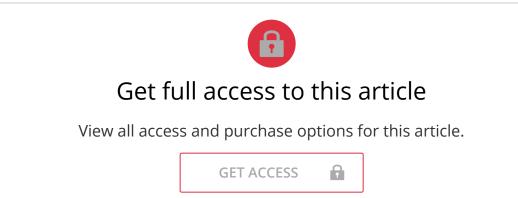


Abstract

Studies suggest that, at the routine level, news beats function as unique "micro-cultures." Exploring this "particularist" approach in news content, we compare how the interventionist, watchdog, loyal, service, infotainment, and civic roles materialize across 11 thematic news beats and analyze the moderating effect of platforms, ownership, and levels of political freedom on journalistic role performance in hard and soft news. Based on the second wave of the *Journalistic Role Performance* (JRP) project, this article reports the findings of a content analysis of 148,474 news items from 37 countries. Our results reveal the transversality of interventionism, the strong associations of some topics and roles, and the limited reach of news beat particularism in the face of moderating variables.



References

Aalberg T., Curran J. (2012). How media inform democracy: A comparative approach. Routledge.

<u>Crossref</u>

Aalberg T., Papathanassopoulos S., Soroka S., Curran J., Hayashi K., Iyengar S., Jones P. K., Mazzoleni G., Rojas H., Rowe D., Tiffen R. (2013). International TV news, foreign affairs interest and public knowledge. *Journalism Studies*, 14(3), 387–406.

<u>Crossref</u>

<u>ISI</u>

Google Scholar

Albæk E., van Dalen A., Jebril N., de Vreese C. H. (2014). *Political journalism in comparative perspective*. Cambridge University Press.

<u>Crossref</u>

Google Scholar

Baum M. A., Zhukov Y. M. (2019). Media ownership and news coverage of international conflict. *Political Communication*, 36(1), 36–63. <u>https://doi.org/10.1080/10584609.2018.1483606</u>

Google Scholar

Bomlitz L. J., Brezis M. (2008). Misrepresentation of health risks by mass media. *Journal of Public Health*, 30(2), 202–204.

<u>Crossref</u>

<u>PubMed</u>

<u>|S|</u>

Google Scholar

Boukes M., Vliegenthart R. (2020). A general pattern in the construction of economic newsworthiness? Analyzing news factors in popular, quality, regional, and financial newspapers. *Journalism*, 21(2), 279–300. <u>https://doi.org/10.1177/146488491772598</u>^

Privacy

Brants K. (1998). Who's afraid of infotainment? *European Journal of Communication*, 13(3), 315–335. <u>https://doi.org/10.1177/0267323198013003002</u>

Google Scholar

Cornia A., Ghersetti M., Mancini P., Odén T. (2016). The partisans, the technocrats and the watchdogs: Domestication in news coverage of the swine flu pandemic in 2009. *Journalism Studies*, 17(8), 1030–1050. <u>https://doi.org/10.1080/1461670X.2015.1040891</u>

Google Scholar

De Vreese C. H., de Esser F., Hopmann D. N. (Eds.). (2017). *Comparing political journalism*. Routledge.

Google Scholar

DiStefano C., Zhu M., Mindrila D. (2009). Understanding and using factor scores: Considerations for the applied researcher. *Practical Assessment, Research & Evaluation*, 14(20), 1–11.

Google Scholar

Donsbach W. (2012). Journalists' role perception. In Donsbach W. (Ed.), *The international encyclopedia of communication*. Wiley. <u>https://doi.org/10.1002/9781405186407.wbiecj010.pub2</u>

Google Scholar

Eide M., Knight G. (1999). Public/private service: Service journalism and the problems of everyday life. *European Journal of Communication*, 14(4), 525–547.

<u>Crossref</u>

<u>ISI</u>

Google Scholar

English P. (2017). Cheerleaders or critics? Australian and Indian sports journalists in the contemporary age. *Digital Journalism*, 5(5), 532–548.

Privacy

Crossref

Google Scholar

Ericson R. V., Baranek P. V., Chan J. B. L. (1989). *Negotiating control: A study of news sources*. University of Toronto Press.

