

Youth interest in creating sports content on youtube as a profitable activity a survey
study on a sample of youtube users

إهتمام الشباب بإنشاء محتوى رياضي على YOUTUBE كنشاط مربح
دراسة مسحية حول عينة من مستخدمي اليوتيوب

Toufik Bensalem¹, Aissa Elhadi²

¹ university of algiers 3, bensalem.toufik@univ-alger3.dz

² university of djelfa, elhadi_aissa2000@yahoo.fr

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Abstract: This study aims to identify the motives behind young people's tendency to use YouTube to create sports content and achieve profitable activity. In our study, we relied on the survey method, distributed over two intentional samples. The study reached a set of results, the most important of which is that most of the respondents admitted that (the Internet It cannot be dispensed with at the present time, and YouTube is considered a suitable place to search for a lot of content that meets the desires of users, considering that YouTube is an important pole for content makers, as creating sports content on YouTube is an opportunity to profit and earn money by gaining the largest number of followers and interactors.

Keywords: youth, sports, content industry, youtube, for-profit activity.

الملخص: تهدف هذه الدراسة الى التعرف على دوافع وجهة الشباب الى استخدام موقع اليوتيوب لصناعة المحتوى الرياضي وتحقيق النشاط الربحي، اعتمدنا في دراستنا على المنهج المسحي، موزعة على عينتين بشكل قصدي، وقد توصلت الدراسة الى مجموعة من النتائج اهمها ان اغلب المبحوثين اعترفوا بان (الانترنت) لايمكن الاستغناء عنها في الوقت الراهن، وان موقع اليوتيوب يعتبر مكانا ملائما للبحث عن كثير من المحتويات والتي تلي رغبة المستخدمين، باعتبار اليوتيوب قطبا مهما لصانعي المحتوى، كون صناعة المحتوى الرياضي على اليوتيوب فرصة للربح وكسب المال من خلال اكتساب اكبر عدد من المتابعين والمتفاعلين.
- الكلمات المفتاحية: الشباب، الرياضة، صناعة المحتوى، موقع اليوتيوب، النشاط الربحي.

1. Introduction and problematic of the study

Today, the world is witnessing a technological revolution in the field of communication, through the transfer and exchange of information, ideas and knowledge through modern means of communication. Among the manifestations of modern communication technology (the digital network), which revolutionized communication and interaction as a means that was able to occupy a wide area of interests of societies and individuals and took a large space in their thinking due to its active and clear role in defining and developing many aspects of human life. where she was able to take a huge step by spreading information and cultures.

The internet has provided unprecedented opportunities for communication, acquaintance, self-expression, offering and sharing all kinds of content, including writings, pictures, videos and ideas, in addition to acquiring new knowledge and experiences, especially in the sports field.

Which made young people in general and algerian youth in particular accept social networking sites in abundance, and they became one of the most active players and users of youtube channels, which is considered among the social networking sites, where its users publish video clips, and the site provides them with many services that facilitate this, such as downloading, uploading and even commenting on files, it also gave users more freedom to freely express their opinions, discover their talents, and communicate their ideas and voices in all sports fields. Economic, social and in various parties by creating channels to create content on the youtube platform, they aim to achieve financial profits from what they broadcast through their channel.

Defining concepts is an essential step in scientific research. Concepts are the language of the researcher in dealing with the basic variables in his research, and

they are the keys to the study, so that through them various ideas can be put forward until they reach everyone with the same level of understanding.

- Youth It is the age stage that begins in most countries of the world from the age of 18, when the individual is responsible for his actions before the law and the judiciary, and the end of the youth age ends - theoretically - in the thirties, when the stage of manhood begins, but that depends on the individual's inner feeling, where some people can feel that they are still living their youth, even though they are over forty and sometimes fifty and sixty. (magdi, 2009, p. 660)

- Youtube is based on the principled idea of broadcasting yourself or broadcasting to yourself, this logo explains on the front page and it is a place on the internet to participate in popular free video, the site includes countless types of video clips, music videos and daily video blogs. (Sadiq, 2008, p. 216)

- **content industry** Something that can be expressed through some medium such as speech, writing, or any of the various arts of self-expression, distribution, marketing, or publishing. Typical forms of content creation include maintaining and updating websites. Blogging and photography. And videography. And comments online. Maintaining social media accounts, editing and distributing digital media this is especially true of breaking news related to topical content and events. (Suleiman, 2021, p. 36)

And from here we ask the following general question:

_ how do young people use sports content on youtube as a profitable activity?

