Agenda of Sports Press on X: An International Examination

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Abstract

This research aimed to determine the relationship between content production and Olympic success by examining the dynamics of the sports press on the X platform. The February 2024 content from the top three most-followed X sports press accounts in Great Britain, France, Germany, Italy, Spain, Türkiye, and USA was analysed using quantitative and qualitative methods. According to the findings, Türkiye and Great Britain were ahead in daily average content production, while the USA and Germany were the countries that produced the least content. In terms of discipline diversity, while publishers in Spain produced content in 32 different disciplines, this number was 14 in Turkey and the USA. While American football was the most featured discipline in the USA, soccer content was more prevalent in European countries. Content from USA publishers was balanced between Olympic and non-Olympic disciplines ($\bar{x}$=48-52%). However, in European countries, influenced by soccer, content on Olympic disciplines was significantly higher ($\bar{x}$=81-97%). These proportions showed a significant and strong positive correlation with the countries' overall medal rankings in the Summer and Winter Olympic Games, as well as their rankings in the Tokyo 2020 and Paris 2024 Summer Games. Additionally, the proportion of soccer content showed a positive correlation with the overall medal rankings in Summer and Winter Olympics, as well as with the success rankings in the Tokyo 2020, Beijing 2022, and Paris 2024 Olympics.
Keywords: X, Social media, Sports press, soccer, Olympic success

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INTRODUCTION

Today, sport has transformed beyond being merely a form of entertainment or physical activity into a global phenomenon that transcends borders and a major industry (Orunbayev, 2023). With this transformation, sport has gained a strategic dimension in international relations, becoming an arena of competition among nations (Allison & Monnington, 2002). Consequently, for countries, sporting competitions are regarded as both a matter of prestige and a tool for achieving political objectives (Çetin, 2021).

Sporting events are organized at local, regional, national, and international levels, with competitions conducted competitively within a structured calendar. In this environment, nations strive to develop their sports policies to gain a competitive advantage (Bloyce & Smith, 2009). One of the most significant arenas for this competition is the Olympic Games. A country's success in this multi-sport international organization is directly influenced by factors such as population size, the number of licensed athletes, the structure of its sports organizations, financial support, and specific projects and programs (Shasha et al., 2023). Beyond these direct factors, many indirect elements also play a crucial role in Olympic success, including a nation's education system, culture, and political stability. Among these, the press is considered a significant factor that can effectively influence the Olympic success of nations (Kidd, 2013).

Since its emergence, the press has fulfilled the function of educating, guiding, and entertaining individuals and society (McQuail, 2010). Technological developments have been decisive in the birth, development, and present-day effectiveness of the press (Briggs & Burke, 2009). As communication evolved from a one-sided to a multi-directional structure, press organizations have kept pace, adapting to new media apparatuses to continue their societal function. The communication channels offered by the internet have provided press institutions with expanded opportunities, adding internet journalism to the conventional classifications of audio, visual, and print media (Aula et al., 2016).

While the press maintains its function by adapting to new communication channels, press organizations that publish exclusively through new media tools have also emerged (Newman, 2018). This diversification has been accelerated by social media, whose features—such as interactivity, accessibility, multimedia capabilities, and mobility—have made social networking platforms the new trend in mass communication (Carr & Hayes, 2015). The sheer number of active users provides clear evidence of this shift: as of 2024, Facebook has 3.07 billion users, YouTube 2.53 billion, WhatsApp 2 billion, Instagram 2 billion, TikTok 1.59 billion, WeChat 1.38 billion, and X 0.59 billion (Statista, 2025d). Social media platforms are differentiated by the features they offer (Verduyn et al., 2020). While platforms like Facebook, Instagram, and TikTok are primarily structured around short videos and photos, YouTube offers an infrastructure designed for both long and short-form video content (Stanková, 2020). X (formerly Twitter), on the other hand, is distinguished by its features of instant, short shares, establishing it as a textual, real-time source of news and information. Its structure, which tends to reach a general audience, gives it a unique

power to influence societies and masses (Barnard, 2018). On X, topics can gain prominence through the system's algorithm, which amplifies content that attracts the attention of large masses, making it a functional propaganda tool (Guarino et al., 2020).

This dynamic can be explained through the lens of Agenda-Setting Theory, which posits that mass communication media have the power to bring an issue to the public agenda and influence its perceived importance (McCombs & Shaw, 1972). The theory's fundamental basis is that the press is highly successful in telling us what to think about, even if it is less effective in dictating how we should think. By featuring certain topics more frequently or with greater emphasis, the press leads the audience to perceive those topics as more important (McCombs & Shaw, 1972; Wanta et al., 2004). In the digital age, social media platforms continue the agenda-setting function of traditional media, albeit with different dynamics (Weimann & Brosius, 2017). Platforms like X, based on instant and short shares, facilitate the rapid dissemination of topics to large audiences due to their fast information flow and potential for interaction. X's algorithm brings prominent and highly-interacted topics to the public's attention, establishing a direct link with the societal agenda (Bentivegna et al., 2022). Consequently, X has the power to shape public interest and perception by giving greater visibility to certain topics, figures, or sports disciplines.

While Agenda-Setting Theory examines media influence from a source-oriented perspective, the Uses and Gratifications Theory approaches media consumption from an audience-centered view. Developed by Katz et al. (1973), this theory positions the audience not as passive recipients but as active users of media. According to this theory, individuals consciously select and use media to satisfy their specific needs and motivations (Lull, 2001). Press organizations, in turn, compete to meet these diverse audience needs, and audiences shape their media consumption habits by deciding which content best meets their requirements (Cha & Kweon, 2021). This suggests a linear relationship between the topics on the agenda on X and the public's agenda, meaning the content strategies of the sports press on X can play a significant role in determining which events become public priorities.

Within the X platform, while fields like politics, art, and culture are prominent, one of the most discussed and content-heavy categories is sports (Williams et al., 2014). The global sports system is built on the unpredictability of outcomes, aesthetics, and competition (De Wachter, 2001), where athletes, clubs, and events are followed intensely and receive engagement proportional to audience interest (Statista, 2023). As a global communication medium, X can be particularly effective in shaping the national sports agenda through its localized and personalized feeds.

