

## The function and purpose of sports media economics in electronic news An empirical study from the perspective of Algerian journalists

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### Abstract:

This scientific article aims to highlight the relationship between sports media and the logic of the market economy in the digital environment, especially since the electronic press, which has become today plays a crucial role in strengthening the sports economy, especially since it is based on an important principle, which is the transition from individual effort to collective effort to ensure preservation On the rights of the main production parties and other productive parties that have the power and the ability to control in support of the affairs of the sports economy.

Through this study, we reached several results, most notably the lack of knowledge of electronic newspaper managers of the requirements of managing electronic institutions, and the lack of some of the skills necessary to deal with an advanced and accelerating digital environment at the level of hardware, software, consumption and promotion methods. What calls for the need to adopt new methods in pricing sports media content published in the Algerian electronic press, which take into account the communicative characteristics of the Web, the originality of the content and its informational value, and then knowledge.

**Keywords:** Sports; sports media; sports marketing; digital environment; sports advertising

## **I- Introduction :**

In today's world, sports has become one of the main pillars of economic growth and social development. It has changed from a pure hobby of Entertainment, healthy architecture and body to an independent professional department. Yesterday's hobby has been transformed into today's and future industry.

Therefore, a problem we study is that because sports activities need special supplies, facilities and technical equipment to help training, that is, the economic system, all kinds of sports activities can not be without funds. Synthesis. In particular, sports specialization is a key turning point for many clubs and teams to go to the world.

Today, the electronic press needs an economic model that will adapt to the communication characteristics of the network and interpersonal communication on the Internet, and respond to the changing needs of the recipients. Media content and reception habits are changing; new services are emerging rapidly and need to be discovered and utilized in a timely manner.

The Algerian e-news economic model proposed by this study outlines the general characteristics of income diversification, focusing on the quality of media content and the ability to use talents. Human resources and skills in providing information services are not free in cyberspace, especially those institutions and entities looking for productive content.

Therefore, commercial companies find that the best means of advertising is through sports media in electronic media, because commercial products are connected with famous athletes or clubs Its influence is far greater than that of traditional media.

Correct sports information provides space for supporting or marketing companies, making them more credible and deeply rooted in the public mind.

Therefore, we raise the following questions

**What are the functional dimensions of media economics in the sports pages published in the electronic press, according to Algerian journalists during the year 2021 ?**

## **II- Methods and Materials:**

### **1. Defining the concepts and terminology of the study**

**Media :** In terms of language, media means "spreading news", while idioms mean: "Inform or update the public, or disseminate and provide correct information, clear facts, true news, accurate topics, specific, logical and beneficial facts to the public "In the public interest."<sup>1</sup> (Hijab,2004 : 58)

**sports media :** There are many definitions of sports information, the most important of which are: "The process of disseminating sports news, information and facts, explaining sports rules and laws, disseminating sports culture among social members and cultivating sports consciousness

Therefore, sports media is a special part of the media aimed at forming the knowledge and cultural foundation in the field of sports. Today, it attracts a wide audience from different ages, races and cultural backgrounds. Gender. <sup>2</sup>(Mazrou,2010 : 78)

**Multimedia:** A term used for applications that include a combination of media/media forms such as: video, audio, text, graphics, and motion.

**The economics of sport** is concerned with the study of sports activity from an economic point of view, that is, those economies that consider sports an economic activity that has its industry of goods and services, and it has its markets of supply and demand, and it has its budget and financing, and it has its organs, management and organizations. <sup>3</sup>(Delio,2006 : 43)

### **2. Research methods and tools**

Curriculum is an organized knowledge process. It is an organized and targeted method or approach adopted by researchers to solve specific research problems or phenomena.

The curriculum adopted by the scientific research institute is formulated according to the

discipline studied and the nature of the research. Considering that the phenomenon studied belongs to an extended discipline, the most appropriate curriculum for studying this kind of discipline is The purpose of such courses is to describe the basic characteristics and communication behavior patterns of the public through the influence of the media, because the purpose of such courses is Record, analyze and explain the current situation of this phenomenon, collect necessary and sufficient data, determine the type, source and acquisition method of data through a set of systematic procedures, and explain this phenomenon and its components. <sup>4</sup>(Delio,2006 : 49)

As the research tool of this study is descriptive, it belongs to the category of social media analysis. Taking sports journalists, newspaper writers and sports audio-visual experts as the object, through the participatory discourse structure Electronic

In order to answer the questions of field research, we used the electronic questionnaire tool, which is defined as a data collection method to systematically stimulate the interest of researchers and provide facts and opinions. The researcher shall not interfere with the researcher's self-report on the specific ideas put forward under the data related to the research theme and objectives.