.sub-questions for the study:

A. What are the habits and patterns of university students watching the content of sports content makers on youtube channels?

B. What are the motives for the use of the students of the institute of physical education and sports and their follow-up to the content of youtube channels?

C. What is the nature of the topics that the students of the institute of physical education and sports interact with while watching them? For sports content makers on youtube.

D. How do university students interact with youtube channels?

2. The methodological procedures of the study

2.1. Building and designing the questionnaire:

Considering that the questionnaire is the main tool in the study, we asked in it "23 questions" distributed on three main axes, in addition to the personal data of the respondents, which included the factors of "age", "sex", "level" and "profession".

The questions were arranged according to the three axes as follows:

_ the first axis: the importance of using the internet in general.

This axis included six questions with different suggestions.

_ the second axis: the uses of youtube.

Like the previous axis, this axis included eight questions.

_ the third axis: creating sports content on youtube as a profitable activity.

It included nine different questions about the most important aspect of the survey, which is creating content on youtube, with questions that could have multiple answers.

2. 2. Distribution of the questionnaire to the study sample

as we mentioned earlier, the research sample included 50 person, intentionally distributed into two samples, the first sample was about young people from outside the university, with a number of "10", while the second sample included a number of students from the sports institute at the university of algiers 3, with "40 students from the institute of sports" as an intentional sample, it represents about 5 percent of the total number of permanent students at the institute of sports.

while the method of distributing the questionnaire was electronic, given that the university season at its inception was subject to preventive measures and health protocols as a result of the covid 19 epidemic, thus the electronic form provided an opportunity to communicate with the different members of the sample, however the distribution was random by placing the questionnaire link on the institute's group, we note that the number of those who viewed the questionnaire on the internet exceeded the threshold of 400, however the problem is that we do not continue to answer all the questions, thus 50 questionnaires were used that included answering all the questions posed.

5. 3. Unpacking and tabulating the questionnaire answers and designing the tables:

the tables were designed according to the questions raised in the questionnaire and according to the three axes previously mentioned, along with the suggestions given in each question as a systematic question management procedure, do not ask open-ended questions that may lead to multiple answers that are difficult to empty into the tables.

5.4 tables and commentary on figures and results:

Here we will discuss the most important tables with an attempt to comment on their results, as follows:

Table no. (01): shows the distribution of the sample of students of the institute of physical education and sports according to the gender variable

Students of the sports institute		Young people from outside the university		Sex Members
Percentage	Repetition	Percentage	Repetition	
80%	32	70%	07	Male
20%	8	30%	03	Female
100%	40	100%	10	Total

By reading table no. (01): related to the gender variable, we notice that the percentage of males is 70% higher than the percentage of females (30%) in the sample of university youth who have completed their studies.

As for the sample of the students of the institute of physical education and sports at the university of algiers 3, we see that most of them are males at a rate of 80%, higher than the percentage of females, which is 20%.

Table no. (02): shows the distribution of members of the youth sample from outside the university along with the students of the institute of physical education and sports according to the variable of age

Sports institute students		Young people outside the university		Age Sample members
Percentage	Repetition	Percentage	Repetition	
15%	6	0%	0	From 18-21 years
47.5%	13	0%	0	From 21-25 years
32.5%	19	90%	09	From 25-30 years
5%	2	10%	01	Over 30 years old
100%	40	100%	10	Total

Table no. (02): related to the age variable reveals the following: most of the age group among university youth from outside the university ranges between (25-30) years with 90%, and in contrast with 10% over 30 years.

As for the age of the students of the institute of physical education and sports between (21-25) years at 47.5%, which is the highest percentage, followed by the age between (25-30) years at 32.5%, and the age between (18-21) years, estimated at 15%, and finally it is the lowest. 5% are over 30 years old.