Sports disciplines are not publish in the media in equal proportion; while some sports disciplines receive extensive coverage in media outlets within the sports system where athletes, clubs, and countries compete, others are broadcast at a lower level (Çetin, 2014). This disparity may differ from country to country. For example, cycling is highly popular in France but is not widespread in Türkiye (Bilgiseven, 2019). Conversely, volleyball is the most followed sport in Türkiye after soccer and basketball, yet it does not rank among the top 13 popular sports in France (Statista,

2024). This indicates that both the sports disciplines the press focuses on and the sports on the public agenda vary by country. As a consequence, the press can elevate certain sports disciplines, making them popular on a global level (Çetin, 2014), which can indirectly increase the number of athletes in that discipline and drive its economic transformation (Nicholson et al., 2015). Conversely, sports that fail to capture the interest of the press or the public struggle to find demand and fail to develop (Jackson et al., 2004). This leads to differing levels of sporting success among countries on a discipline basis, prompting nations to develop their sports policies accordingly to remain competitive (Dunning & Coakley, 2000). For a country to be competitive, it is arguable that the press needs to approach sports disciplines more equitably, incorporating those targeted for sporting success and economic growth into its publishing strategies. Moreover, research confirms that the content publishing strategies of the press indeed vary significantly from country to country too (Duncan, 2020). Sports press accounts on X, reaching millions of followers, influence the masses by shaping the sports agenda. By prioritizing highly popular disciplines like soccer, the X sports press can reduce the visibility of other sports and slow the development of disciplines that are not brought to the forefront. Therefore, the scope and intensity of the content produced by the sports press on X can affect public interest, which in turn may influence the support and investment directed toward certain disciplines. This possible impact becomes particularly evident in multi-sport mega-events like the Olympic Games, which serve as a crucial showcase and competitive arena for nations.

In this context, the question of whether a relationship exists between the content strategies of the X sports press and a country's levels of sporting success gains importance. In this context, the question of whether there is a relationship between the content strategies of the X sports press and a country's level of sporting success gains importance. The existing literature demonstrates that traditional sports media predominantly focus on football and that social media has transformed journalistic practices. However, studies that holistically examine the content strategies of the sports press on social media remain insufficient. Existing research indicates that popular sports such as football also stand out on social media and that this media focus influences public interest. A significant portion of the research consistently reveals that traditional media outlets (newspapers, television, etc.) devote disproportionately more coverage to football compared to all other sports (Çetin, 2022; Çetin & Özsoy, 2023; İlhan, 2014; Jakubowska, 2013; Ramon et al., 2024; Tulloch & Ramon, 2017; Özsoy et al. 2013). This branch of the literature illustrates how a particular sport can dominate the media agenda. Another line of research focuses on examining the imbalances in the representation of male and female athletes in sports news (Antunovic & Bartoluci, 2023; Bruce, 2015; Kane & Lenskyj, 2002). With the rise of social media, a new wave of research has addressed how these platforms have transformed the production, presentation, and consumption practices of sports journalism, how they have influenced journalistic norms, and how they have altered publishing practices (English, 2016; Moritz, 2015; Sheffer & Schultz, 2013). However, these studies have generally focused more on changes in journalistic processes than on the content itself. The limited number of recent studies show that the tendency in traditional media also continues on social media, with popular sports such as football and basketball being highlighted more prominently (Doroudian & Ghasemi, 2022; Ramon & Rojas-Torrijos, 2022). It is also emphasized

that this media focus directly shapes public interest and the sports consumption habits of fans (Çetin, 2014; Dunleavy, 2014; Hutchins, 2011).

When the agenda-setting role of the sports press, the power of social media platforms such as X to guide the masses, the theoretical frameworks that explain this dynamic, and the gaps identified in the literature are considered together, examining the potential relationship between the content strategies of the X sports press and a country's level of sporting success emerges as both a scientific necessity and a practical requirement. Based on this fundamental need, the present research aimed to reveal the complex network of relationships extending from content production to Olympic success by examining in depth the dynamics of the sports press on the X platform. The data obtained are expected to contribute to understanding the role of the X sports press in the 21st century and to provide a valuable basis for the development of more effective sports press content strategies and national sports policies.

In this respect, the following research questions were addressed.
- Q1. What is the number and diversity of contents related to sports disciplines produced by the X sports press in different countries?
- Q2. What is the distribution of the most frequently produced sports disciplines?
- Q3. What are the view counts of the contents related to these disciplines?
- Q4. Which sports disciplines have the most viewed content at the level of accounts and countries?
- Q5. What is the proportion of Olympic sports disciplines in the contents produced by the X sports press, and is there a relationship between this proportion and the countries' sporting achievements in the Olympic Games?
- Q6. Is there a relationship between the proportion of content produced on football, as a globally popular sport, and the countries' ranking in the Olympic Games?

METHOD

Research Model
This research is a nested multiple-case study in which qualitative and quantitative research methods are used together (Yin, 2009). In this method, the holistic picture is reached by proceeding from the evidence. In the qualitative dimension of the research, content analysis was employed, while in the quantitative dimension, descriptive and statistical calculation methods were used.

Research Sampling
The research data consisted of the content shared by the top three most-followed sports press accounts publishing in the field of sports in the X social media platform in the Great Britain (GB), Germany, France, Italy, Spain, Türkiye and United States of Amerika (USA), during the month of

February 2024 (February 1-29, 2024). The countries were selected by taking into account their positions in the global sports economy and their diverse cultural orientations toward sports. The United States, Great Britain, Germany, France, Italy, and Spain host the world's leading leagues, established clubs, and international organizations in branches such as football, basketball, and American football, while also playing a central role in the Olympic movement. Türkiye, on the other hand, with its demographic structure and increasing participation and achievements in sports such as football, basketball, and volleyball, represents an emerging market. The inclusion of these countries aimed to reflect the diversity of both sports cultures and media practices; furthermore, unlike studies focused on a single country or region, it sought to provide an internationally comparative framework that enables the exploration of analytical depths. Information regarding the X accounts from which data was collected for the research is shown in Table 1.

Table 1. Information regarding the X sports press pages examined within the scope of the Research

Countries	Publisher	X Accounts	Counts of Followers*	Account Opening Year
Great Britain	BBC Sport	@BBCSport	10.736.560	2011
	Talk Sport	@talkSPORT	2.336.344	2008
	SKY Sports	@SkySports	7.646.479	2009
France	L'ÉQUIPE	@lequipe	6.716.914	2009
	Beinsports FR	@beinsports_FR	3.799.657	2011
	Eurosport France	@Eurosport_FR	1.568.271	2012
Germany	Sky Sport News	@SkySportNews	729.571	2011
	Sportschau	@sportschau	727.835	2010
	Sports1	@SPORT1	630.738	2006
Italy	La Gazetta Dello Sport	@Gazzetta_it	1.960.591	2009
	Corriere Dello Sport	@CorSport	741.808	2008
	Sky Sport	@SkySport	2.996.391	2007
Spain	Marca	@marca	6.597.768	2008
	Mundo Deportivo	@mundodeportivo	3.201.516	2008
	Diario Sport	@sport	2.063.375	2009
Türkiye	NTV Spor	@ntvspor	6.357.557	2008
	TRT Spor	@trtspor	2.989.908	2011
	beIN SPORTS Türkiye	@beINSPORTS_TR	2.860.632	2010
USA	Sports Illustrated	@SInow	1.874.469	2009
	ESPN	@espn	51.510.930	2007
	CBS Sports	@CBSSports	1.432.556	2008

*Follower counts as of 01.10.2024.

