



Transition From Conventional Media To New Media In The Context Of Sports Broadcasting: Sports Digitale Youtube Channel Example

Koray KANTÜRK¹, Görkem TURAÇ²

¹TRT SPOR, İstanbul/Türkiye

<https://orcid.org/0000-0002-2607-6586>

² İstanbul/Türkiye

<https://orcid.org/0000-0003-3420-3810>

ORJINAL MAKALE

Abstract

Social media, which has become an indispensable part of the network society formed within the framework of new communication technologies, and conventional media with traditionalist features have become an essential field of study for researchers. The transformation of sports-themed news and sports broadcasting, which has a very high target audience, has become one of the current topics of this field. The main purpose of this study is to determine the interaction power, applicability, strengths and weaknesses of sports media and sports journalism in new communication environments. In the research, SPORTS DIGITALE channel, which continues to broadcast on the YouTube platform, was selected as the sample group. In this research conducted with a quantitative paradigm, it was examined whether new media features provide an advantage over conventional media today by looking at the interaction power of the organization in question, its growth rate and the feedback rates they receive for each content they produce. The research is limited to the 8-month period between 01.01.-01.09.2023. The research data was accessed from the Social Blade website and presented in tables and graphs. According to the results of the research, the SPORTS DIGITALE YouTube channel has shown rapid and continuous growth by effectively using features such as digitality, interactivity, accessibility, hypertextuality, feedback and multimedia formatting, which distinguish new media from traditional media approaches, and a continuous increase in the number of followers and interaction rates. It has been shown that there is a tendency.

Keywords: Sports Broadcasting, Conventional Media, New Media.

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Spor Yayıncılığı Bağlamında Konvansiyonel Medyadan Yeni Medyaya Geçiş: Sports Digitale Youtube Kanalı Örneği

Özet

Yeni iletişim teknolojileri çerçevesinde oluşan ağ toplumunun vazgeçilmez bir parçası haline gelen sosyal medya ile gelenekçi özellikleri barındıran konvansiyonel medya araştırmacılar için de elzem bir çalışma alanı haline gelmiştir. Hedef kitlesi çok yüksek sayılara ulaşan spor temalı haberlerin ve spor yayıncılığının dönüşümü de bu alanın güncel konu başlıklarından biri olmuştur. Bu çalışmanın da temel amacı spor medyasının ve spor haberciliğinin yeni iletişim ortamlarında etkileşim gücünü, uygulanabilirliğini, güçlü ve zayıf yönlerini tespit etmektir. Araştırmada Youtube platformunda yayın hayatına devam eden SPORTS DIGITALE kanalı örneklem grubu olarak seçilmiştir. Nicel paradigma ile gerçekleştirilen bu araştırmada söz

konusu kuruluşun etkileşim gücü, büyüme hızı ve ürettikleri her bir içerik için aldıkları geri bildirim oranlarına bakılarak, günümüzde yeni medya özelliklerinin konvansiyonel medyaya göre bir avantaj sağlayıp sağlamadığı konusu irdelenmiştir. Araştırma, 01.01.- 01.09 2023 tarihleri arasındaki 8 aylık periyot ile sınırlandırılmıştır. Araştırma verilerine Social Blade sitesinden erişim sağlanarak tablo ve grafikler halinde sunulmuştur. Araştırma sonuçlarına göre, SPORTS DIGITALE youtube kanalının, yeni medyayı geleneksel medya yaklaşımlarından ayıran dijitallik, etkileşimsellik, erişilebilirlik, hipermetinsellik, geri bildirim ve multimedya biçimselliği gibi özellikleri etkin bir şekilde kullanarak, hızlı ve sürekli olarak büyüme gösterdiği, takipçi sayısı ve etkileşim oranlarında sürekli bir artış eğilimi olduğu ortaya konmuştur.

Anahtar kelimeler: Spor Yayıncılığı, Konvansiyonel Medya, Yeni Medya.