Table no. (03): shows the distribution of a sample of university youth and students of the institute of physical education and sports according to the educational level variable

Students of the institute of physical education and sports		Young people outside the university		Members Level
Percentage	Repetition	Percentage	Repetition	
2.5%	1	%0	0	Second year
10%	4	0%	0	Thirdyear
60%	24	0%	0	First year master
27.5%	11	100%	10	Sec year master
100%	40	100%	10	Total

By reading table no. (03): we note that the educational level of university youth from outside the university of algeria 3 is a master’s degree, at a rate of 100%, thus we dispense with this variable in the compound tables, since they have the same level.

As for students, 60% are first-level masters, which is the highest percentage, followed by second-level masters, estimated at 27.5%, which is second-ranked, while 10% represent a third-level level, and finally 2.5% have a second-level level.

Table no. (04): shows the distribution of respondents according to the job variable

Percentage	Repetition	Repetition Distribution
56.00%	28	I'm still a student
24.00%	12	Employee
20.00%	10	Unemployment
100%	50	Total

Table no. (04): the job of the sample, we find that 56.00% are “still a student”, which is the highest percentage, followed by the answer is “employee” 24.00%, and the remaining 20.00% are unemployment.

Table no. (05): shows the extent of recognition of the necessity of having or using the internet as a sports media

Students of the institute of physical education and sports		Young people outside the university		Members Suggestions
Percentage	Repetition	Percentage	Repetition	
87.5%	35	70%	7	Yes
0%	0	0%	0	No
12.5%	5	30%	3	Sometimes
100%	40	100%	10	Total

By looking at the issue of recognizing the necessity of having or using the internet as a media tool in table no. 05. According to young people from outside the university, we find that the highest percentage answered “yes” by 70%, and the rest answered “sometimes” by 30%. As for the students of the institute of sports who believe that the internet is a sports media in this regard, 87.5%, and the remaining 12.5% answered “sometimes” thus, there is no one who does not recognize the necessity of having or using the internet as a sports media.

Table no. (06): the opinion of the sample about whether the internet constitutes a real competitor to other media outlets

Sports institute students		Young people outside the university		Members Suggestions
Percentage	Repetition	Percentage	Repetition	
65.5%	27	50%	5	Yes
5%	2	20%	2	No
27.5%	11	30%	3	Not always
100%	40	100%	10	Total

Table no. (06): related to their opinion that the internet constitutes a real competitor to other media outlets, as half of the sample of young people from outside the university answered “yes” with 50%, followed by 30% with “not much.” This is followed by 20%, because the internet does not constitute a competitor to other media.

As for the students of the institute of physical education and sports, they answered “yes” 67.5%, the highest percentage, and then 27.5% answered “yes, always.” As for the rest, they answered “no,” 5%, which is the lowest percentage.

Table no. (07): shows the areas that most attract the sample on the internet

Sports institute students		Young people outside the university		Members Suggestions
Percentage	Repetition	Percentage	Repetition	
2.5%	1	10%	1	Political
52.5%	21	60%	6	Sports
22.5%	9	10%	1	Cultural
10%	4	10%	1	Social
12.5%	5	10%	1	Diverse fields
100%	40	% 100	10	Total

Table no. (07) shows: the topics that you follow most on the internet according to university youth from outside the university, we find that the high percentage is in sports 60%, followed by 10% cultural and current news, followed by 10% social, followed by 10% political 10% in various fields.

As for the students of the institute of physical education and sports, the highest proportion of sports contents was 52.5%, followed by cultural subjects 22.5%, followed by various fields 12.5%, social 10%, and political 2.5%.

Table no. (08): it shows the opinion of the sample regarding the content and sports content provided by youtube

Sports institute students		Young people outside the university		Members Suggestions
Percentage	Repetition	Percentage	Repetition	
2.5%	1	10%	1	Political
52.5%	21	60%	6	Sports
22.5%	9	10%	1	Cultural
10%	4	10%	1	Social
12.5%	5	10%	1	Diverse fields
100%	40	% 100	10	Total

Table no. (08): their opinion of what youtube offers. According to young people from outside the university, we find that the highest percentage is 70% who answered that it is useful, followed by 20% who answered “ between” and then 10% that it is not useful. as for the students of the institute of physical education and sports, we find the highest rate of 60% with “between”. Followed by 35% with “useful” and the last rank with “unhelpful” 5%.