Google Scholar

Esser F. (2008). Dimensions of political news cultures: Sound bite and image bite news in France, Germany, Great Britain, and the United States. *The International Journal of Press/Politics*, 13(4), 401–428. <u>https://doi.org/10.1177/1940161208323691</u>

Google Scholar

Esser F., Umbricht A. (2014). The evolution of objective and interpretative journalism in the western press: Comparing six news systems since the 1960s. *Journalism & Mass Communication Quarterly*, 91(2), 229–249. <u>https://doi.org/10.1177/1077699014527459</u>

Google Scholar

Fürsich E. (2012). Lifestyle journalism as popular journalism: Strategies for evaluating its public role. *Journalism Practice*, 6(1), 12–25. <u>https://doi.org/10.1080/17512786.2011.622894</u>

Google Scholar

Gans H. J. (1979). Deciding what's news. Pantheon Books.

Google Scholar

Hanitzsch T. (2007). Deconstructing journalism culture: Toward a universal theory. *Communication Theory*, 17(4), 367–385. <u>https://doi.org/10.1111/j.1468-2885.2007.00303.x</u>

Google Scholar

Hanitzsch T., Vos T. P. (2018). Journalism beyond democracy: A new look into journalistic roles in political and everyday life. *Journalism*, 19(2), 146–164.

<u>Crossref</u>

<u>ISI</u>

Hanitzsch T., Vos T. P., Standaert O., Hanusch F., Hovden J. F., Hermans L., Ramaprasad J. (2019). Role orientations. journalists' views on their place in society. In Hanitzch T., Hanusch F., Ramaprasad J., de Beer A. (Eds.), *Worlds of journalism: Journalistic cultures around the globe* (pp. 161–197). Columbia University Press.

<u>Crossref</u>

Google Scholar

Hanusch F. (2019). Journalistic roles and everyday life: An empirical account of lifestyle journalists' professional views. *Journalism Studies*, 20(2), 193–211.

<u>Crossref</u>

Google Scholar

Hardin M. (2005). Survey finds boosterism, freebies remain problem for newspaper sports departments. *Newspaper Research Journal*, 26(1), 66–73.

<u>Crossref</u>

Google Scholar

Hovden J. F., Kristensen N. N. (2021). The cultural journalist around the globe: A comparative study of characteristics, role perceptions, and perceived influences. *Journalism*, 22(3), 689–708.

<u>Crossref</u>

<u>ISI</u>

Google Scholar

Humanes M. L., Roses S. (2018). Journalistic role performance in the Spanish national press. *International Journal of Communication*, 12, 1032–1105.

Kalogeropoulos A., Svensson H. M., van Dalen A., de Vreese C., Albæk E. (2015). Are watchdogs doing their business? Media coverage of economic news. *Journalism*, 16(8), 993–1009.

<u>Crossref</u>

<u>ISI</u>

<u>Google Scholar</u>

Kavanagh J., Marcellino W., Blake J. S., Smith S., Davenport S., Tebeka M. (2019). *News in a digital age: Comparing the presentation of news information over time and across media platforms*. Rand Corporation.

<u>Crossref</u>

<u>Google Scholar</u>

Kleemans M., Schaap G., Hermans L. (2017). Citizen sources in the news: Above and beyond the vox pop? *Journalism*, 18(4), 464–481. <u>https://doi.org/10.1177/1464884915620206</u>

Google Scholar

Klemm C., Das E., Hartmann T. (2019). Changed priorities ahead: Journalists' shifting role perceptions when covering public health crises. *Journalism*, 20(9), 1223–1241. <u>https://doi.org/10.1177/1464884917692820</u>

<u>Google Scholar</u>

Kristensen N. N., Riegert K. (2021). The tensions of the cultural news beat. *Journalism Practice*, 15(9), 1329–1343. <u>https://doi.org/10.1080/17512786.2021.1971547</u>

Google Scholar

Lehman-Wilzig S. N., Seletzky M. (2010). Hard news, soft news, "general" news: The necessity and utility of an intermediate classification. *Journalism*, 11(1), 37–56. <u>https://doi.org/10.1177/1464884909350642</u>

Google Scholar

Magin M., Maurer P. (2019). *Beat journalism and reporting*. Oxford University Press.

https://journals.sagepub.com/doi/10.1177/10776990231173890

Crossref

Google Scholar

Marchetti D. (2005). Sub-fields of specialized journalism. In Benson R., Neveu E. (Eds.), *Bourdieu and the journalistic field* (pp. 64–82). Polity Press.