The X accounts to be evaluated were determined in a screening study conducted by the research team as of January 1, 2024. At this stage, the accounts of the top three most-followed sports news publishers in each of the countries included in the research were selected. In determining the accounts, no distinction was made between traditional media organizations and digital-native press outlets in order to ensure representativeness. This is because the number of followers is directly related to agenda-setting capacity and influence within the sports media ecosystem. The reason for selecting the social media platform X in the study was its functionality in terms of instant updates, live commentary, and news flows. Moreover, X was preferred because it provides a real-time information and agenda-tracking environment in which audiences in the field of sports closely follow instant information and commentary. The use of follower-based selection further strengthens the methodological rigor of the study, since the most-followed accounts not only provide the broadest potential reach but also play a strong role in shaping public perceptions and discourses in the digital sports media environment. Furthermore, the mentioned countries are

characterized by high levels of social media penetration and active user bases, which demonstrates that X constitutes a strong data source for examining international patterns in sports communication. The time period of February 2024 (February 1–29) was deliberately chosen to avoid distortions associated with major sporting events such as the Olympic Games or intercontinental and global football tournaments. The absence of such mega sporting events during this period made it possible to observe the routine practices of sports media accounts, thereby enhancing the validity of the findings by focusing on ordinary agenda-setting processes rather than event-driven anomalies. In summary, the combination of structurally significant and emerging markets, the methodological emphasis on the most-followed accounts, the platform-specific affordances of X, and the temporal focus on a routine period of the sports calendar together provide a strong rationale for the research design and dataset.

Data Collection Tool

The data collection tool, designed by the research team, was structured by taking into account the variables necessary for descriptive analyses in line with predetermined criteria. The data collection tool is in a structured table format, created on the Microsoft Excel program, where information and analysis results for each examined X account are recorded. In this table, alongside fields for collecting descriptive information such as the name of the examined X account and its country of publication, there are also fields for the discipline to which each piece of content belongs and the view count of the content. In this context, two dependent variables, namely discipline and view count, were collected from the X sports press accounts included in the research.

Ethical Approval

In this study, the content publicly published between February 1-29, 2024, on the social media accounts of press organizations engaged in sports broadcasting on X (formerly Twitter) was used as research data. The data collected consisted solely of publicly accessible and anonymized information, including the count of posts, view counts, and content categorization by sport disciplines. No personal data were collected, no interactions with individual users were conducted, and no identifiable user information was accessed or processed during the research. Accordingly, the study does not involve human participants, does not process personal or sensitive data, and adheres to ethical research principles. Therefore, this research is exempt from ethical committee approval requirements.

Data Collection

After the accounts from which the research data would be collected were determined, the relevant accounts were systematically recorded in the data collection tool by the research team in line with the research questions. Accordingly, information regarding the content shared on February 1, 2024, was recorded by the research team within the first hour 24 hours after the time of the last shared content (between 24:00 and 01:00 of the following day). This process was performed every day between February 2, 2024 and March 1, 2024. During the data collection phase, content shared outside the topic of sports was reported with the label "Other".

Analysis of Data

In the analysis of the data, the collected data were classified using the content analysis technique (Kıral, 2020). Accordingly, the page content evaluated according to predetermined variables was subjected to descriptive analyses by the research team, then processed into the table created on the Microsoft Excel program, and frequency and percentage calculations were made in the same program. The quantified data (Demirkasımoğlu, 2021) were shown nominally and proportionally in graphs and tables. The numerical information regarding the shared content on the examined X accounts (Q1)—the total count of shares, the daily average count of shares, and the total count of different sports disciplines in which content was shared—was calculated in the Microsoft Excel program. The proportional distributions of the top 5 sports disciplines in which publishers produced the most content, along with the others, were calculated with the help of Microsoft Excel formulas (Q2), and additionally, the average view count of these disciplines on a country and account basis was determined (Q3). The ratios of Olympic disciplines (disciplines from the 2022 Winter and 2024 Summer Olympic Games were considered) to other disciplines in the content of the examined sports press accounts on X, along with their view count, were also calculated with the help of Excel formulas (Q4). The relationship between the average proportion of Olympic disciplines in the content on X sports news pages and the Olympic success ranking of countries (Q5), and the relationship between the average proportion of soccer publications and the Olympic success ranking of countries (Q6), were calculated using the Spearman Correlation test, one of the non-parametric tests, via the SPSS v26 program (due to the data count being less than 30), and were analyzed by taking a significance level of at least $p<0.05$ as the threshold for statistical significance (Jackson, 2009).

To ensure the validity of the data, in terms of confirmability, the usernames of the social media accounts from which data were collected have been archived, and the shared content is available for retrospective checking. The publishers included in the research were identified through screenings conducted by the research team as the top three accounts with the highest count of followers publishing sports news on X in each country as of February 1, 2024. To ensure the reliability of the data, descriptive analyses were conducted separately by the research team, thereby checking for errors and inconsistencies (Özkan, 2023). The data collected from the examined X accounts were transferred to Microsoft Excel tables, and descriptive calculations were performed with the help of Excel commands, thus eliminating calculation errors.

FINDINGS

In this section of the article, the findings for each research question are presented in tables and explained.

Findings for the first research question (Q1): In the first research question (Q1), the count and diversity of content created by the evaluated X sports press regarding sports disciplines were examined (Table 2). The findings show that there are significant differences in terms of countries and publishers.

Table 2. Numerical information on the counts and diversity of content shared by the X sports press accounts (Q1)

Countries	Publishers	Counts of Discipline	Counts of Contents	Counts of Contents/Day
Great Britain	BBC Sport	29	1508	52
	Talk Sport	13	2566	88
	SKY Sports	20	528	18
	Average	21	1354	53
France	L'ÉQUIPE	29	1073	37
	Beinsports FR	13	1684	58
	Eurosport France	20	413	14
	Average	21	1057	36
Germany	Sky Sport News	19	422	15
	Sportschau	28	511	18
	Sports1	15	216	7
	Average	21	383	13
Italy	La Gazetta Dello Sport	23	596	21
	Corriere Dello Sport	16	1455	50
	Sky Sport	19	1091	38
	Average	19	1047	36
Spain	Marca	36	1268	44
	Mundo Deportivo	33	1706	59
	Diario Sport	26	967	33
	Average	32	1314	45
Türkiye	NTV Spor	14	1397	48
	TRT Spor	17	1858	64
	beIN SPORTS Türkiye	12	1654	57
	Average	14	1636	56
USA	Sports Illustrated	22	1337	46
	ESPN	15	306	11
	CBS Sports	4	194	7
	Average	14	612	21