Table no. (09): how do you evaluate the performance of sports content creators on youtube in view of the follow-up and interaction

Sports institute students		Young people outside the university		Members Suggestions
Percentage	Repetition	Percentage	Repetition	
22.5%	9	0%	0	Excellent
32.5%	13	10%	1	Very good
42.5%	17	90%	9	Well
2.5%	1	%0	0	Bad
100%	40	100%	10	Total

Table no. (09) shows the evaluation of the performance of sports content creators on youtube according to university youth from outside the university. We find that the high percentage is 90% for the answer “well” and 10% answered “very good”.

As for the students of the institute of physical education and sports, they said “well” with a rate of 42.5%, which is the first place, followed by the second rank, they said “very good” with 32.5%, while those who said “excellent” with 22.5%, which is penultimate. The lowest percentage, and the last 2.5%, answered “bad.”

Table no. (10): shows the ranking of "youtube" compared to many other social networking sites

Sports institute students		Young people outside the university		Members Suggestions
Percentage	Repetition	Percentage	Repetition	
52.5%	21	60%	6	The first
30%	12	30%	3	After other sites
17.5%	7	10%	1	I don't care about it except rarely
100%	40	100%	10	Total

Table no. (10) indicates:

Related to the ranking of youtube compared to the rest of the social networking sites and networks, for university students from outside the university, the highest percentage is that they come first with 60%, then after other sources by 30%, followed by 10% do not care to rarely.

According to the students of the institute of physical education and sports, it is the first in accreditation, with a rate of 52.5%, it is the highest percentage, followed by it comes after other sources with 30%, and the lowest percentage is 17.5%. They do not care except rarely.

Table no. (11):answers to "how do you look at so much 'mathematical content"that attracts many followers

Sports institute students		Young people outside the university		Members Suggestions
Percentage	Repetition	Percentage	Repetition	
60%	24	30.00%	3	Very important
7.5%	3	%0	0	Not important
32.5%	13	70.00%	7	Mostly for fun
100%	40	100%	10	The total

The view of university youth from outside the university to a lot of youtube content in terms of polarization and follow-up, it is “mostly for fun” by 70.00%, and others acknowledge that it is “very important” by 30.00%. The students of the institute of physical education and sports ranked first, responding with “very important” with 60%, followed by “mostly for fun” with 32.5%, and the lowest rate with 7.5%, as “not important”.

Table no. (12): is there a difference between being famous on youtube and turning the sports content industry into a profitable activity that benefits you?

Sports institute students		Young people outside the university		Members Suggestions
Percentage	Repetition	Percentage	Repetition	
65%	26	90%	9	Yes
5%	2	%0	0	No
30%	12	10%	1	Sometimes
100%	40	10%	10	Total

By reading table no. (12), which shows the difference between being famous on youtube and turning the sports content industry into a profitable activity that benefits you: we find that the majority of young people from outside the university approved “yes” 90%, and the remaining 10% agreed with

"sometimes". As for the students of the sports institute, 65% answered "yes", which is the highest percentage, while 30% answered "sometimes", and the remaining 5% answered "no".

Table no. (13): in your opinion, which areas can make you profitable in the sports content industry?

Sports institute students		Young people outside the university		Members Suggestions
Percentage	Repetition	Percentage	Repetition	
32.50%	13	40.00%	4	Football
17.50%	7	10.00%	1	Swimming
30.00%	12	40.00%	4	Bodybuilding
20.00%	8	10.00%	1	Basketball
100%	40	100%	10	Total

By looking at table no. (13) related to any fields that can make you profits in the content industry, we find the opinion of young people from outside the university that the field of football and bodybuilding is at a high rate of 40.00%, while others saw that swimming and basketball are at 10%. And that the students of the institute of sports had the highest percentage of 32.50% for football, followed by bodybuilding with 30.00%, then basketball with 20.00%, and finally swimming with 17.50%.

Table no. (14): have you ever made "sports content" and then posted it on youtube?

Sports institute students		Young people outside the university		Members Suggestions
Percentage	Repetition	Percentage	Repetition	
25.00%	10	20%	2	Always
47.50 %	19	%50	5	No
27.5%	11	30%	3	Once or twice
100%	40	100%	10	Total

Concerning table no. (14) for young people from outside the university, we find the answer limited to between “always” and “once or twice”, equal to 50% with those who did not manufacture sports content and put it on youtube.

