

The Political Interests of the Live Stream Egyptian Global Ceremonies on YouTube Channel as a Novel Form of Video Digital Advertising

A.Prof. Shimaa Salah Sadek Sedek

A. Prof., Advertising department, Faculty of Applied Arts, Benha University
Media arts and Advertising Program Coordinator, Faculty of Applied Arts, Benha University
Shimaa.salah@fapa.bu.edu.eg

Abstract:

Egypt has recently embraced a modern approach to challenge traditional digital advertisements, capitalizing on political trends to bolster its global standing, particularly in conjunction with internationally announced presidential development processes. To achieve this, the country leveraged Live Stream Egyptian Global Ceremonies on YouTube channel, broadcasting them live via the Internet to audiences worldwide. The research problem focused on examining the role of political interest in organizing Global Ceremonies in Egypt, and their contribution to the development of a contemporary form of video digital advertising. This research aims to provide valuable insights into the multifaceted effects of such practices. This study investigates the role of these ceremonies as an innovative video digital advertising platform for conveying political messages and shaping public opinion in the realm of political communication. By analyzing their impact, and shed light on how these events strengthen Egypt's international standing and influence global public opinion, encompassing political, economic, and touristic aspects. This study specifically centers on notable events such as the Pharaoh's Golden Parade and the Way of the Rams ceremony. It explores how these events influence users' expectations for the opening of the Grand Egyptian Museum. The study adopts an analytical approach, examining worldwide reactions to these events and transforming them into digital advertisements. The statistical analysis reveals a strong positive response from global users of the YouTube channel. They view the success of these events as an innovative and unconventional form of global video digital advertising.

Keywords:

Live Stream, Egyptian global ceremonies, YouTube, video digital advertising, political influence, economic impact, touristic implications

References:

- 1- Ahmed, A. M. (2018). Impact of cultural events on cultural tourism: Case of Cairo International Book Fair in Egypt. *Journal of Hospitality & Tourism Research*, 42(5), 711-731. Available from: doi:10.1177/1096348014537462 [Accessed: 14 April 2021].
- 2- Alutaybi, A., Al-Thani, D., McAlaney, J., & Ali, R. (2020). Combating Fear of Missing Out (FoMO) on social media: The FoMO-R Method. *International Journal of Environmental Research and Public Health*, 17(17), 6128. Available from: doi:10.3390/ijerph17176128 [Accessed: 5 January 2021].
- 3- Andersson, T. D., & Lundberg, E. (2013). Commensurability and sustainability: Triple impact assessments of a tourism event. *Tourism Management*, 37, 99–109. Available from: <https://doi.org/10.1016/j.tourman.2012.12.015> [Accessed: 5 January 2021].
- 4- Andrejević, A., Grubor, A. (2007), Menadžment dogadaja, Fakultet za uslužni biznis, Novi Sad.
- 5- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2019). The future of social media in marketing. *Journal of the Academy of Marketing Science*. 48, 79–95. Available from: doi:10.1007/s11747-019-00695-1 [Accessed: 21 January 2021].
- 6- Balaji, M. S., Roy, S. K., & Sadeque, S. (2020). Influence of social media influencers on purchase decisions: The mediating role of trust and the moderating role of product complexity. *Journal of Retailing and Consumer Services*, 54, 102014. Available from: doi:10.1016/j.jretconser.2019.102014 [Accessed: 10 June 2021].
- 7- Berger, J., & Milkman, K. L. (2012). What Makes Online Content Viral? *Journal of Marketing Research*, 49(2), 192. Available from: <https://doi.org/10.1509/jmr.10.0353> [Accessed: 6 April 2021].
- 8- Bertot, J. C., Jaeger, P. T., & Grimes, J. M. (2010). Using ICTs to create a culture of transparency: E-government and social media as openness and anti-corruption tools for societies. *Government Information Quarterly*, 27(3), 264-271. Available from: doi:10.1016/j.giq.2010.03.001 [Accessed: 12 March 2021].
- 9- Chan, K. W., & Yim, C. K. (2019). Cultural Values, Consumer Ethnocentrism, and Intention to Buy Domestic Products: A Meta-Analytic Review. *Journal of International Business Studies*, 50(5), 769-796. Available from: Doi: 10.1057/s41267-019-00232-1 [Accessed: 22 March 2021].