### **3 research groups and research samples**

Perhaps the nature and basic variables of this study are the basic motivation of an exploratory study. We try to answer a main question through this study, which is reflected in a specific sentence, that is There are 120 journalists active in the field of sports on Face book to clarify the role of sports media in promoting the sports economy. Someone asked, someone asked, someone asked, someone asked, someone asked, someone asked, someone asked, someone asked, someone asked, someone asked, someone asked, someone asked, someone asked, someone asked, and someone asked.

#### **3.1 time and space framework of the study**

Time frame: during the first six years of 2021, we distributed 120 spreadsheets to researchers to match current sports activities

Spatial framework: This study takes Algerian journalists and Face book users as samples

## **2. The theoretical presentation of the subject of the study**

### **2.1 The economics of sports media in the electronic press**

form of electronic media or what is known as new media is a logical step to keep pace with the various transformations that characterized virtual spaces, especially as it aims to raise the competitiveness of our sports clubs in local, continental, and international forums, except That in light of the gross lack of sports culture, and the frightening spread of manifestations of violence in stadiums, manipulation of results, fanaticism and others,

In general, the role of sports media economics is reflected in social networking sites, especially Facebook, in the success of the professional orientation of sports through a serious contribution to the marketing of sound professional ideas (we say marketing and not publishing because the role of the media is not limited only to the dissemination of sports information, but also to the production or collection of information. From its sources, pricing, promotion, and then delivering it to the sports audience) and delivering it to every individual, home or country across the country, thus contributing to the formation of a mass and sports base with a wide sports culture and professional and conscious thought. <sup>5</sup>(Radi,2003 : 96)

For reference, this role that we are talking about is the positive role of the sports media with regard to strengthening the professional orientation, but this does not negate the existence of negative roles for the media with regard to obstructing the adoption of this trend through the dissemination of false ideas of professionalism that make it a pariah trend by athletes and society in general, for this it can Saying that the media is a double-edged sword may be positive or negative . This relationship between sports and the economy has developed in the last 35 years to turn into a form of industry and has become one of the pillars of national economies. For example, the size of

the sports industry income in the United States reached in 2021. About 75 billion US dollars, and this income came in the 15th place, ahead of other industrial sectors.<sup>6</sup> (Vincent ,2010 : 152) From what was previously presented, we conclude that in light of the great developments that have become witnessed in the global football arena and the level of sophistication that affected international clubs, Algeria had to (not as a matter of choice but as a matter of adaptation and accommodation) to adopt a professional approach in order to advance the performance of its football clubs to the level of continental forums regional and even global.

## **2.2 the role of sports media in electronic news**

The sports media in the virtual space has many functions, which can be summarized into four basic functions:

- Cognitive function (News): provide information about various sports activities;
- Interpretation function:
  - Explain, explain and comment on events and problems, and explain their levels and motives;
  - Provide support for the existing sports institutions and systems of digital sports community.
- Educational function: by expressing social and personal culture, integrate all social components into a melting pot, maintain social values and maintain social sustainability His sports culture.
- Business function: sports marketing through electronic dialogue structure <sup>7</sup>(Nomar ,2012 : 114)

## **2. The foundations of marketing sports contents in the Algerian electronic press**

By virtue of the fact that the majority of Algerian electronic newspapers are a parallel version of the paper version - with minor changes - or originated via the web, but it stems from paper experiences and traces its impact on the level of content preparation and periodicity, as it has not yet invested the characteristics that the web provides for those who seek to provide new media services and premium worthy of payment; The high cost of creating authentic media content causes most organizations to do minimal editorial work on media provided by news agencies, citizen journalists, or social networks, and the recipient will not pay for content they can get elsewhere for free. via search engines. Also, the difficulty of protecting the media material from copying and scrolling makes it difficult to rely on income that comes from selling content except in a narrow range for specific institutions, provided that the media content is tailored to suit their needs.<sup>8</sup> (Sadek ,2008 : 109)

