

## **THE INFLUENCE AND SIGNIFICANCE OF MEDIA CONVERGENCE ON THE PROMOTION AND POPULARIZATION OF SPORTS CONTENT**

### **ABSTRACT**

The influence of electronic media on the popularization of sports, and consequently on media promotion of sports figures, is undeniable. Following this, through the convergence of the media, a significant placement of sports content is achieved, which was unimaginable in the past. In the paper, we analyse how, thanks to the convergence of the media, a television interview with prominent athletes becomes news of the day on a global level and not only in the scope of the viewership of the program of the television company that did the interview. In the example of interviews with top athletes such as Novak Đoković, Darijo Srna, and Slaven Bilić, which were realized and broadcast by BHT1, it is evident that the reach of their content was significantly greater via social network platforms and other media compared to the main source - television. A direct consequence of the media convergence in the mentioned example was the popularization and spread of parts of the interview, not only outside of television as the main medium that distributes information, but also mainly outside of a certain spatial framework. The placement of interviews with top sports personalities on platforms such as YouTube and Facebook and the promotion of interviews via electronic and print media contributed to this. The paper analyzes the issues of old and new media technologies and their convergence through a direct influence on the popularization of sports content.

**Keywords:** media; convergence; sport; popularization; influence.