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Introduction

From the beginning of human history to the present day, communication has been seen as an absolute value and necessity because humans are social beings. At every point of social life, individuals' ability to survive, reflect their characters and interact with the outside world depends on communication. With the developing internet technologies, mass media have also entered into innovation, and the media has not remained indifferent to this innovative movement and has positioned itself in new communication environments. Social media, which has become an important part of human life, and social networking sites that make up social media, have enabled individuals to create digital identities and rebuilt the way they convey their information, feelings and thoughts. The universal impact of digitalization and the innovations it brings have made it necessary for professions to create their identities in the virtual world. In this context, publishers and reporters from conventional media who act with a traditionalist approach prefer to adapt their teaching practices to digital channels in order to reach their target audience more, to interact by taking advantage of the advantages and opportunities of new media, and to create content for a community exceeding millions. While the target audience, which was receptive to the media in the past, was passive in the communication process, in digital environments the audience, reader or listener plays an active and participatory role.

Transformation Process of Communication and Media: The Effect of Digitalization

Communication, as a phenomenon that occurs at every moment of life, starts with people and continues with people, represents a wide process from the moment of birth to death. Within the framework of socialization, individuals' mutual relations, their way of expressing themselves, their understanding of the social space, and their ability to exchange news and information represent a communication process, and it is emphasized that this act is a necessity

(Akyazı, 2019). Although communication represents a holistic process for individuals, the effect of mass media is important when considered in the context of its informative and guiding features. Media started with newspapers, one of the most important and first building blocks of mass media, and has become a global industry with the addition of radio and television. Based on the assumption that technology can be constantly renewed and improved, the need for mass media is increasing and new communication environments are emerging (İlgaz Büyükbaykal, 2014). Considering the development of technology at the point of emergence of new communication channels, the effect of digitalization is seen in every field in the world. With digitalization, where traditional common methods have been abandoned and data has been found to provide pragmatic conditions such as efficiency, low cost, convenience and speed, the flow and speed of information in the media and communication environment has also changed. In the last 30 years, where technology has gained momentum in the new world order where the concepts of time and space have lost their importance, communication tools have also developed greatly thanks to digitalization. The foundations of new media technology were laid with the introduction of the internet into our lives. With the development of communication technologies, the media has also entered a transformation process. In the transition from traditional media to interactive media environment, communication methods have also created differences in the understanding of news. The new media order is network-based, unlimited, interactive and decentralized (Aydoğan and Kırık, 2012). With the developments in communication and information technologies, the spread of social networks and individuals' desire for participation, the transition process from conventional media to new generation communication channels has accelerated. Individuals maintain their social worlds and social identities through the identities they create on these platforms, and publishing and journalism practices are shaped accordingly. In this context, it is important to examine the differences between conventional media and the new media order.

Although the new media order seems to be diametrically opposed to conventional media, these new communication environments represent an innovation movement built on the traditionalist approach. Except for social media, which belongs to new communication environments, all one-way mass media are dependent on conventional media. While new media has a multitude of channels, buyer control, diversified content, bi-directional, global scope and decentralized structure; Conventional media stands out with its centralized structure, with a small number of channels, sender control, one-way, limited content (Aktaş, 2007). The fact that social media is an indispensable area of use for individuals today, its accessibility, the ability

of people who are social beings to build a new identity on social networks, the flow of information regardless of time and space, and the state of mutual interaction make this medium attractive. With the effect of globalization in the new media order, many people from different parts of the world have the opportunity to interact and have the opportunity to make their voices heard within the framework of a pluralistic and participatory structure. The convenience brought by internet technology in terms of accessibility to information and data has made it necessary for professional groups to participate in the transformation process together with the media. Nowadays, where communication practices are carried out over the internet, journalists' reporting and publishing methods have changed accordingly, as have people's communication practices.

Changing Journalism Practices and Sports Broadcasting in New Media

Considering the fact that socializing is a human need and the identity of individuals on social networking platforms, the target audience is moving away from the monologue recipient profile; It builds its existence in an active, participatory and productive dialogue environment. People can be producers as well as consumers of messages circulating on social media, and the differences that distinguish new media from traditional media shed light on this process. The features that distinguish new media from conventional media are stated as follows (Akıncı and Bat, 2010).

Access: Both traditional media and social media technologies allow anyone to reach a general audience.

Accessibility: While production for traditional media is generally owned by private companies and governments, social media tools can generally be used by anyone at little or no cost.