In terms of content production, while Türkiye stood out with an average of 56 content/day per publisher, Great Britain followed it with a figure of 53 content/day. On the other hand, Germany obtained the lowest average compared to other countries with its daily content average per publisher (13/day). When content production was examined at the publisher level, Talk Sport was the publisher with the highest content intensity, leaving all other publishers behind with 88/day content. In Türkiye, TRT Spor with 64/day and beIN SPORTS Türkiye with 57/day had high content production averages. When Table 2 was examined in terms of discipline diversity, Spain was by a wide margin ahead of the other countries in this area in February 2024, with an average of 32 different disciplines per publisher. Countries like Türkiye and the USA, on the other hand,

shared the last two places in terms of discipline diversity with a figure of 14. Looking at content diversity at the publisher level, Marca (36 disciplines) and Mundo Deportivo (33 disciplines) stood out as the publishers with the widest range of disciplines. L'ÉQUIPE (29 disciplines) and BBC Sport (29 disciplines), on the other hand, draw attention as other important publishers that focus on different sports disciplines.

Findings for the second research question (Q2): In the second research question (Q2), the most published sports disciplines on X sports news accounts were examined. The findings in Table 3 show that the publication percentages allocated to sports disciplines by publishers differ in terms of countries and publishers.

Table 3. The top 5 most published sports disciplines on X sports press pages and their rational distributions (Q2)

Countries	Publishers	1	%	2	%	3	%	4	%	5	%	6	%
Great Britain	BBC Sport	Soccer	68	Rugby	11	Cricket	4	Formula	3	A. Football	2	Other	12
	Talk Sport	Soccer	68	Boxing	11	A. Football	4	MMA	4	Formula	2	Other	11
	SKY Sports	Soccer	42	A. Football	13	Tennis	13	Boxing	10	Golf	6	Other	16
	Average	Soccer	65	Boxing	7	A. Football	5	Rugby	4	MMA	3	Other	16
France	L'ÉQUIPE	Soccer	48	Judo	7	Rugby	7	Biathlon	6	Tennis	5	Other	27
	Beinsports FR	Soccer	75	Basketball	15	Tennis	5	A. Football	1	I. Hockey	1	Other	4
	Eurosport France	Soccer	33	Ski	19	Tennis	14	Bicycle	10	Biathlon	5	Other	21
	Average	Soccer	60	Basketball	10	Tennis	6	Rugby	3	Ski	3	Other	18
Germany	Sky Sport News	Soccer	79	Formula	5	I. Hockey	3	Tennis	3	Biathlon	2	Other	8
	Sportschau	Soccer	35	Ski	17	Biathlon	10	Basketball	6	I. Hockey	4	Other	28
	Sports1	Soccer	75	Darts	6	Ski	2	Formula	2	Biathlon	2	Other	13
	Average	Soccer	59	Ski	9	Biathlon	6	Basketball	3	I. Hockey	3	Other	20
Italy	La Gazetta Dello S.	Soccer	23	Formula	15	Tennis	12	Moto GP	7	Bicycle	5	Other	38
	Corriere Dello S.	Soccer	83	Tennis	6	Formula	3	Basketball	1	Swimming	1	Other	6
	Sky Sport	Soccer	74	Tennis	9	Formula	3	Ski	2	Rugby	2	Other	10
	Average	Soccer	69	Tennis	8	Formula	5	Moto GP	1	Ski	1	Other	16
Spain	Marca	Soccer	68	Formula	6	MMA	5	Basketball	5	A. Football	3	Other	13
	Mundo Deportivo	Soccer	68	Basketball	8	Formula	3	Tennis	3	Moto GP	2	Other	16
	Diario Sport	Soccer	79	Basketball	9	Formula	3	Tennis	1	MMA	1	Other	7
	Average	Soccer	71	Basketball	7	Formula	4	MMA	3	Tennis	2	Other	13
Türkiye	NTV Spor	Soccer	91	Basketball	5	Volleyball	1	Wrestling	0,5	Formula	0,4	Other	2,1
	TRT Spor	Soccer	87	Basketball	4	Volleyball	2	Wrestling	2	Formula	0,8	Other	4,2
	beIN SPORTS TR	Soccer	87	Basketball	7	Formula	2	Volleyball	1	Tennis	0,5	Other	2,5
	Average	Soccer	88	Basketball	5	Volleyball	2	Wrestling	1	Formula	0,9	Other	3,1
USA	Sports Illustrated	A. Football	49	Basketball	32	Baseball	8	Golf	6	I. Hockey	1	Other	3
	ESPN	Basketball	49	A. Football	17	I. Hockey	9	Baseball	5	MMA	5	Other	15
	CBS Sports	Basketball	56	A. Football	41	Golf	3	Soccer	1	-		-	-
	Average	A. Football	43	Basketball	38	Baseball	6	Golf	5	I. Hockey	2	Other	6

According to Table 3; most of the content of broadcasters NTV Spor (91%), Diario Sport (79%) and Corriere Dello Sport (83%) was in the soccer discipline. American-based publishers ESPN (49%) and CBS Sports (56%), on the other hand, produced predominantly basketball-focused content rather than soccer. Similarly, Beinsports FR (15%) and Mundo Deportivo (8%) published more content on basketball compared to other disciplines. When the table is examined in terms of

discipline diversity, L'ÉQUIPE (48% soccer, 7% judo, 7% rugby, 6% biathlon) and Eurosport France (33% soccer, 19% skiing, 14% tennis) featured sports disciplines in a more balanced way compared to other publishers. On the other hand, Sky Sports (42% soccer, 13% tennis, 10% boxing), although soccer-heavy, also published content in other disciplines. When the accounts with the least discipline diversity were examined, Diario Sport (79%) and Corriere Dello Sport (83%) produced content largely focused on soccer. In Italy, La Gazzetta Dello Sport (15% Formula, 7% Moto GP), and in Spain, Marca (6% Formula), gave more space to motorsports compared to other publishers. In other accounts, these disciplines were generally in the 1-3% range. When looked at on a country level, soccer was by far the most content-produced discipline in Germany, France, Great Britain, Spain, Italy, and Türkiye. These soccer content ratios were particularly high in Türkiye (88%) and Spain (71%). In the USA, however, American football (43%) and basketball (38%) were the most content-produced disciplines, while soccer was not among the top five most content-produced disciplines.

Findings for the third research question (Q3): In the third research question (Q3), the findings regarding the view count of the most published disciplines on X sports press accounts were examined (Table 4).