Google Scholar

Márquez-Ramírez M., Mellado C., Humanes M. L., Amado A., Beck D., Davydov S., Mick J., Mothes C., Olivera D., Panagiotu N., Roses S., Silke H., Sparks C., Stępińska A., Szabó G., Tandoc E., Wang H. (2020). Detached or interventionist? Comparing the performance of watchdog journalism in transitional, advanced and non-democratic countries. *The International Journal of Press/Politics*, 25(1), 53–75. <u>https://doi.org/10.1177/1940161219872155</u>

Google Scholar

Martin G. J., McCrain J. (2019). Local news and national politics. *American Political Science Review*, 113(2), 372–384. <u>https://doi.org/10.1017/S0003055418000965</u>

Google Scholar

Mathisen B. R. (2017). Entrepreneurs and idealists: Freelance journalists at the intersection of autonomy and constraints. *Journalism Practice*, 11(7), 909–924. https://doi.org/10.1080/17512786.2016.1199284

Google Scholar

Mellado C. (2015). Professional roles in news content: Six dimensions of journalistic role performance. *Journalism Studies*, 16(4), 596–614. <u>https://doi.org/10.1080/1461670X.2014.922276</u>

Google Scholar

Mellado C. (Ed.). (2021). *Beyond journalistic norms: Role performance and news in comparative perspective*. Routledge.

Mellado C., Hellmueller L., Donsbach W. (Eds.). (2017). *Journalistic role performance: Concepts, models and measures*. Routledge.

Google Scholar

Mellado C., Lagos C. (2014). Professional roles in news content: Analyzing journalistic performance in the Chilean national press. *International Journal of Communication*, 8, 2090–2112.

<u>ISI</u>

Google Scholar

Mellado C., Márquez-Ramírez M., Mick J., Oller Alonso M., Olivera D. (2017). Journalistic performance in Latin America: A comparative study of professional roles in news content. *Journalism*, 18(9), 1087–1106. <u>https://doi.org/10.1177/1464884916657509</u>

Google Scholar

Mellado C., Márquez-Ramírez M., Mothes C., Humanes M. L. (2021). News beat fluidity in civic, infotainment, and service role performance across cultures. *Journalism Practice*, 15(9), 1240–1271. <u>https://doi.org/10.1080/17512786.2021.1971548</u>

Google Scholar

Mellado C., van Dalen A. (2014). Between rhetoric and practice. *Journalism Studies*, 15(6), 859–878.

<u>Crossref</u>

<u>Google Scholar</u>

Mellado C., Vos T. (2017). Conceptualizing journalistic role performance across platforms. In Mellado C., Hellmueller L., Donsbach W. (Eds.), *Journalistic role performance: Concepts, models and measures* (pp. 106–126). Routledge.

Google Scholar

Okumura N., Hayashi K., Igarashi K., Tanaka A. (2021). Japan's media fails its watchdog role: Lessons learned and unlearned from the 2011 earthquake and the Fukushima disaster. *Journalism*, 22(11), 2675–2691. <u>https://doi.org/10.1177/1464884919891270</u> Privacy

Otto L., Glogger I., Boukes M. (2017). The softening of journalistic political communication: A comprehensive framework model of sensationalism, soft news, infotainment, and tabloidization. *Communication Theory*, 27(2), 136–155. <u>https://doi.org/10.1111/comt.12102</u>

Google Scholar

Patterson T. (2000). *Doing well and doing good: How soft news are shrinking the news audience and weakening democracy*. Harvard University Press.