Usability: Traditional media production often requires specialized skills and training. This is not the case for most social media, meaning anyone can produce.

Innovation: The time difference (days, weeks, even months) in traditional media communications can be long compared to social media, which has immediate effects and reactions. On social media, participants decide the time period for reactions.

Permanence: Once created, traditional media cannot be changed. For example, once a magazine article is printed and distributed, no changes can be made to the same article, whereas social media can be changed instantly through comments or rearrangement.

Considering the advantages brought by the new media and the differences that distinguish it from the traditionalist structure, it is undoubtedly important to examine the process of the journalism and publishing profession in keeping up with these conditions. In media studies, both in the traditionalist approach and in the new media approach perspective, the main thing is that the news leaves various effects on the target audience. Media tools, which have constantly changed depending on technological developments throughout the historical process, have become a universal compromise with the emergence of new communication channels. In this context, with the digitalization process, the ways of transmitting and accessing information have caused traditional journalism approaches and publishing practices to change (Akyazı, 2019). With internet technology and social media, where millions of people have built a social identity in the 21st century, the superiority and advantages of conventional mass media (newspapers, magazines, radio and television) have passed to new media. People who want to access the content and news they expect in new communication environments can access information whenever they want and from any source they want (Özsoy, 2011). New communication channels allow users to share on social media regardless of time and place, circulate messages and receive instant feedback. It is emphasized that the most attractive aspect of this digital environment, which includes interaction and rapid information flow, is that it eliminates limitations, is universal and creates an interactive communication environment. Discourse elites, who carry out publishing and journalism activities through these platforms, can share events synchronously and receive instant feedback from their target audience. This created interaction environment paves the way for the user and the publisher to experience interactive publishing and for the communication process to take place at the highest level (Şahin, 2016).

Sports stands out as an area that can bring together billions of people on a universal scale and create its own media. It is a category in which it is important for the media to reach large audiences and do journalism in sports such as economy, politics and magazines. In this context, the dynamics and functions of sports journalism and broadcasting are positioned in new channels over time. While sports was an escape point for people from the intensity and flow of daily life, with the increasing interest over time, sports newspapers and sports magazines appeared in conventional media, printed publications; The establishment of sports channels on radio and television, which belong to the visual and audio media, also formed the basis for the formation of sports media. The concept of "global village", which Canadian communication scientist Marshall McLuhan stated based on the development of mass media

and his belief that everyone will be informed about all the events happening in the world, proves the effectiveness and universality of sports media. With the assumption of universal attention to sports, sports contents that attract great attention of the masses are widely circulated on the internet, and people communicate in this area on social media channels.

Sports broadcasting has continuously developed in the light of technological developments in the field of broadcasting. The process that started with the telegraph continued with printed newspapers, and respectively radio, television and web-based digital channels stand out as communication environments where sports broadcasting takes place (Budak, 2019). Sports competitions and sports-themed news have attracted the attention of societies in every period. The media has not remained indifferent to this interest and concern, and due to the intense consumption of news on this theme, it provides the public with intense information and content about the sports activities in question. Global digital developments have continuously manifested themselves in Turkey, and interest in social media has increased. According to the "We Are Social Digital 2023" report, which examines digital data regularly every year on an annual basis, 64.4% of the world's population uses the internet, while 83.4% of the population in Turkey uses the internet. The number of people actively using social media in Turkey exceeds 62 million, which emphasizes that 73.1% of the total population has an identity on social media. In view of this information, the effect of digitalization in sports broadcasting is an undeniable fact. Press organizations in conventional media continue their publishing activities in digital media in order to reach more people and not to fall outside the requirements of the age. While television channels communicate with the audience through social media channels in their terrestrial broadcasts and create content in these channels by establishing corporate accounts for digital; Newspapers and magazines transfer their printed publications to digital with the subscription system and continue their journalism activities through their websites and social media accounts. Based on the interest in world-wide sports organizations, organizations such as the Champions League, European League, Conference League in football, Euroleague and NBA in basketball are broadcast through digital channels with a subscription system in Turkey. The reality that new media is new, built on traditional media, stands out in this perspective.