Tablo 4. Average viewing count of the top 5 discipline with the most content published on X sports accounts pages (Q3)

Countries	Publisher	1	V*	2	V*	3	V*	4	V	5	V*
Great Britain	BBC Sport	Soccer	220	Rugby	23	Cricket	139	Formula	135	A. Football	164
	Talk Sport	Soccer	72	Boxing	49	A. Football	67	MMA	42	Formula	45
	SKY Sports	Soccer	519	A. Football	133	Tennis	110	Boxing	128	Golf	136
	Average	Soccer	155	Boxing	64	Other	85	A. Football	106	Rugby	204
France	L'ÉQUIPE	Soccer	76	Judo	51	Rugby	53	Biathlon	44	Tennis	51
	Beinsports FR	Soccer	32	Basketball	22	Tennis	26	A. Football	29	I. Hockey	25
	Eurosport France	Soccer	12	Ski	16	Tennis	12	Bicycle	21	Biathlon	13
	Average	Soccer	43	Basketball	26	Tennis	29	Rugby	56	Ski	20
Germany	Sky Sport News	Soccer	46	Formula	12	I. Hockey	8	Tennis	23	Biathlon	5
	Sportschau	Soccer	10	Ski	5	Biathlon	6	Basketball	6	I. Hockey	6
	Sports1	Soccer	7	Darts	4	Ski	5	Formula	5	Biathlon	5
	Average	Soccer	27	Ski	6	Biathlon	6	Basketball	6	I. Hockey	7
Italy	La Gazetta D.S.	Soccer	16	Formula	15	Tennis	11	Moto GP	9	Bicycle	10
	Corriere Dello S.	Soccer	3	Tennis	3	Formula	3	Basketball	2	Swimming	4
	Sky Sport	Soccer	13	Tennis	13	Formula	12	Ski	14	Rugby	11
	Average	Soccer	8	Tennis	9	Formula	11	Moto GP	8	Ski	12
Spain	Marca	Soccer	72	Formula	46	MMA	78	Basketball	42	A. Football	48
	Mundo Deportivo	Soccer	23	Basketball	11	Formula	12	Tennis	10	Moto GP	9
	Diario Sport	Soccer	23	Basketball	10	Formula	9	Tennis	9	MMA	16
	Average	Soccer	38	Basketball	18	Formula	27	MMA	60	Tennis	17
Türkiye	NTV Spor	Soccer	41	Basketball	32	Volleyball	32	Wrestling	32	Formula	39
	TRT Spor	Soccer	67	Basketball	40	Volleyball	39	Wrestling	48	Formula	34
	beIN SPORTS TR	Soccer	67	Basketball	43	Formula	68	Volleyball	42	Tennis	34
	Average	Soccer	61	Basketball	39	Volleyball	38	Wrestling	67	Formula	58
USA	Sports Illustrated	A. Football	41	Basketball	30	Baseball	27	Golf	27	I. Hockey	29
	ESPN	Basketball	499	A. Football	416	I. Hockey	233	Baseball	438	MMA	263
	CBS Sports	A. Football	417	Basketball	53	Soccer	172	Golf	215	-	-
	Average	A. Football	130	Basketball	144	Soccer	196	Golf	56	I. Hockey	168

*V: Views

According to Table 4, BBC Sport ($\bar{x}$=220K), Talk Sport ($\bar{x}$=72K), and SKY Sports ($\bar{x}$=519K) had high average view count for their soccer content. On the other hand, among the publishers in Türkiye, TRT Spor ($\bar{x}$=67K) and beIN SPORTS TR ($\bar{x}$=67K) stood out in terms of average viewership for their soccer content. In the USA, ESPN's basketball content ($\bar{x}$=499K) surpassed all other disciplines. In Great Britain, BBC Sport for rugby content ($\bar{x}$=23K) and SKY Sports for American football ($\bar{x}$=133K) were among the publishers that achieved high viewership in these disciplines. Notably, SKY Sports also obtained high view count for disciplines other than soccer, such as boxing ($\bar{x}$=128K) and golf ($\bar{x}$=136K). The soccer content of the France-based publisher L'équipe ($\bar{x}$=76K) was the most viewed discipline among French publishers, and within the average for France, among the top 5 most published disciplines, rugby ($\bar{x}$=56K) was the most viewed discipline. In Italy, the average viewership for soccer content ($\bar{x}$=8K) remained quite low when compared to other countries. In contrast, viewership values in Italy were more balanced between soccer, Formula 1 ($\bar{x}$=11K), and Moto GP ($\bar{x}$=8K), unlike in other countries. Similarly, in Spain, soccer content received an average of 38K views, while MMA obtained an average viewership of 60K. The most frequently covered disciplines included basketball in the USA, rugby and boxing in Great Britain, judo and rugby in France, and motorsports in both Italy and Spain.

Findings for the fourth research question (Q4): In the fourth research question (Q4), the proportion of Olympic disciplines in the content of the evaluated X sports press accounts were examined (Table 5).

Table 5. Ratio of olympic and non-olympic disciplines in the content in the X sports accounts (Q4)

Countries	Publishers	Olympic Discipline	%	Views ($\bar{X}$)	Non-Olympic Discipline	%	Views ($\bar{X}$)	Others	%	Views ($\bar{X}$)
Great Britain	BBC Sport	1262	83	217	182	12	144	73	5	124
	Talk Sport	2093	81	68	329	13	53	153	6	66
	SKY Sports	395	74	345	129	24	338	13	2	94
	Total	3750	81	147	640	14	136	239	5	85
France	L'ÉQUIPE	946	88	64	38	4	60	90	8	162
	Beinsports FR	1628	97	30	17	1	30	40	2	20
	Eurosport France	391	94	15	7	2	9	16	4	58
	Total	2965	93	39	62	2	46	146	5	111
Germany	Sky Sport News	382	91	43	27	6	24	13	3	11
	Sportschau	461	90	7	26	5	7	24	5	9
	Sports1	180	83	7	21	10	5	16	7	7
	Total	1023	89	21	73	6	13	53	5	9
Italy	La G. D. Sport	254	44	13	142	25	12	183	32	9
	Corriere D. Sport	1330	92	3	55	4	3	61	4	4
	Sky Sport	1006	94	13	35	3	12	33	3	14
	Total	2590	84	8	232	7	10	277	9	9
Spain	Marca	2486	78	69	496	16	56	212	7	56
	Mundo Deportivo	3720	85	21	394	9	15	284	6	10
	Diario Sport	2352	92	21	158	6	11	61	2	12
	Total	8558	84	35	1047	1	33	557	5	28
Türkiye	NTV Spor	1402	99	41	8	1	37	5	0	27
	TRT Spor	1825	97	64	12	1	32	44	2	45
	beIN S. Türkiye	1604	96	67	32	2	65	36	2	47
	Total	4831	97	59	52	1	54	85	2	45
USA	Sports Illustrated	560	42	29	765	57	51	12	1	32
	ESPN	213	70	459	93	30	375	0	0	-
	CBS Sports	115	59	62	79	41	417	0	0	-
	Total	887	48	136	938	51	114	12	1	32