And that the students of the institute of sports answered “no” with 47.5%, the highest percentage, followed by “once or twice” 27.50%, then “always” with 25.00%.

Table no. (15): are there any of your friends who managed to make youtube a source of profit and earn a lot of money?

Sports institute students		Young people outside the university		Members Suggestions
Percentage	Repetition	Percentage	Repetition	
%25	10	%0	0	Yes
%30	12	30%	3	No
%45	18	70%	7	I don't know
100%	40	100%	10	Total

Table no. (15): if there were any of your friends who were able to make youtube a source of profit and earn a lot of money, young people from outside the university see that the highest percentage of 70% expressed the answer “i don’t know” and the rest answered “no” 30%.

And that the students of the institute of sports believe that the highest percentage is “i don’t know,” 45%, followed by “no,” 30%, and those who answered “yes,” 25%, which is the lowest percentage.

3 . The general conclusions of the study:

The conclusions can be distributed according to the themes and questions included in the questionnaire.

Characteristics of the research community

_ first, with regard to the variable of sex, through what we obtained in tables no. "01-02-03-04", we can say that the sample members are mostly males, and this is

logical given that most of the students at the institute are male, in addition to the general percentage of algerian society the athlete is almost 60 percent male.

With regard to the age variable, with regard to the sample of the students of the institute of physical education and sports, the majority of the respondents did not exceed the age of 25 years, given that the respondents from the category holding a baccalaureate degree are of legal age who obtained a bachelor's degree after three years studying at the university, while for the second sample "youth from outside the university", we found that almost all of the respondents exceeded the threshold of 25 years, given that they had completed their studies at the university, and this we will refer to in the variable of the educational level.

_ the third table related to the "academic level" variable proved that the sample related to young people from outside the university, the majority of them had completed their studies at the university and had a master's degree, while in the sample of the students of the institute of physical education and sports, most of the respondents had the level of the second and third years of a bachelor's degree, and this reflects the reality of the large number of students at the bachelor's level is the opposite of the number of students at the master's level.

_ with regard to the "profession" variable, the majority of the respondents were students who are still practicing their studies, whether it is at the bachelor's or master's level, in addition to the second percentage that indicates that most of the respondents, especially for a sample of young people from outside the university, most of them are unemployed, given that most of them are recent graduating from university.

The first axis: the importance of using the internet in general

after we asked six different questions about the importance of using the internet, the following emerged:

-Most of the respondents admitted that the "internet" is indispensable

-the respondents also believe that the internet is an opportunity to discover more sports sciences,

_while a large group of respondents consider that the "internet" can constitute a real competitor to the media, given that the internet contains many pages,

_ what we also found through the numbers and results of the previous tables, that the areas that most appeal to the internet browser were not absolutely defined, where the majority was for the sports field and varied between what is political, educational, cultural, social, and various and different fields, this indicates that the internet is a destination approved by sports students in particular, and the rest for multiple uses according to the desire and need of users.

The second axis: the uses of youtube:

_ with regard to the news, content, videos and content provided by youtube, most of the groups surveyed in our study agreed that youtube is an appropriate place to search for a lot of content that meets the desire of users, given the multiplicity of its fields and forms of presenting its contents, also, given its ease of use and interaction with various content and videos.

_there is a significant group of respondents who believe that youtube is not a useful site to some extent, and they attribute this to a number of factors, including that youtube does not meet all the desires and needs of users, they also believe that the lack of professionalism and moving away from objectivity and tradition in presenting content may play an important role in attracting followers.

in addition to the need for renewal in the topics that are dealt with.

_ the creators of the content on youtube, according to the opinion of the respondents, believe that the performance in general and the method of presenting sports content is not absolutely excellent, due to several

considerations, among them is imitation and replication of content submitted by other users and content creators, this is what makes the follower believe that what he watches on youtube has previously been seen on other sites or even on youtube itself.

_ the ranking of youtube compared to many social networking sites and other social networks was good for the respondents, because youtube is the most popular site that offers the largest number of videos and "audiovisual" content, and it is also a site that allows its user to share its contents and videos with others by creating a channel their own on youtube.