## **3- The pillars of the economic model of sports media materials published in the electronic press**

other economic projects, the economic model of e-journalism is based on the expenses necessary to launch and run the project, and the income that may cover these expenses and increase profitability

There is a close correlation between the size and quality of expenditures on the one hand, and income-generating on the other. This relationship is not a simple expulsion or reverse, but a complex relationship that is sometimes dismissive and sometimes inverse according to the circumstances and variables that accompany the launch of the project or keep pace with its operation in normal times or times of crisis. At the launch stage of the project, a parcel relationship may arise between spending and the strength and quality of the project's launch; once the project is launched, increased spending may reduce profits.<sup>9</sup> (Ouchene ,2012 : 04)

. In some cases, a reverse relationship may arise between poor project launch spending and increased profits if the launch is accompanied by a degree of enthusiasm, resilience, creativity and uniqueness that makes the project begin with modest possibilities but quickly grows and achieves great success. Studies indicate that the most important advantage of e-journalism is that its expenditures are much lower than that of paper journalism, because these expenditures are almost limited to the digital production phase of content, while paper newspaper expenditures rise when

digital content is converted into paper (the high cost of paper and printing due to the high cost of printing presses and the expulsion relationship between the volume of returns and material loss) and then the process of delivering this paper item to the reader (the distribution that is more expensive than the large audience, and whether this audience is within the state or the material loss) Out of it.<sup>10</sup> (Bellouni ,2010 : 74)

Electronic journalism expenses include the cost of the human component carrying out content preparation and technical and logistical support, the technical equipment necessary to complete the work at all stages; the cost of protecting the website and electronic payments; the cost of obtaining some components of media content; and the cost of headquarters and office equipment, which can be detailed at the following points:

1. Electronic journalism relies on the concept of a comprehensive journalist (who searches for data and information, writes texts, edits them, takes pictures and records videos) that eliminates many functions, reducing the cost of the human element, whether it is content preparation, logistical or technical support.
2. E-journalism can get a large percentage of free media content from citizen journalists and social networks, which are more platforms for freedom of expression than platforms for providing paid professional content. Therefore, electronic journalism often needs a few full-time content creators.<sup>11</sup> (Fendouchi ,2005 : 205)
3. E-journalism dispenses with some human elements such as drivers, archival workers and libraries, and is limited to minimum accounting, human resources and procurement staff, as the digital environment offers software solutions that eliminate some traditional employees in these areas.<sup>12</sup> (Kotller ,1999 : 52)
4. Electronic journalism requires limited technical equipment (a few computers used in web design, intranet or Internet devices); in addition to various software in the field of design and processing of various media (image, information drawing, audio and video). Some of this software is professional and obtained through purchase or rental, while others are free of charge provided by open sources.<sup>13</sup>(Aouiss ,1998 : 24)
5. One of the most important expenses of e-journalism is the cost of protecting the media organization's website and other postal accounts and through social networks. This protection requires the purchase of professional protection software with network protection specialists assigned the tasks of protecting the site from attacks that it is constantly exposed to, or the use of major website protection companies through long-term financial agreements.

This protection is necessary before the start of e-commerce between the media organization and the consumer of media content, or between it and advertisers or advertising companies .<sup>14</sup> (Brahimi ,2012 : 114)

### 3. Presentation and analysis of field study data

**Table (01): distribution of the sample by gender variable**

Gender	Frequency	Percentage
Male	70	58.33
Female	50	41.66

Total	120	100
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It can be seen from the above table that 58.33% of the proportion is dominated by men and 41.66% by women, depending on the nature of the selected sample.

**Table 02: distribution of the sampler by age variable**

Age	Frequency	Percentage
21 To 30	22	18.33
31 To 40	79	65.83
41 Years and Over	19	15.83
Total	120	100

From the above table, we can see that the age group of 31-40 years old accounts for 65.83% of the sample, and 79 of the 120 users are like this, which also confirms the statement of the website statistics, that is, 90% of the network registered users in Algeria do not have Internet access Over 35. Young people are the most Internet users, followed by the 21-30 age group, 18.33%, that is, 22 users, that is, journalists with almost medium experience, which is known to be close Access websites using technology and the Internet. The third category is people aged 41 and over, accounting for 15.83%. This proportion shows that older people have a certain degree of understanding when using and interacting with the network.

