**Table 1. Characteristics of YouTube channels**

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| --- | --- | --- | --- | --- |
| Channel name | Year of foundation | Audience | Number of views | Estimated monthly income according to socialblade.com |
| F2Freestylers - Ultimate Soccer Skills Channel | 2011 | 13.4 million | 2.9 billion | $5.2K - $83.3K |
| FC Barcelona | 2006 | 12.5 million | 1.9 billion | $6.1K - $97.1K |
| FIFATV | 2006 | 10.2 million | 3.3 billion | $12.9K - $207.2K |
| Freekickerz  | 2010 | 8.66 million | 2.3 billion | $2.3K - $36.1K |
| Real Madrid | 2006 | 6.79 million | 0.8 billion | $4K - $64.8K |
| Liverpool FC | 2005 | 6 million | 1.2 billion | $5.3K - $84.1K |
| PSG - Paris Saint-Germain | 2010 | 5.74 million | 0.6 billion | $7.8K - $124.7K |
| Manchester United | 2017 | 4.95 million | 0.9 billion | $17.3K - $276.3K |
| Juventus | 2005 | 3.5 million | 0.6 billion | $2K - $32K |
| Man City | 2009 | 3.48 million | 0.9 billion | $5.3K - $85.6K |
| UEFA | 2006 | 3.27 million | 0.8 billion | $3.8K - $60.3K |
| Sky Sports Football | 2015 | 3.24 million | 2 billion | $26.7K - $426.4K |
| Chelsea Football Club | 2006 | 3.19 million | 0.7 billion | $7.4K - $118.7K |
| Unisport | 2009 | 3.1 million | 0.5 billion | $2.1K - $34.2K |
| AllAttack | 2014 | 1.92 million | 0.1 billion | $1.1K - $18.2K |
| Tottenham Hotspur  | 2011 | 1.86 million | 0.5 billion | $3.6K - $57.2K |
| Football Daily | Football Videos | 2011 | 1.84 million | 0.8 billion | $825 - $13.2K |

**Table 2. Diversification of YouTube football content**

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|  | **Journalistic basis** | **Functions** | **Specifics of the format** |
| **Professional video blog** |
| Football clubs channels: FC Barcelona, Real Madrid, Liverpool FC, PSG - Paris Saint-Germain, Manchester United, Juventus, Man City, Chelsea Football Club, Tottenham Hotspur | Sports career or sports achievements of the author | Dissemination of knowledge about the main character and his environment | Serial presentation of content |
| **Training videos** |
| ‘F2Freestylers - Ultimate Soccer Skills Channel’, Freekickerz, Unisport, AllAttack | Methods and techniques of sports games | Professional advice from coaches and players | Actualization of the “challenge” format |
| **Information channel** |
| FIFATV, UEFA, Sky Sports Football, Football Daily | Real sporting events | Dissemination of news, exchange of views and discussion of a specific topic | Depends on the specific genre |
|  | *Review* |
| FIFATV, UEFA, | Current events in the world of sports | Dissemination of the author's opinion and his interpretation of the analyzed data | Stream or talk in front of the camera (author in the frame) |
| *Interview* |
| Sky Sports Football | Professional journalists talk to famous athletes | Attracting the widest possible audience to the discussion of a specific sports topic | Video chatting is often at the request of the audience. The set of questions for the hero is formed taking into account the wishes of the followers |
| *Informational and analytical video* |
| Football Daily | A specific problem and / or one phenomenon or subject of the sports world | A detailed story about the event or hero (athlete, team, referee, club, national team, individual tournament, etc.) | Two levels of work with data: informational and analytical (data systematization, analysis, forecasting) |
| *Tops* |
| FIFATV, UEFA, Sky Sports Football, Football Daily, ‘F2Freestylers - Ultimate Soccer Skills Channel’, Freekickerz, Unisport, AllAttack | Linking the subjects of the sports world to a specific topic | Building a rating system | Assessment of narrative objects according to certain criteria |
|  | *Comment* |
|  | FIFATV, UEFA, Sky Sports Football, Football Daily, ‘F2Freestylers - Ultimate Soccer Skills Channel’, Freekickerz, Unisport, AllAttack | Reflection over a sports event | Author records a story straight after a sports event in order to provide immediate follow-up | No editing, one, less often, two topics in focus  |