

The Contribution of Algerian Sports Channels on YouTube to the Marketing of Professional Players Abroad: The View of Algerian Sports Content Makers

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Abstract : It is natural that sports media seeks to reach the audience of viewers wherever they are and at any time. Perhaps YouTube is one of the most important platforms in which the Algerian audience resides, as Alexa, which is one of the most important tools for providing usage statistics, indicated that the number of Algerian audience views of this site has exceeded 11 million views per month, and many Algerian content makers have initiated the creation of Sports channels in order to achieve profit goals. They also seek through it to market professional footballers abroad, in addition to influencing the opinions of fans towards them. This scene directs us to study the extent to which these channels contribute to discovering professional players, marketing to them, and protecting them from negative criticism. We also aim to know the extent of the influence of the content makers of these channels on the Algerian audience and to raise their awareness of the positive support of the players, regardless of their level of performance. To collect the necessary data, a descriptive study was conducted in which interview and observation were adopted as two basic tools. The sample included 04 sports content makers out of the total community that organizes more than 50 channels. It was chosen intentionally and included channels with more than 300,000 subscribers.

Keywords : sports content creators, YouTube, professional player, Algerian public, sports marketing

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