**Table 03. Sample interest in readability of electronic news**

Electronic printing press	Frequency	Percentage
Always	100	83.33
Sometimes	20	16.66
Rarely	00	00
Total	120	100%

The survey results in the above table show that in the reporter's sample survey, 83.33% of people have long-term contact with electronic news, 100 people have repeated visits, and 16.66% of people have long-term contact with electronic news. They are sometimes exposed to electronic news, which explains why all research samples are interested in digital media to keep abreast of the latest news.

**Table (04): main reasons for using sports e-news in the survey sample**

Reasons for the use of sports electronic news	Frequency	Percentage
News function	98	81.66
Sports event interpretation	13	10.83
Focus on sports marketing	09	07.50
Total	120	100

The data in the table shows that the main reason why journalists use sports news is that the function of sports news has decreased by 81.66%, repeating 98 items, which shows that they are interested in the development of sports Their interest in international football news, especially in large sports

clubs, is different from that of journalists who use electronic media and news web sites as secondary sources for editing sports news. Among them, robotics is the most prominent. The interpretation interest index of domestic and foreign sports events is 10.83%, and the repeatability is 12 single indicators, which shows that reporters are very familiar with the latest development of sports news. In the process of relying on E-chat to enrich sports discussions on Face book, the minimum return on indicators interested in sports marketing is 07.50%, which is because of their interest. Private financing page of major sports clubs.

**Table 05: reporters' interest in newspaper electronic advertising**

Check electronic advertisements	Frequency	Percentage
Yes	99	82.5
No	21	17.5
Total	120	100

From the table, we note that in most of the survey samples, 82.5% of journalists from different Arabic and French newspapers saw electronic advertisements through newspapers on the Internet, while By repeating 99 words, we found that 17.5% of the subjects preferred to watch the news without electronic advertising.

The results show that this research sample attaches importance to e-advertising, and believes that under the trend of E-marketing, online advertising is one of the most attractive and popular promotion methods, and its required media Effective strategies to ensure e-news activities.

**Table 06: degree of interaction between the research sample and electronic advertising content**

Do you re-share the online ad through your own pages?	Frequency	Percentage
Yes	115	95.83
No	05	04.16
Total	120	100

The above table shows the extent to which the research sample re participated in e-advertising in the digital environment through their own web pages, with a contribution rate of 95.83% and 115 words repeated, which proves the interactivity of journalists because of their professional knowledge We found that in the surveyed sample, only a very low proportion of people reported that they only looked at content and did not pay attention to advertising, which was 4.16%, repeating 05 words because they only looked at publications and did not interact or express opinions.

The research sample adds that in your advertising campaign, you can track your customers through electronic media, from how they reach the advertisement, see the advertisement and click Through this information, you can constantly improve your marketing strategy, and you can find the weakness of this strategy. For example, you may notice that the advertising website does not achieve the expected goal. A good watch compares another website and you will change the website. This way of collecting information enables you to continuously develop your advertising strategy.

**Table (07): importance of sports media economics by research sample**

<b>Do you think that electronic advertising revenues contribute to raising the economics of electronic journalism?</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	100	83.33
No	20	16.66
Total	120	100

As can be seen from the table, most researchers believe that e-advertising revenue contributes 83.33% to the economic growth of e-journalism, while 16.66% of researchers do the opposite because of the emergence of the Internet and the Internet The media has entered a new era full of new media, and the economy of the media industry is changing, especially because the technological and economic changes have led to the new economic model of news media in cyberspace. Communication; these models have changed the production and distribution chain of the printing industry; the network has promoted the emergence of new publishing and distribution intermediaries and actors.

