool	1-2 (Lose)	CL	Home	
	Tottenham Hotspur	3-1 (Win)	EPL	Away	
	Swansea	5-0 (Win)	EPL	Home	
8	West Ham	4-1 (Win)	EPL	Away	
	Brighton & Hove Albion	3-1 (Win)	EPL	Home	
	Southampton	1-0 (Win)	EPL	Away	

- ② Soccer Manage: It also shows various features of soccer management. Various employees such as kit assistant, laundry, and photographer also accomplish their job with responsibilities, and it represents the importance of harmony in the workplace.
- ③ Injury and Treatment: As soccer is a tough sport, many soccer players get injuries during and after the match. The point is that those players get high-quality treatment and rehabilitation, so it implies the advance of science and technology.
- ④ Interview: Interviews are done with soccer players and workers of Manchester City. It tends to ask more personal questions that are not asked in typical interviews. So, it reveals the propounding traits of players and workers.
- ⑤ Celebration: After winning the title on 2017/2018 Season, Manchester City players and staff members celebrate themselves and meet their fans in the street. They ride on the bus and lift the trophy, which is the ultimate happy ending.

Figure 2 shows interview scene and actual soccer match scene of *All or Nothing: Manchester City* of Episode 4 from Prime Video with subtitle.



Figure 2. Scenes of *All or Nothing: Manchester City* of Episode 4 from Prime Video

Regarding the third question, it researches the way to watch *All or Nothing: Manchester City* online. One can simply visit the Prime Video website and watch the video. For watching Prime Video, it costs \$8.99 for Prime Video (Prime Video Only) and \$12.99 for Prime per month. However, Prime Video provides a first one-month free trial. Also, it provides subtitles, 3 types of video quality, and full screen. And *X-Ray* offers some details about the episode and *View All* represents all the options for the documentary (Scenes, Bonus Content, Cast, Music, and Trivia). With these strengths, Prime Video is the best steaming service for movie [4] and Prime Video becomes the second largest online streaming service in the world [5]. Figure 3 depicts scenes of *All or Nothing: Manchester City* from Prime Video, which shows the structure of Prime Video.

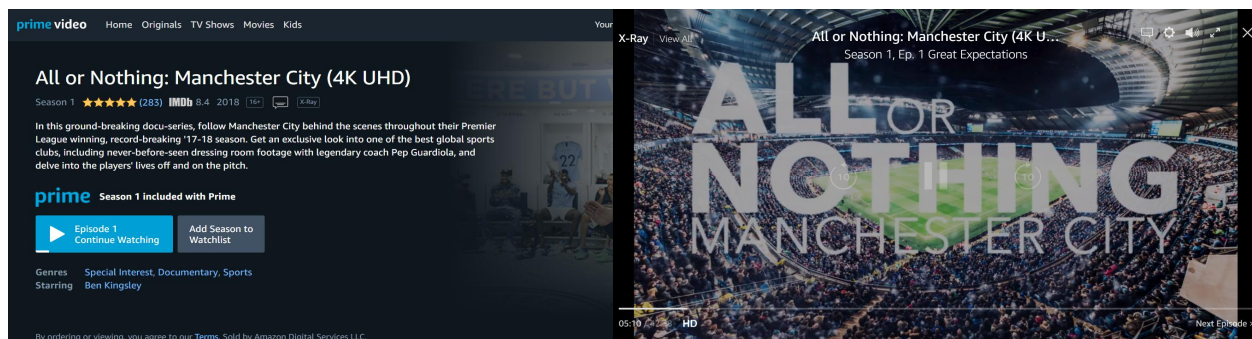


Figure 3. Scenes of *All or Nothing: Manchester City* from Prime Video

In this respect, this study shows various aspects of sports documentary. For a long time, sports documentaries have not been studied much in South Korea [6] so this study is contributive and distinguishable. Sports documentaries usually demonstrate hard works and talents of sports players by emphasizing their heroic factors [7] and the documentary *All or Nothing: Manchester City* shows those aspects as well. Recently, Manchester City Football Club officially posts Korean postings [8] so Korean fans get to know more about Manchester City and EPL more easily. Manchester City also interact with Korean fans in several ways; Manchester City players also greet Korean fans in Korean language [9] and Nexen Tire, the main sponsor of Manchester City, holds an event to watch the match called CITY Live! SEOUL [10].

5. Conclusion

Soccer has been the most popular sports all around the world, including South Korea. Unfortunately, the National team of South Korea is not entitled to be called as a world class team. However, Heung-Min Son plays soccer fantastically in England, and his team Tottenham Hotspur gets the second place on UEFA Champions league against Liverpool FC on 2018/2019 Season. South Koreans now have huge interests in EPL, not only because Heung-Min Son plays in the team, but also because EPL itself is a top-notch soccer league with talented and competitive players. In this situation, watching a sport documentary based on EPL would be meaningful and helpful for those soccer fans. Moreover, watching sports documentary would be meaningful and educational because sports documentary usually shows the importance of teamwork. Except few, many sports are team sports that teamwork really matters, and soccer is one of them. In our lives from school to workplace, strong teamwork is vital, thus *All or Nothing: Manchester City* is helpful to know the true meaning and application of the teamwork to the audience.

However, this study has some limitations as well. First of all, this study does not compare the investigated video with other sport documentaries. Since this study is a case study which focuses on certain theme, topic, and contents, it would be better if it compared and contrasted with several sport documentaries. Even, there are some other *All or Nothing* series such as *All or Nothing: The Dallas Cowboys* and *All or Nothing: New Zealand All Blacks* on Prime Video, so there may be consequential commonalities and differences. Secondly, this study does not deal with narration by Ben Kingsley. Narration matters in a documentary film, as it creates specific tones and nuances and also most of the audience listens to a narration and gets influenced while watching the documentary. Thirdly, this study does not cover the audience's opinion. While analyzing media, it is reasonable to hear the audience opinion. On May 26, 2019, there were 283 customer reviews (ratings) on *All or Nothing: Manchester City*, Prime Video (267 for 5 Stars, 3 for 4 Stars, 1 for 3 Stars, 2 for 2 Stars, 10 for 1 Star). Those comments might have valuable implications. Last but not least, this study does not sufficiently explain the information about EPL. There may be some audiences who are not familiar with EPL although they are soccer fans. Elucidating some aspects of EPL could have been more helpful. For instance, Manchester City won the Carabao Cup in 2017/2018 season and it is portrayed in the documentary. However, many experts insist that the Carabao Cup is trivial compared to FA Cup, another domestic Cup.

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