The way to take advantage of the advantages and opportunities brought by digital in sports broadcasting is to be present on social networking platforms. So much so that, considering the importance of these platforms, conventional media organizations have moved their live broadcasts to Youtube. Youtube has become a publishing field of activity for sports

broadcasters, and many sports channels reach their viewers through this platform. Youtube stands out as the 3rd social networking platform where social media users in Turkey spend the most time, 18.5 hours per month (We Are Social, 2023). Journalists who carry out their journalism and publishing activities in conventional media have attempted to create their own brands and identities due to the advantages of YouTube based on interaction, intensive use and accessibility. People who continue their broadcasting activities in conventional media have begun to migrate to digital media to continue their teachings in this field, as a result of the advantages and increasing popularity of social media (Özmen, 2022). Within the framework of sports broadcasting, symbolic elites, journalists, announcers and reporters appear in front of the camera in digital media. While existing television channels also broadcast via YouTube channels, newspapers have opened web TVs, and many sports channels create original content on YouTube. Considering the effective use of social sharing platforms as an indispensable socialization phenomenon of people, it is important to examine the increasing rate of mutual interaction in the digital environment in the new media order and the growth rate of digital sports organizations in parallel with this interaction within the framework of new media norms.

Considering that sports-related news, publications and organizations are one of the most important areas at the global level and have the nature of an industry, the place of sports broadcasting in new media is growing and the content circulation area in this field is gradually expanding. In this study, the interaction power, applicability, strengths and weaknesses of sports media and sports journalism in new communication environments were tried to be determined. In a country like Turkey, where the use of social media is intense and sports receive high thematic interest, the Sports Digitale channel, positioned with the identity of digital sports broadcasting within the framework of the characteristics of the new media, was discussed specifically on YouTube and analyzed in terms of the differences and opportunities brought by new communication environments. Sports Digitale channel is a sports channel established on Youtube on 17.09.2019. Sports Digitale defines itself as "Turkey's brand new independent online sports channel". In addition to broadcasting on YouTube, he also continues his publishing activities on social networks such as Twitter and Instagram. Program formats with special content for football, basketball, American football, tennis and sports organizations are offered to the audience (URL-1).

Material and Method

Sports Digitale channel, positioned with the identity of digital sports broadcasting, was analyzed specifically in terms of Youtube and the differences and opportunities brought by new communication environments. In the research, answers were sought to the questions of what advantage the features of new media provide in terms of the interaction power of the organization in question, its growth rate and the feedback rates they receive in terms of the content they produce. The study is limited to the 8-month period between 01.01.- 01.09.2023. In the research, the year 2023 was taken as basis in order to interpret the data in accordance with the conditions of the period within the framework of traceability and reliability.

Model of the Research

In the study, YouTube and other social media accounts of the media company that broadcasts digital sports were examined, and the identity of the institution was created based on quantitative data.

Population and Sample of the Research

In the research, SPORTS DIGITALE channel, which continues to broadcast on the YouTube platform, was selected as the sample group.

Data Collection Tools of the Research

The research data was accessed from the Social Blade website and presented in tables and graphs. In the figures and tables, the activity of using social media is examined and interpreted within the framework of subscriber numbers, interaction area and viewing rates on a monthly basis.