- 10- Chatterjee, P., & Kadiyali, V. (2020). Influencing the influencers: An empirical analysis of influencers' impact on followers. *Marketing Science*, 39(5), 904-927. Available from: doi:10.1287/mksc.2019.1172 [Accessed: 15 March 2021].
- 11- Chhabra, D., & He, W. (2019). Understanding the influence of cultural events on destination brand equity. *International Journal of Contemporary Hospitality Management*, 31(2), 621-639. Available from: doi:10.1108/IJCHM-01-2018-0059 [Accessed: 10 June 2021].
- 12- Crompton, J. L., Lee, S., & Schuster, T. S. (2001). A guide for undertaking economic impact studies: the Springfest example. *Journal of Travel Research*, 40, 79–87. Available from: <https://doi.org/10.1177/00472875010400011>[Accessed: 28 April 2021].
- 13- Cudny, w. (2013), Festival tourism – the concept, key functions and dysfunctions in the context of tourism Geography studies, *Geographical Journal*, 65 (2), 105-118. Available from: <https://www.sav.sk/journals/uploads/03101218Cudny.pdf> [Accessed: 13 June 2021].
- 14- Dalia Amara (2017). Events Tourism: A Potential to Build a Tourist Destination Branding: the Case of Cultural Events in Egypt, *International Journal of Heritage, Tourism and Hospitality* 11(2/2), Available from: https://ijhth.journals.ekb.eg/article_30197_78b45eebb9a5c33639cedb1994ab725e.pdf [Accessed: 22 July 2021].
- 15- Daymon, C., & Holloway, I. (2010). *Qualitative research methods in public relations and marketing communications*. Routledge. Available from: <https://www.routledge.com/Qualitative-Research-Methods-in-Public-Relations-and-Marketing-Communications/Daymon-Holloway/p/book/9780415471183> [Accessed: 12 Augst 2021].
- 16- Deery, M., & Jago, L. (2010). Social impacts of events and the role of anti-social behavior. *International Journal of Event and Festival Management*, 1, 8–28. Available from: <https://www.emerald.com/insight/content/doi/10.1108/17852951011029289/full/html>[Accessed: 24 March 2021].
- 17- Du, S., & Fan, Y. (2019). Enhancing the attractiveness of country destinations through sports events: The mediating role of destination image and tourist attitude. *Journal of Travel Research*, 58(6), 986-1002. Available from: doi:10.1177/0047287518803782 [Accessed: 21 Augst 2021].
- 18- Feng Liu1 Yan Wang1 Xiaoxu Dong2 Huawei Zhao (2022) 'Marketing by live streaming: How to interact with consumers to increase their purchase intentions' *Human-Media Interaction*, 13 Available from: <https://doi.org/10.3389/fpsyg.2022.933633> [Accessed: 12 Augst 2021].
- 19- Framke, W. (2002). The Destination as a Concept: A Discussion of the Business-related Perspective versus the Sociocultural Approach in Tourism Theory. *Scandinavian Journal of Hospitality and Tourism*, 2, 92–108. Available from: <https://doi.org/10.1080/15022250216287> [Accessed: 12 Augst 2021].
- 20- García, B., Rodríguez, I., & Trujillo, A. (2012). Determinants of the economic impact of cultural events: An empirical analysis. *Tourism Management*, 33(6), 1484-1493. Available from: doi:10.1016/j.tourman.2012.02.013 [Accessed: 15 March 2021].
- 21- Getz, D., & Page, S. J. (2016). Progress and prospects for event tourism research. *Tourism Management*, 52, 593-631. Available from: doi:10.1016/j.tourman.2015.09.008 [Accessed: 24 March 2021].
- 22- Getz, D., (1997), *Event management & event tourism*, Cognizant Communication Corp- Pennsylvania State University. [Accessed: 11 Augst 2021].
- 23- Gilbert, M. A. (2019). Strengthening Your Social Media Marketing with Live Streaming Video. *Advances in Science, Technology & Innovation*, 357–365. Available from:doi:10.1007/978-3-030-01659-3_42 [Accessed: 24 Augst 2021].
- 24- Grimmelikhuisen, S., & Meijer, A. (2012). Transparency in local government: A multilevel analysis of antecedents of citizen trust. *International Journal of Public Administration*, 35(7), 468-479. Available from: doi:10.1080/01900692.2012.685850 [Accessed: 24 April 2021].
- 25- Gripsrud, G., Nes, E. B., & Olsson, U. H. (2010). Effects of Hosting a Mega-Sport Event on Country Image. *Event Management*, 14(3), 193. Available from: 204. doi:10.3727/152599510x12825895093551 10.3727/152599510X12825895093551 [Accessed: 24 April 2021]

Paper History:

Paper received July 5, 2023, Accepted September 18, 2023, Published of November 1, 2023