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

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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:


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