Data Analysis of the Research

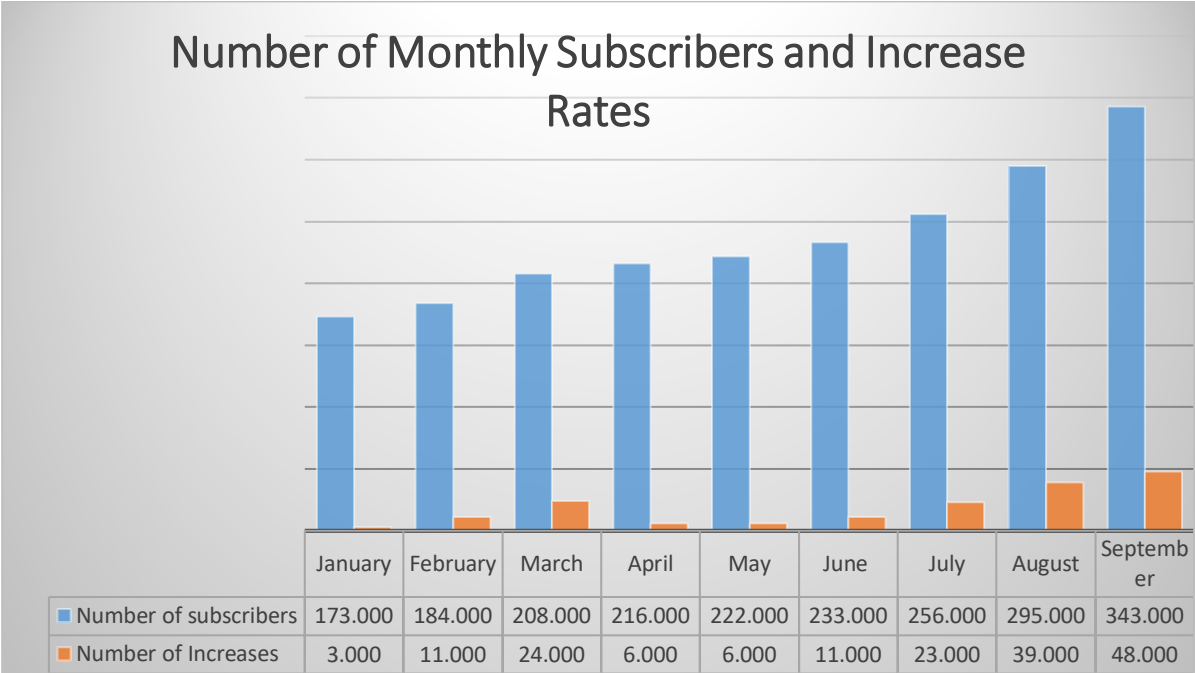
By analyzing the Sports Digitale channel, which continues to broadcast sports in the new media, the transformation process of the media, the impact it has on the broadcasting practices of the organizations and how compatible it is with the features of the new media. Sports Digitale channel was discussed specifically on YouTube and analyzed in terms of the differences and opportunities brought by new communication environments.

Results

Table 1. Sports Digitale's Youtube Imprint

Account Name: Sports Digitale	
Account Opening Year: 2019	2019
Number of Posts Shared from the Account until September 01, 2023:	2255
Number of Subscribers as of September 01, 2023:	336.000
Total Number of Views as of September 01, 2023:	81.6 million
Rank among Sports Channels in the World:	2903
Engagement Rate:	%5,3
Average Length of Posts:	43' 8"

Figure 1. Number of Monthly Subscribers and Increase Rates



While the Sports Digitale channel managed to increase its number of followers to 343,000 as of September 2023, it doubled the total number of followers 9 months ago in the 3/4th period of the year. Likewise, looking at the increase in the number of followers, it is thought that the summer transfer season came after the pause in April and May and the organizations in various sports branches held during the summer increased the number of viewers. The constant increase in the number of subscribers and the growth of the channel's audience highlights the easily accessible and accessible functions of new media.