Google Scholar

Reich Z. (2012). Different practices, similar logic: Comparing news reporting across political, financial, and territorial beats. *The International Journal of Press/Politics*, 17(1), 76–99. <u>https://doi.org/10.1177/1940161211420868</u>

Google Scholar

Reich Z. (2016). Comparing news reporting across print, radio, television and online: Still distinct manufacturing houses. *Journalism Studies*, 17(5), 552–572. <u>https://doi.org/10.1080/1461670X.2015.1006898</u>

Google Scholar

Reich Z., Jackman O., Mishaly T., Blum L. (2021). The State of the news beat: Expertise and division of labour in current newsrooms. *Journalism Practice*, 15(9), 1199–1202. <u>https://doi.org/10.1080/17512786.2021.1989615</u>

Google Scholar

Reinemann C., Stanyer J., Scherr S., Legnante G. (2012). Hard and soft news: A review of concepts, operationalizations and key findings. *Journalism*, 13(2), 221–239.

<u>Crossref</u>

<u>|S|</u>

Robbins D., Wheatley D. (2021). Complexity, objectivity, and shifting roles: Environmental correspondents march to a changing beat. *Journalism Practice*, 15(9), 1289–1306.

<u>Crossref</u>

Google Scholar

Shoemaker P. J., Reese S. D. (2014). *Mediating the message in the 21st century: A media sociology perspective*. Routledge.

Google Scholar

Singer J. (2008). Ethnography of newsroom convergence. In Paterson C., Domingo D. (Eds.), *Making online news: The ethnography of new media production* (pp. 157–170). Peter Lang.

Google Scholar

Skovsgaard M. (2014). A tabloid mind? Professional values and organizational pressures as explanations of tabloid journalism. *Media, Culture & Society*, 36(2), 200–218. <u>https://doi.org/10.1177/0163443713515740</u>

Google Scholar

Skovsgaard M., Van Dalen A. (2013). The fading public voice: The polarizing effect of commercialization on political and other beats and its democratic consequences. *Journalism Studies*, 14(3), 371–386. <u>https://doi.org/10.1080/1461670X.2012.701905</u>

Google Scholar

Tandoc E. Jr., Hellmueller L., Vos T. P. (2013). Mind the gap: Between journalistic role conception and role enactment. *Journalism Practice*, 7(5), 539–554. <u>https://doi.org/10.1080/17512786.2012.726503</u>

Google Scholar

Umbricht A., Esser F. (2016). The push to popularize politics: Understanding the audiencefriendly packaging of political news in six media systems since the 1960s. *Journalism Studies*, 17(1), 100–121. <u>https://doi.org/10.1080/1461670X.2014.963369</u>

Usher N. (2012). Service journalism as community experience: Personal technology and personal finance at the New York Times. *Journalism Practice*, 6(1), 107–121. <u>https://doi.org/10.1080/17512786.2011.628782</u>

Google Scholar

Van Aelst P., de Swert K. (2009). Politics in the news: Do campaigns matter? A comparison of political news during election periods and routine periods in Flanders (Belgium). *Communications*, 34(2), 149–168. <u>https://doi.org/10.1515/COMM.2009.011</u>

Google Scholar

Van Dalen A., de Vreese C. H., Albæk E. (2012). Different roles, different content? A fourcountry comparison of the role conceptions and reporting style of political journalists. *Journalism*, 13(7), 903–922. <u>https://doi.org/10.1177/1464884911431538</u>

Google Scholar

Van Leuven S., Vanhaelewyn B., Raeymaeckers K. (2021). From one division of labor to the other: The relation between beat reporting, freelancing, and journalistic autonomy. *Journalism Practice*, 15(9), 1203–1221. <u>https://doi.org/10.1080/17512786.2021.1910982</u>

Google Scholar

Verboord M., Janssen S. (2015). Arts journalism and its packaging in France, Germany, the Netherlands and the United States, 1955–2005. *Journalism Practice*, 9(6), 829–852. <u>https://doi.org/10.1080/17512786.2015.1051369</u>

Google Scholar

Wang H., Sparks C., Nan L., Huang Y. (2017). Differences within the mainland Chinese press: A quantitative analysis. *Asian Journal of Communication*, 27(2), 154–171. <u>https://doi.org/10.1080/01292986.2016.1240818</u>

Google Scholar

Wang T.-L. (2012). Presentation and impact of market-driven journalism on sensationalism in global TV news. *International Communication Gazette*, 74(8), 711–727. <u>https://doi.org/10.1177/1748048512459143</u>

Weaver D. H., Willnat L. (2012). The global journalist in the 21st century. Routledge.