According to Table 5, it was seen that in countries other than the USA, the content on Olympic disciplines was higher compared to non-Olympic disciplines. Among US-based publishers, the proportion of Olympic disciplines was 48% on average. More space was given to Olympic disciplines in Germany at a rate of 89%, France at 93%, Great Britain at 81%, Italy at 84%, Spain at 84%, and Türkiye at 97%. However, when evaluated on a publisher-specific basis, in the USA, ESPN (70%) was the publisher that gave the highest proportion of space to Olympic disciplines, while CBS Sports (59%) and Sports Illustrated (42%) also weighted their content towards Olympic disciplines. In Great Britain, BBC Sport (83%), Talk Sport (81%), and SKY Sports (74%) published less content on Olympic disciplines compared to other European countries. In Türkiye, where the proportion of Olympic content was the highest, NTV Spor (99%), TRT Spor (97%), and beIN S. Türkiye (96%) produced content in Olympic disciplines.

Findings for the fifth research question (Q5): In the fifth research question (Q5), the relationship between the proportion of Olympic disciplines in the content of X sports press accounts and the countries' total medal rankings in the general summer-winter, Tokyo 2020, Beijing 2022, and Paris 2024 Olympics was examined (Table 6).

Table 6. The relationship between the proportion of Olympic discipline content on X Sports news pages and the Olympic Games success ranking (Q5)

Countries	Proportion of olympic discipline (%)	Total medal rankings in the olympic games according to the total medal count of the countries				
		Summer[1]	Winter[1]	Tokyo Summer 2020[2]	Beijing Winter 2020[2]	Paris Summer 2024[2]
Great Britain	81	3	19	4	19	3
France	93,4	4	12	10	10	4
Germany	89,2	6	3	8	2	9
Italy	83,6	7	11	7	13	7
Spain	84,2	25	41	17	25	15
Türkiye	97,2	36	52	21	30	29
USA	48,3	1	2	1	4	1
r	1	,679**	0,536	,893*	0,286	,750*
p	(p<0.01)* / (p<0.05)**	0,047	0,108	0,003	0,267	0,026

[1] The summer and winter medal ranking according to the total count of medals was obtained from Statista (Statista, 2025a, 2025b).
[2] The total medal rankings for the Tokyo 2020, Beijing 2022, and Paris 2024 Olympic Games were retrieved from IOC (IOC, 2025).

No significant relationship was found between the average proportion of content dedicated to Olympic disciplines by the evaluated publishers on a country basis and the countries' success rankings in the general winter Olympics and the Beijing 2022 winter games. However, a positive and significant relationship was identified for the general summer, Tokyo 2020, and Paris 2024 summer Olympic games. This correlation shows that as the proportion of Olympic disciplines increases, the success ranking decreases.

Findings for the sixth research question (Q6): In the sixth research question (Q6), the relationship between the proportion of the soccer discipline in the content on X sports accounts and Olympic success was examined (Table 7).

Table 7. The relationship between the proportion of soccer content on X Sports news accounts and the Olympic success ranking (Q6)

Countries	Proportion of olympic discipline (%)	Total medal rankings in the olympic games according to the total medal count of the countries				
		Summer[1]	Winter[1]	Tokyo Summer 2020[2]	Beijing Winter 2020[2]	Paris Summer 2024[2]
Great Britain	81	3	19	4	19	3
France	93,4	4	12	10	10	4
Germany	89,2	6	3	8	2	9
Italy	83,6	7	11	7	13	7
Spain	84,2	25	41	17	25	15
Türkiye	97,2	36	52	21	30	29
USA	48,3	1	2	1	4	1
r	1	,857*	,893*	,714**	,929*	,750*
p	(p<0.01)* / (p<0.05)**	0,007	0,003	0,036	0,001	0,026

[1] The summer and winter medal ranking according to the total counts of medal was obtained from Statista (Statista, 2025a, 2025b).
[2] The total medal rankings for the Tokyo 2020, Beijing 2022, and Paris 2024 Olympic Games were retrieved from IOC (IOC, 2025).

According to the results of the correlation analysis, a strong and positive relationship was found between the proportion of content dedicated to soccer on sports news accounts and the countries' rankings in the general summer and winter Olympics, as well as the 2020 Summer, 2022 Winter, and 2024 Summer Olympics. The correlation coefficients with the general summer (r=0.857; p<0.01) and winter (r=0.893; p<0.01) Olympic rankings, as well as the Beijing 2022 (r=0.929; p<0.001) Winter Games rankings, were very high (r=0.964; p<0.000) and significant. This finding reveals that countries whose X sports press produces more content on soccer demonstrate lower performance in the Olympic success rankings.

DISCUSSION

In this section of the study, the findings related to each research question were discussed.

The first research question (Q1) investigated the quantity and variety of content produced by sports press operating on the X platform. According to the findings shown in Table 2, significant differences in terms of count and diversity of sports disciplines were identified across countries and publishers. On average, three publishers in Türkiye produced 56 pieces of content per day, while Great Britain based publishers produced 53. Germany had the lowest average of 13 pieces of content per broadcaster per day. Examining the produced content in terms of publishers revealed that TalkSport had the highest content volume, surpassing all other broadcasters with 88 pieces of content per day. In Türkiye, TRT Spor and beIN SPORTS Türkiye were the broadcasters with the highest content production, with averages of 64 and 57 pieces of content per day, respectively. These differences in average daily content production between broadcasters and countries can be attributed to the broadcasters' content strategies and the cultural habits of their audiences. Firstly, local social media usage habits may have influenced broadcasters' content preferences. Additionally, being the official broadcasters of certain sports through other press channels, such as television or the internet, may have influenced their content production preferences on X. Examining Table 2 in terms of discipline diversity reveals that broadcasters in Spain were ahead of those in other countries, averaging 32 different disciplines. Broadcasters in Türkiye and the USA shared the last two spots, however, with an average of just 14 sports covered. Examining content diversity at the publisher level revealed that Marca (36 sports) and Mundo Deportivo (33 sports) had the widest variety of sports. L'ÉQUIPE (29 sports) and BBC Sport (29 sports) were also notable as important publishers focusing on a variety of sports. The fact that Spanish broadcasters only produce sports journalism content and are not involved in television may have contributed to the variety of sports disciplines included in their social media content. A similar situation is observed in the case of the France-based broadcaster L'ÉQUIPE, which covers an average of 29 sports. The fact that Turkish broadcasters cover fewer sports disciplines (mean = 14) may be due to beIN SPORTS and TRT Spor being the official broadcasters of the Super League and First League soccer. These broadcasters may have shown a tendency to prioritize soccer in their content due to commercial concerns. The differences identified between broadcasters in terms of content density and discipline diversity can be theoretically explained in a cultural context. As posited by Uses and Gratifications Theory, which focuses on viewers' media preferences and motivations for use, the different broadcasting dynamics in each country can be explained by broadcasters' efforts to meet varying viewer needs (Katz et al., 1973). This theory suggests that broadcasters may influence viewers' media preferences by enabling them to achieve various satisfactions, such as information, entertainment, social interaction, and identity formation. Therefore, the differences observed in Table 2 can be seen as a reflection of broadcasters' strategies to understand and respond to the needs of their target audiences. Conversely, in relation to McCombs (2005) Agenda-Setting Theory, the press may not only report on sporting events but also determine which disciplines, topics, and broadcasts should be on the public agenda. When the findings are evaluated within the context of these two theories, sports press operating on the X