Figure 2. Monthly Viewing Data

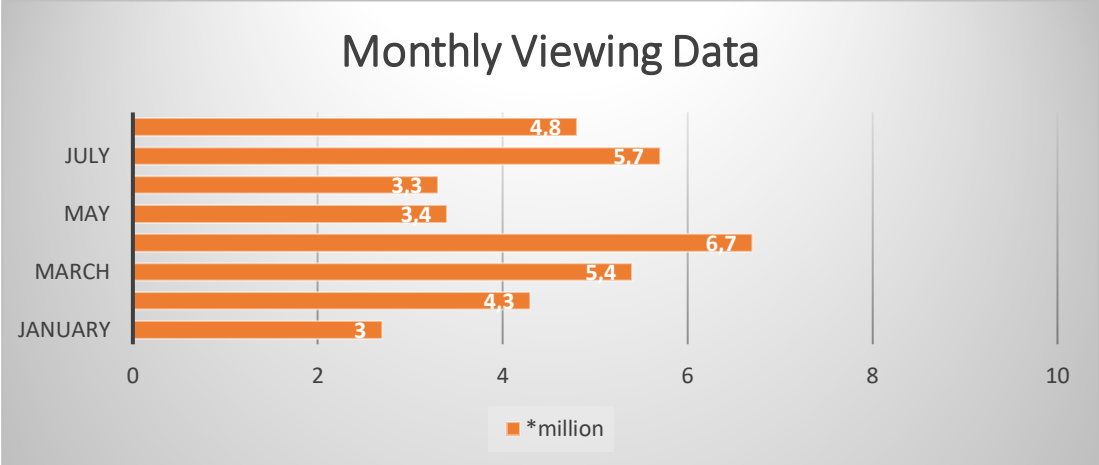
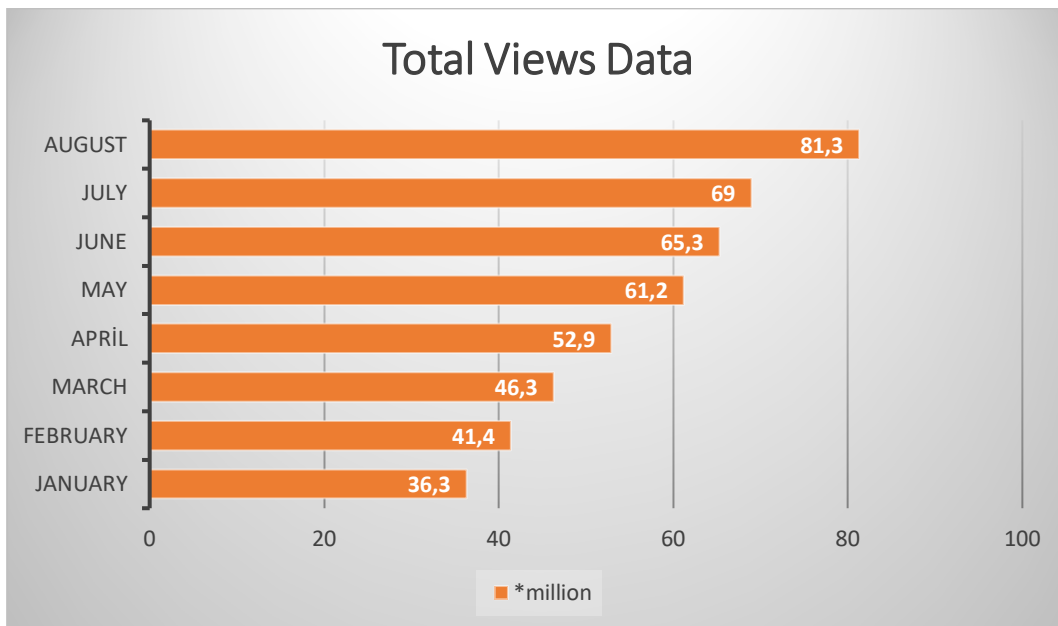
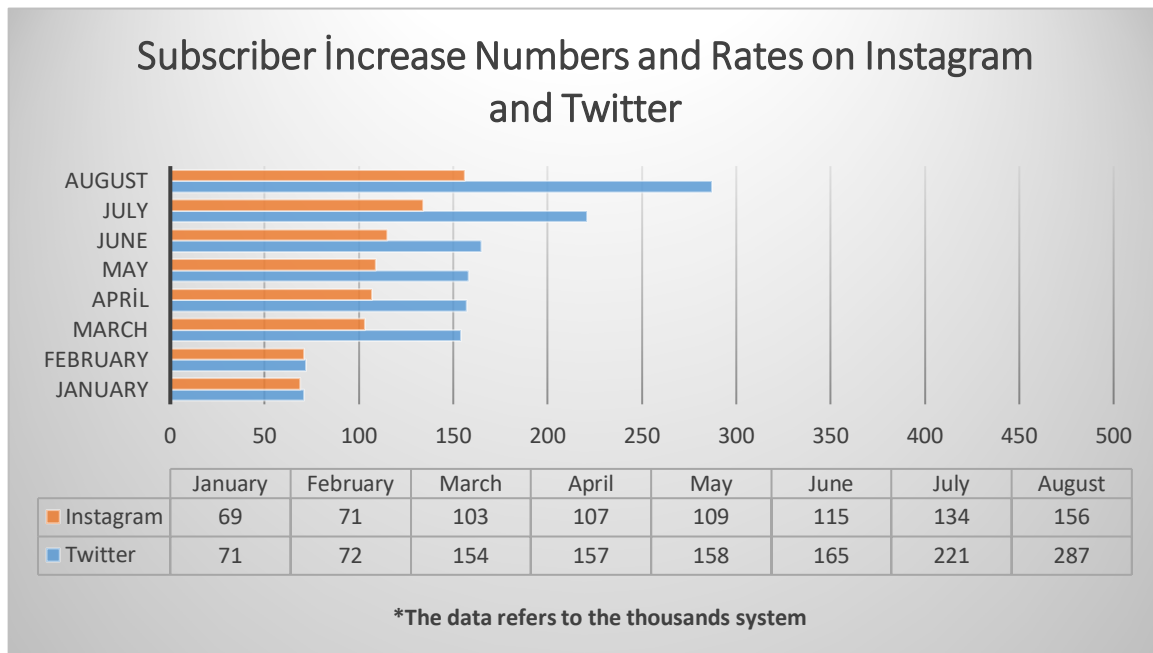