_ the respondents also consider that the youtube site has become an important pole for content makers through the multiplicity of fields and topics that are unconditional by the youtube site management, which allows greater freedom for the user to share or follow the content.

_ the majority of the respondents unanimously agreed that youtube covers all topics and events, whether they are important or not, considering that many institutions, official bodies, and even television channels own channels on youtube through which it provides content, information and news that are presented in other places, in addition, the present has become a value found on youtube by following the various developments and republishing it, commenting on it, or adding to it before publishing and sharing it on youtube.

_ a large group of respondents considers youtube as a media and entertainment alternative or a complement to many other means or social networking sites, and even an alternative to many tv channels, because youtube provides the opportunity to re-watch a lot of content that was not watched at the specified times.

_ on the other hand, there are those who believe that much of the content on youtube is not important and not worth following for several considerations,

including: lack of knowledge of all events and facts, not renewable, many followers using other means and sites.

The third axis: creating content on youtube as a profitable activity

_ what we found in this study is the presence of a large group of respondents who have come to consider youtube as the first destination on the internet through the multiple use of youtube, which in their view represents an opportunity to publish, exchange and share sports content and also an opportunity to interact with it through several characteristics that are distinguished by youtube, such as employing influences musical and aesthetic on videos and photos, conversation with the contents of youtube of different senses and different segments and groups of society through the multiplicity of fields especially sports topics.

_ creating content on youtube for many users represents a profitable activity by acquiring the largest number of followers, interactors, and subscribers, and also by imitating many famous youtube users who have succeeded in expanding the circle of their followers and people who interact and share their sports content, especially in light of the free creation or creation of channels on youtube.

_ (Suleiman, 2021)) Mohamed) (2002 .Sadiq(2008 . (magdi, 2009)in addition to the fact that the content industry on youtube is an opportunity to profit and earn money, there are those who believe that youtube is also an opportunity for fame and stardom by providing distinguished sports content that pushes users towards interaction, follow-up and subscription, which increases the chances of fame and stardom for many sports content makers on youtube.

_also, a large group of respondents agree that there is a correlation between "entertainment and entertainment" and achieving "money and fame on youtube", given that one of the conditions for making a profit on youtube is that the content creator is famous and well-known, and in order for him to be known

and famous he must the circle of his acquaintances and followers is large and wide, and what motivates the followers more is entertainment and entertainment.

_ the most areas that the respondents believe attract the largest number of followers are football and bodybuilding, because the orientation of users to youtube varies according to their interests, tendencies, and the areas that appeal to them.

_ there is a small group of respondents who have previously provided content on youtube, due to several factors, including that creating content on youtube requires skills in the art of photography, montage, manipulating photos, videos, installation, and music, as well as requires distinct programs for that.

_ despite the skills, techniques, hardware and software required by the content industry on youtube, there is a large group that considers youtube an opportunity to transform the hobby of photography and making videos into a profitable activity to earn money, but that requires time, effort and persistence.

4. Conclusion :

Through the foregoing, it can be said that youtube is one of the social networking sites that young people use in order to communicate their ideas, opinions, and content to certain parties and in various ways to achieve profitable activity.

In our study, we have sought to address the issue of young people's interest in making sports content on youtube, in an attempt to reveal the extent to which profitable activity is achieved for them through youtube channels, and this is based on a set of questions represented in the habits and patterns of watching the content of youtube channels, the motives for their use and how to interact with it...

Where our study summarized that the existence of the internet has become more than a necessity because of the sports, educational, and educational content it

provides.... And that the youtube site meets the desire of users for its ease of use and the multiplicity of its magazines and forms of presenting its contents, as it also revealed that the production of sports content on youtube for many users represents a profitable activity as well as an opportunity for fame and stardom by providing sports content that expands the circle of followers and interactors, especially in light of the free creation of youtube channels.

Finally, we cannot say that the sports content industry on the social networking site "youtube" meets all the rumors that users seek to achieve. In conclusion, this study remains one of the continuous research episodes, as it expresses everything related to the sports content industry on youtube, as well we cannot say that we have revealed all the reasons for the youth's approach to making sports content on this site. Rather, we have tried through this study to clarify some aspects of this use, paving the way for other researchers to discover other approaches that were not covered in our study.

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