platform may be highlighting certain disciplines, figures, and topics by leveraging factors such as discipline diversity and broadcast frequency. Ultimately, the findings in Table 2 offer important insights into how the press sets the sports agenda and influences viewers' perceptions of sports and their content preferences.

The second research question (Q2) revealed that broadcasters in European countries produced more content related to soccer (Germany: $\bar{X}$ = 59%; France: $\bar{X}$ = 60%; Great Britain: $\bar{X}$ = 65%; Italy: $\bar{X}$ = 69%; Spain: $\bar{X}$ = 71%; Türkiye: $\bar{X}$ = 88%). But USA broadcasters were found to publish more content in American football ($\bar{X}$ = 43%) and basketball ($\bar{X}$ = 38%). American football and basketball are widely followed in the USA, both in sports facilities and on television (Crothers, 2021). Consequently, American publishers may have adopted a less enthusiastic approach to soccer for commercial reasons (Frandsen, 2012; Langer, 2021; Rowe, 2003). Similarly, the popularity of soccer in Europe and its transformation into a continental culture may have led European broadcasters to prioritize soccer in their content production strategies. Another notable aspect of the cultural context of the findings is the level of local interest in sports. In Türkiye and Spain, soccer had a higher content density than other sports. In particular, soccer in Spain attracts attention not only from the Spanish press but also from the global sports press due to the presence of some of the world's most successful and well-established clubs, such as Real Madrid and Barcelona (Mauro & Martínez-Corcuera, 2020). In Türkiye, Beşiktaş, Fenerbahçe, and Galatasaray are hugely popular with fans across the country. These teams have competed fiercely against each other in soccer and other sports for many years. This may be said to have led to soccer dominating broadcasters' content in Türkiye. On the other hand, the fact that some of the broadcasters examined in the study are also the official broadcasters of the leagues may have influenced their content strategies. For instance, the beIN Group's role as the official broadcaster of soccer matches and some European league competitions in Türkiye and France may have motivated them to produce more soccer-related content. Similarly, ESPN and CBS Sports' status as official broadcasters in the USA may have determined the intensity of coverage in their content. Therefore, the fact that X sports press focuses on certain disciplines should be evaluated in cultural and commercial contexts. Table 3 also provides insights when viewed from a theoretical framework. According to the Uses and Gratifications Theory, social media users selectively use platforms according to their own interests and needs. Consequently, the high proportion of soccer content in European countries may have prompted publishers to adopt a publishing policy aimed at producing appropriate content for the preferences of soccer enthusiasts. From an Agenda-Setting Theory perspective, the frequency of published content, prioritization of certain sports, and desire to influence public opinion on certain topics are all linked. In this context, X publishers' focus on soccer activities in Europe causes followers to perceive this sport as more important and current, thereby contributing to society's continued interest in soccer.

In the third research question (Q3), it was determined that BBC Sport ($\bar{x}$=220K), Talk Sport ($\bar{x}$=72K) and SKY Sports ($\bar{x}$=519K) received a high level of viewership for their soccer content. Conversely, within the context of Turkish publishers, TRT Spor ($\bar{x}$=67K) and beIN SPORTS TR ($\bar{x}$=67K) emerged as notable publishers in terms of their average viewership for soccer content. In

the USA, ESPN's basketball content ($\bar{x}$=499K) has surpassed all other sports in terms of viewership. In the Great Britain, BBC Sport ($\bar{x}$=23K) for rugby content and SKY Sports ($\bar{x}$=133K) for American football were among the broadcasters with high viewership in these sports. It can be posited that the increased emphasis on soccer content in European countries has resulted in a decline in average viewership counts. This is due to the fact that soccer content encompasses events that are of high news value, as well as those of low news value (e.g., training news). This phenomenon contributes to a decline in the average viewership counts for soccer content. Conversely, the observation that the X publishers included in the study exclusively disseminate high-news-value developments in other disciplines, as opposed to popular sports such as soccer, may have contributed to the elevated viewership of those sports. This assertion is further substantiated by the algorithm employed by the X social media platform (X, 2023). The X platform offers a personalized user experience, highlighting soccer content for users with a specific interest in soccer. The popularity and passionate following of soccer in Europe may have contributed to the increase in the publishing of soccer content in these countries (Missiroli, 2002). Consequently, within a culture that exhibits a keen interest in soccer, publishers may consider national and local preferences, as well as follower profiles, when reporting on events pertaining to other disciplines. Conversely, variations in view count across countries and accounts may also be attributable to the count of followers and the prevalent social media usage patterns within each locale. This phenomenon can be attributed not only to differences in population but also to variations in social media usage habits across different countries.

As demonstrated in Table 4, the mean view count for the top five categories with the highest count of publications in Italy ranges from 8,000 to 12,000. The fact that Italy does not feature among the top 20 countries with the highest X usage supports these low view counts (Statista, 2025c). The fourth research question (Q4) revealed that US-based publishers, on average, devoted 48% of their content to Olympic disciplines. A notable finding was that European countries devoted a significant portion of their content to Olympic disciplines. Germany scored 89%, France 93%, England 81%, Italy 84%, Spain 84%, and Türkiye 97%. The proportion of non-Olympic sports was found to be relatively low across European countries, ranging from 1% to 14%. The findings indicate that, despite the US being the nation with the most medals in Olympic history and a strong performer in various Olympic sports, the press does not provide as much coverage to Olympic disciplines as European publishers. A significant factor contributing to this disparity may relate to the cultural significance attributed to soccer (Dietschy et. al., 2009). Soccer holds a central position in the cultural landscape of Europe (Missiroli, 2002). and accounts for a significant portion of the press content. It can be said that football, as a discipline included in the Olympic program, significantly affects the proportion of Olympic sports content in the X sports press in European countries. In the USA, the cultural prevalence of disciplines not included in the Olympic program, such as American football (Hoffmann et al., 2013), may have resulted in a more balanced proportion of Olympic and non-Olympic sports compared to European broadcasters. In this context, it can be stated that the content strategies employed by the X sports press are influenced not only by the national and global sports calendar but also by the cultural realities of countries.