Figure 3. Total Views Data



As seen in Figure 2 and Figure 3, the Sports Digitale channel was considered as the number of views on YouTube within a monthly period, and the total and average viewing rates were analyzed. Sports Digitale content is watched by an average of 4 million people per month over a 9-month period. When the months are examined, it is seen that the viewing rate in April is equal to the total number of viewings in May and June. In the context of this fluctuation, the viewer's right to choose in the new media environment stands out. The communication environment presented to the audience, defined as the target audience of the channel, is no longer under the control of the sender, but under the control of the receiver. People can access the content whenever and wherever they want. The effect of buyer control, one of the features of the new media environment, stands out here. Considering the total number of views in the light of the statistical data received as of September 1, and considering that the channel was established in September 2019, it is observed that the number of views it achieved in the 52-month period (36.3 million) more than doubled (81.3 million) in 8 months.

Figure 4. Sports Digitale on Instagram and Twitter



Maintaining communication through a single medium in order to reach the target audience and ensure participation on social networking platforms may cause the new media's opportunities such as versatility, hypertextuality and accessibility to not be used efficiently, and may also cause measurements to fail to produce healthy results. In this context, it is also important to observe and interpret the subscriber growth rates of Sports Digitale on Instagram and Twitter, which are among the most used social sharing channels in Turkey. As seen in Figure 4, Sports Digitale has increased its growth rate on YouTube and its accessibility to its target audience on Instagram and Twitter. While it increases the number of followers on Twitter approximately 4 times within the specified range, it reaches approximately 2.5 times more people on Instagram. Since social sharing platforms are channels that can work integrated with each other and people have identities in more than one social network, it is observed that the hypertextuality feature, which is defined as carrying the audience to other channels through the interface through links and tags, is used actively and successfully.

Discussion and Conclusion

In this study, in the context of the change and transformation process that the media has entered with technological developments, the broadcasting and interaction practices of sports broadcasting within the framework of the differences and advantages in new media have been tried to be examined through the Sports Digitale channel. In the media, where the impact of

digitalization with internet technology is inevitably felt, the approaches of journalists and publishers are also entering a transformation process. In social media channels, press organizations and journalists and publishers, who are described as discourse elites, reach the target audience by redesigning their discourses and taking advantage of new communication environments. Channels on the theme of sports broadcasting reach their audiences through social media platforms in today's digitally dominated world. Considering that sports is an area where hot developments frequently occur and is positioned at the top of the agenda, with high interaction and message circulation, it can be seen that the instant and versatile communication opportunity of the new media overlaps with the dynamics of sports broadcasting. Digital publishing technology enables one-way communication has transformed communication and enabled interaction (Koyuncu, 2017). It shows that in the communication process extending from conventional media to new media, the communication functions of the traditionalist approach in terms of journalism and publishing have been reshaped in terms of both sender (source) and receiver (target audience). With this reshaping, according to Pınarbaşı and Astam (2020), the purpose of reporting news in terms of journalistic practice, technique and support in terms of collecting, writing and publishing news content has remained constant (Pınarbaşı and Astam, 2020).