**Table 08: revenue sources of sports e-news**

<b>Gender</b>		<b>What are the sources of income in the electronic sports press?</b>	
Female	Male		
45	20	Frequency	Internet advertising
90	28.57	Percentage	
05	50	Frequency	Buying and selling digital sports content
10	71.42	Percentage	
50	70	Frequency	Total
41.66	58.33	Percentage	

As can be seen from the table, 90% of female journalists believe that the importance of digital advertising is that it accounts for most of the income of all online media participants, especially after the emergence of digital advertising. Some measures aimed at tracking different media help to increase advertising revenue, while male journalists have a 71.42% difference in their view of the sports digital content trading index. The electronic news industry faces difficulties and challenges in selling its digital content to readers; there are direct and indirect costs in payment systems, which may encourage recipients and consumers to find alternatives online through search engines, It's usually free. Electronic media organizations need to successfully sell their content. In contrast, it can be said that although the number of Arab electronic newspapers is estimated to have been more than a decade, their ability to attract advertising as a major source of revenue, like economically successful paper newspapers, is not. It remains fragile; attracting e-advertising requires effective use of its network features and services, keeping up with fast technologies designed to facilitate users, and Online advertising and traditional advertising



**Table 09: Journalists' evaluation of the economic model of sports electronic news.**

How to evaluate the economic model of sports electronic news	Frequency	Percentage
Accept	25	20.83
Medium	95	79.16
Total	120	100

It can be seen from the table that most researchers are not satisfied with the economic model of sports electronic news. There are 95 researchers, accounting for 79.16%, and the dissatisfaction of the second researcher is very low, i.e The researchers' response is 52, estimated at 20.83%.

Therefore, we conclude that it is difficult to convert the content of electronic newspapers into goods sold to recipients, just like paper newspapers, which limits most of the revenue of advertising or exchanges. Compared with other institutions, this leads to a small number of managers, which is out of proportion to the business needs of e-newspapers.

Reading the data shows us how to lack the technical infrastructure to enable e-newspapers to carry out e-commerce. Effective infrastructure often includes advanced banking systems, available Internet, appropriate legislation and strong electronic protection, as well as the weak and mutual lack of knowledge of e-business management requirements of e-newspaper operators. The skills needed to handle a complex and accelerated digital environment in terms of hardware, software, consumption and promotion.

**III- Results and discussion :**

Through the empirical research on electronic media and sports economics, we draw the following conclusions:

-The results of quantitative reading and qualitative research show that when professional opinions are put forward, credibility and transparency must be taken into account, and they must be put forward in a way that is easy for everyone in the advertising agency to understand

-60% of the sample survey of journalists using social media websites confirmed that electronic media has successfully realized this function, making it more effective and reasonable than before, because it has become It is based on the transparency and freedom of sports opinions and support for sports institutions and groups.

-It is necessary to establish a bridge of compatibility and cooperation between public and private sports channels in Face book’s virtual private space, so as to widely and systematically spread the idea of sports economic industry

-Promote greater participation of the private sector in the sports industry and emphasize that this is an investment project and the need to provide all legal facilities to ensure online marketing Promote productive sports by focusing on popular sports or active teams and clubs in popular virtual spaces on Face book’s official website

-Involve banks in the sports process, encourage national youth clubs, especially amateur clubs, and attract entrepreneurs, while implementing sports legislation and legal reforms to facilitate their access Sports investment

Focus on the benefits of Le sponsoring through a comprehensive marketing plan

-Focus on providing quality (content and form) from the beginning, rather than pursuing quality from the beginning; because there are many alternatives in front of recipients and advertisers.

-When planning the e-newspaper project and implementing the content, format or technology, it is based on effective communication and focuses on the use of individual or Combine.

-Go beyond the traditional concept of the media and its role in society and adopt a broader concept to make the media more integrated into society and more consistent with modern institutions, which rely on the Internet to achieve their goals in any case natural

-E-newspaper operators have insufficient understanding of the management requirements of e-enterprises, and some people lack the hardware, software, consumption and promotion skills needed

to deal with the complex and accelerated digital environment.

-Adopt a new method to price the sports media content in electronic news, taking into account the communication characteristics of the network, the authenticity of the content and the value of information, so as to take into account the value of knowledge.

-The need to attract talented media professionals to work in the field of Arab electronic journalism, as there are social networks that provide a large amount of material income through the dissemination of digital content.

## **5. Conclusion**

In conclusion, electronic journalism needs an economic model that is compatible with the communicative characteristics of the web and human communication via the Internet, and responds to the developments that appear with the changing needs of recipients for media content and their habits of receiving

this change. The sports media industry in the modern era is one of the strongest industrial structures known. The world, and the source of its strength lies not only in the huge money that it invests in, but also in this dangerous impact that it plays at the level of individuals, groups, governments and systems, not to mention the successive developments and complex technologies that it is witnessing today, which increase its effectiveness and the intensity of its impact.

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