

Abstract

Objective: To develop a proposed concept for the development of sports television programs in Saudi channels.

Methodology: The study followed the descriptive method.

Sample of the study: The study was applied to a group of (148) individuals working in sports programs in Saudi government TV channels (Al Ekhbariya, KSA Sports, and SBC) and private TV channels (Rotana, Al Arabia, MBC, 24 Sport, 22 Arab TV, and Dawri Plus).

Study tool: The tool consisted of a questionnaire consisting of (43) paragraphs distributed over three axes that measure the availability of requirements (planning, human, physical and technical) necessary for the development of sports television programs in Saudi channels.

Statistical Methods: Arithmetic averages and standard deviations were used to determine the degree of availability of requirements for the development of sports programs. The T-test and Kruskal-Wallis were used to detect the significance of the differences according to the study variables.

Results of the study, the study reached the following results:

- Planning requirements for the development of television sports programs in Saudi channels are available to a medium degree.
- Human requirements for the development of television sports programs in Saudi channels are low.
- The material and technical requirements for the development of TV sports programs in Saudi channels are low.
- There are statistically significant differences at the level of significance (0.05) between the average of responses of the study sample on the availability of the necessary requirements for the development of television sports programs due to the channel dependency variable for the benefit of government channels. Moreover, differences were attributed to the difference in the number of years of experience in favor of those who spent the work from 10 to less than 15 years.
- The study presented a proposed concept for the development of sports TV programs in Saudi channels.

Recommendations: The study recommended to take advantage of the proposed concept to be applied to television sports programs, and work to provide the planning and human, physical and technical requirements necessary for the development of these programs.