In this research conducted specifically for Youtube, one of the world's largest social networking sites, the social media statistics of the Sports Digitale channel in 2023 are obtained and these data are evaluated within the scope of the features of the new media. With the assumption of the data obtained, the fact that the media organization achieved the same rate in 8 months as it did in 4 years, within the framework of interaction, number of subscribers and accessibility level, indicates that the institution has difficulties in positioning itself in new media, but shows sustainable growth. Looking at the monthly viewing data, it is observed that the average viewing number continues to increase despite certain fluctuations, while the number of viewings is 1.5 times higher than the average in the summer period, when football transfer news is at the top of the agenda for the sports community and international organizations are dominant. In this context, it shows that Sports Digitale increases participation by producing content tailored to the agenda and buyer expectations. One of the important characteristics of social media, in which the audience participates in a communication process at any time and place, if they wish, is demassification. Special messages and content can be prepared for people who participate in the circulation process with their individual identities built on social media. On YouTube channels, playlists are created for viewers by the content creator. It seems that

these playlists have been created for people who want to access special content about the team they support or the sports branch they are interested in.

It is emphasized that it is a necessity for brands that exist on social media to use all social network channels effectively in order to establish more qualified communication with their followers and create a permanent image. Many social media applications although it brings positive features, it also causes some social problems. It can be said that it is. Recirculation via social media platforms users of racist, sexist and violent discourses Sharing information in virtual and public environments is also an important issue today. It emerges as a problem (Yüçetürk and Akyol, 2019). Therefore, it is essential for digital sports broadcasting platforms, especially media institutions, to be able to reach the public through every channel and be involved in the communication process within the framework of broadcasting principles. In this context, it is essential to reach more people by taking advantage of the multimedia and hypertextual features of social networks in sports-themed broadcasting, which is one of the most followed areas in the country and where the hot agenda is dominant. When we compare Sports Digitale's data on YouTube with the data on social networking sites with the most members in Turkey, such as Instagram and Twitter, it is seen that positive growth is achieved by creating posts of different concepts with the use of multimedia and establishing connections between channels through hypertextuality. It is thought that Sports Digitale, whose number of subscribers and interaction rates are on the rise in every medium where it is available, uses new media tools effectively in 2023, analyzes the differences and advantages correctly and evaluates the opportunities correctly. According to the findings of the last 8 months, which were examined with the broadcasting approaches of the previous 4 years, Sports Digitale has transformed its broadcasting practices in accordance with the general principles and standards of the new media and has created audience belonging. Sports broadcasting is taking shape day by day in digital media and its appeal is increasing, as there is an unlimited field of interaction within the framework of the conditions, opportunities and dynamics of existing in the new media, the media organization determines its broadcasting strategies by knowing the characteristics of the digital environment and knows the expectations of the target audience. Research conducted in recent years has shown that sports clubs use their social media accounts mainly for communication with their fans, as well as advertising, marketing, sponsorship, etc. It has been observed that they benefit from social media applications in many activities such as (Akgün, 2022). Similarly, there are examples of good practices by sports clubs in digital sports broadcasting.

Kısaoglu (2024), who examines sports broadcasting activities on YouTube, states that the program structure has become different with online platforms and moved away from traditional media. Accordingly, the interactive structure on YouTube allows viewers to submit their requests through feedback and to change the programs in line with their demands. He states that a freer structure has emerged in the field of advertising (Kısaoglu, 2024). Individuals and organizations engaged in digital sports broadcasting should carefully analyze the basis of new media environments and not stay away from technological developments. In this context, it is observed that Sports Digitale shapes the content circulation and communication approaches with the potential audience by using all channels collectively, and creates a wide network with a wide interaction area with positive and continuous growth by better applying the innovation and publishing practices brought by digital as of 2023. The aspects of new media as a fast, accessible, participatory and asynchronous medium are reflected in the broadcasting principles of the channel, integrated with corporate broadcasting norms.

Statement of Researchers' Contribution Rates

Both authors contributed equally to all stages of the research.

Conflict Statement

The authors do not have a conflict statement regarding the research.

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