<u>Crossref</u>

Google Scholar

Zelizer B. (2011). Journalism in the service of communication. *Journal of Communication*, 61(1), 1–21. <u>https://doi.org/10.1111/j.1460-2466.2010.01524.x</u>

Google Scholar

Biographies

Claudia Mellado is a professor of journalism in the School of Journalism at the Pontificia Universidad Católica de Valparaíso (PUCV), Chile. Her research focuses on the study of journalism cultures, journalistic roles, and comparative studies. She is the principal investigator of the JRP Project (<u>www.journalisticperformance.org</u>).

Mireya Márquez-Ramírez is a professor of journalism studies and media theory at the department of communication, Universidad Iberoamericana Mexico City.

Sarah Van Leuven is an associate professor at the department of communication sciences at Ghent University in Belgium. She leads the 5-yearly survey research of Belgian journalists and participates in several international projects on topics as journalistic roles, news beats, and journalism ethics.

Daniel Jackson is a professor of media and communication at Bournemouth University. His research broadly explores the intersections of media, power, and social change, including news coverage of politics, political communication, the mediation of sport, and the dynamics of civic culture in online environments.

Cornelia Mothes is a professor of journalism and media management at Macromedia University of Applied Sciences in Leipzig, Germany, and serves as Germany's national representative in the World Association for Public Opinion Research (WAPOR). Her main research interests lie in the field of political communication, journalism studies, and media psychology.

Carlos Arcila-Calderón is an associate professor at the department of sociology and communication of the University of Salamanca. He is the principal investigator of the Journalistic Role Performance Project in Venezuela.

Jérome Berthaut is an associate professor in media studies at the CIMEOS (Communications, Médiations, Organisations, Savoirs), University of Burgundy. His research

10/8/23, 10:38

focuses on practices of journalism, newsmagazine, television programs, and current affairs documentaries.

Nicole Blanchett is an associate professor in the School of Journalism at Toronto Metropolitan University and the principal investigator of the Canadian branch of the JRP project. She formerly worked as a television news producer and writer.

Sandrine Boudana is senior lecturer in the Department of Communication at Tel Aviv University. She specializes in journalism studies, with a focus on media coverage of violent conflicts and on visual communication, in a cross-national comparative perspective.

Katherine Y. N. Chen is the dean and a distinguished professor of College of Communication at National Chengchi University, Taiwan. She conducts research in the areas of social media and election, communication and technology, and science communication.

Sergey Davydov is associate professor at the School of Sociology and senior research fellow at the International Laboratory for Social Integration Research, HSE University (Moscow, Russia). His research focuses on sociology of media and communications, public opinion, and methodology of social research.

Mariana De Maio is assistant professor in the Department of Journalism and Communication at Lehigh University. Her research focuses on media influence on political attitudes and behavior, journalistic practices, and portrayals of women and other underrepresented groups in media.

Nagwa Fahmy is associate professor at the College of Communication and Media Sciences, Zayed University, Abu Dhabi, UAE. Her research interests focuses on online Journalism, mobile Communication, data Journalism and computational journalism.

Martina Ferrero is assistant professor of the Department of Political Science and International Relations at the Universidad Católica Argentina (UCA). Her research focuses on political science and on the relationship between journalism and democracy.

Miguel Garcés is associate professor in the School of Social Communication at the Universidad Tecnológica de Bolívar. His research interests are related to journalistic cultures and communication for development and health.

Lutz Hagen is professor of political and economic communication, the managing director of the Institute of Media and Communication, and the Center for Empirical Research Methods of the Social Sciences at Technische Universität Dresden. His research in the area of media and communication focuses on journalism and news.