In the fifth research question (Q5), a statistically significant positive correlation was determined between the proportion of content related to Olympic disciplines published on the X accounts evaluated (in terms of country averages) and the medal rankings in the Summer Games, Tokyo 2020 and Paris 2024. Consequently, as the proportion of Olympic disciplines in the content increases, there is a decrease in the success of the respective countries in the Olympic Games. This unanticipated discovery may be attributable to the preeminence of soccer content in nations outside the USA. The causality behind this interesting finding can be explained by theories of mass communication. The Agenda-Setting Theory, as pioneered by McCombs and Shaw (1972), posits that the press wields the capacity to shape the public agenda and the subjects of societal discourse. This theoretical framework may offer a valuable view through which to comprehend the underlying dynamics of this phenomenon. This phenomenon can be attributed to the propensity of the X sports press to prioritize soccer over other disciplines, irrespective of their Olympic status, in the interest of commercial interests. A secondary perspective on this finding is based on the Uses and Gratifications Theory (Katz et al., 1973). This theory posits that viewers do not merely passively receive media content; rather, they utilize media to address their own needs and desires. From this perspective, the followers' high interest in soccer and the satisfaction they derive from it cause them not to prefer content related to other Olympic disciplines. Consequently, the X sports press may be developing a content publishing strategy that is tailored to the preferences and desires of its viewers. As observed in the case of Türkiye, the X sports press is capable of producing a high volume of content in Olympic disciplines. However, audience demand and the pursuit of gratification tend to focus largely on certain disciplines, such as soccer, which are not highly multidisciplinary and offer a limited count of medals in the Olympic Games. This phenomenon necessitates a more detailed analysis of the relationship between the proportion of Olympic sports in content and countries' Olympic success rankings from a soccer-centric perspective. This finding, which carries causal potential and is open to debate, is further clarified by the correlation analyses presented in question 6 (Q6) of the study. These analyses evidently demonstrate the correlation between the ratio of soccer content to other disciplines' content and the Olympic medal rankings of respective countries.

In the sixth research question (Q6), a significant positive correlation was determined between the proportions of soccer content published on the X accounts evaluated and the countries' Olympic Games medal rankings (total overall summer and winter medal rankings, Tokyo 2020, Beijing 2022, and Paris 2024 medal rankings). A strong positive correlation ($r = .929$, $p < .01$) was found between the proportion of soccer content and the countries' standings in the Beijing 2022 Winter Olympics. Furthermore, a similar correlation was observed between the overall medal rankings of the Summer Olympics and the rankings of the previous two Summer Olympics (Tokyo 2020 and Paris 2024) (r values ranging from .714* to .857**, p values *< .05 or **< .01). The findings of this study indicate a positive correlation between an increase in the proportion of soccer content and a decline in the success of countries in the Olympic Games. In the context of Agenda-Setting Theory, the increased interest of sports press on soccer has been shown to have the potential to weaken the social and political agenda for other Olympic disciplines, thereby removing them from the public agenda (McCombs & Shaw, 1972). Consequently, the focus on soccer in publishing has

the capacity to engender socio-economic repercussions. The profound social interest in soccer has the capacity to regulate interpersonal relationships and influence individuals' purchasing behavior towards the sport. The findings presented in Table 7 can also be evaluated within the framework of the Uses and Gratifications Theory. This is attributable to the fact that the X sports press may be pursuing a strategy of meeting the audience's prevailing demand for soccer. According to the theory proposed by Katz et al. (1973), the preeminence of soccer in the public's content preferences and the individual satisfaction derived from watching soccer may exert a significant influence on the focus of X sports media. When the relational findings obtained are evaluated together in terms of these two theories, they demonstrate that the intensity of soccer-focused content in X has a potentially significant effect on a country's Olympic medal performance. Moreover, it demonstrates that the X sports media has the capacity to influence the sports culture of nations, extending beyond the mere dissemination of information to the general public.

CONCLUSION

The sports press accounts examined in Q1 showed that Türkiye and the Great Britain were the countries producing the most content daily, while the US and Germany created the least. Spain published content in 32 different disciplines (Q2), while Türkiye and the USA published content in 14. Soccer was the most popular discipline in Germany, France, Great Britain, Italy, Spain, and Türkiye, whereas American football was the most popular discipline in the USA. The count of views for the most widely published discipline varied by country and account but was relatively balanced (Q3). When examining the proportion of Olympic disciplines in the content on X sports press pages (Q4), the high proportion of soccer content was notable. USA-based publishers allocated an average of 48% of their content to Olympic sports disciplines, whereas Germany allocated 89%, France 93%, Great Britain 81%, Italy 84%, Spain 84%, and Türkiye 97%. Due to the abundance of soccer content, these ratios caused a meaningful and strong positive correlation between countries' overall medal rankings in the Summer Olympics and their total medal rankings in the 2020 Tokyo and 2024 Paris Summer Olympics (Q5). However, a significant and high-level positive relationship was identified between the average ratio of soccer content and countries' overall total medal rankings in the Summer and Winter Olympics, as well as at the Tokyo 2020, Beijing 2022, and Paris 2024 Olympic Games (Q6).

These results show that, unlike USA publishers, the sport press in European countries focus on soccer content and that publishers produce content based on user preferences within a cultural context. Furthermore, the study revealed that, although the relationship between publishers' content preferences and Olympic success rankings is complex, there may be a correlation between the emphasis placed on soccer content and Olympic Games rankings. These findings suggest that X sports media press is not just a source of news; it can also be a powerful force in shaping social perceptions of sports and international success.

Limitations of Study and Suggestions

This study had some limitations. The research data covered only February 2024. Therefore, the results may not fully reflect annual trends, seasonal effects or the annual sports calendar. Furthermore, only the first three most-followed X sports press accounts in each country were examined. Consequently, the study does not represent the entire X sports press landscape. A larger sample size may provide more reliable results. While the study identified a statistical relationship between the proportion of soccer content and Olympic success, this is not definitive. A longitudinal study or more complex statistical models could provide stronger conclusions on this matter.

Ethical Approval
This study analyzed publicly available content shared by institutional media accounts on the social media platform X (formerly known as Twitter). The data collected consisted solely of publicly accessible and anonymized information, including the count of posts, view counts, and content categorization by sport disciplines. No personal data were collected, no interactions with individual users were conducted, and no identifiable user information was accessed or processed during the research. Accordingly, the study does not involve human participants, does not process personal or sensitive data, and adheres to ethical research principles. Therefore, this research is exempt from ethical committee approval requirements.

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