Daniel C. Hallin is professor emeritus of communication at the University of California, San Diego. His books include *The "Uncensored War": the Media and Vietnam, Comparing Media Systems: Three Models of Media and Politics,* and *Making Health Public.*

María Luisa Humanes is full professor of journalism at University Rey Juan Carlos. Her research focuses on the study of journalistic cultures.

Marju Himma-Kadakas is a research fellow in journalism studies at the University of Tartu. Her main research area is journalism studies connected to media and information literacy, information resilience and science communication.

Guido Keel is director of the Institute of Applied Media Studies at ZHAW in Switzerland, and professor for journalism and media literacy. His fields of expertise are journalism as a profession, journalism practice, performance and ethics, change in journalism and media literacy.

Claudia Kozman is assistant professor in Residence in Journalism at Northwestern University in Qatar. She conducts comparative research on the media coverage of conflict and the public's media uses during political turmoil in the Middle East.

Aleksandra Krstić is associate professor and the Chair of the Centre for Media and Media Research at the Faculty of Political Science, University of Belgrade. Her research interests are journalism and media, television studies, visual representation of politics, media ethics, media and democracy, political and editorial cartoons.

Sophie Lecheler is professor of political communication at the Department of Communication Science at the University of Vienna. Her research focuses on political journalism, digitalisation of news, emotions, and experiments.

Misook Lee is associate professor of Department of Communication and Culture, Faculty of Humanities at Otsuma Women's University. Her research interests include feminist media studies and comparative journalism studies

Christi I-Hsuan Lin is professor of College of Sociology at Rikkyo University, Tokyo, Japan. She completed her MA and PhD at the Graduate School of Humanities and Sociology, The University of Tokyo. She mainly focuses on ethnic media and alternative media studies.

Marco Mazzoni is associate professor in communication sociology at the Department Scienze Politiche, University of Perugia. His research focuses on mass media system and political communication, with a focus on the popularization of politics.

Kieran McGuinness is a postdoctoral fellow at the News & Media Research Centre at the University of Canberra. His recent research focuses on mixed method approaches to news consumption, misinformation, journalistic role performance, and media use in multicultural communities.

Karen McIntyre is associate professor of multimedia journalism and the director of graduate studies in the Richard T. Robertson School of Media and Culture at Virginia Commonwealth University. Her research focuses on constructive journalism and solutions journalism, as well as press freedom and journalism practice in East Africa.

Jacques Mick is associate professor at the Department of Sociology and Political Science, Federal University of Santa Catarina, and researcher at the National Council for Scientific and Technological Development, Brazil 10/8/23, 10:38

Comparing Journalistic Role Performance Across Thematic Beats: A 37-Country Study - Claudia Mellado, Mireya Márquez-Ramírez, ...

Cristina Navarro is associate professor of communication at Gulf University for Science and Technology in Kuwait. Her research interests include public relations, social media communication, professionalism, and journalism practice.

Dasniel Olivera is a postdoctoral researcher at the Faculty of Political and Social Sciences at the National Autonomous University of Mexico (UNAM). His research interests include media systems, communication policies, and social research methodology.

Marcela Pizarro is assistant professor in journalism at Northwestern University Qatar. She has worked as a journalist for more than 20 years. Her work focuses on the history and politics of media production in the global south, from news to popular culture.

Henry Silke is a senior lecturer in journalism at the University of Limerick. His research interests include economic ideologies and how they manifest in economic and business journalism; and contemporary journalistic practices.

Terje Skjerdal is professor of journalism at NLA University College, Kristiansand, Norway. He specializes in African journalism and serves as Africa coordinator for the Journalistic Role Performance Project.

Agnieszka Stępińska is professor at the Faculty of Political Science and Journalism at the Adam Mickiewicz University in Poznań, Poland. Her main areas of research are political communication and journalism studies.

Gabriella Szabó is a senior research Fellow at the Centre for Social Sciences (Budapest, Hungary) with experience in political communication and mixed-method research design. She has a special interest in the study of the digital age of political communication where emotions play important roles.

Diana Viveros Aguilar is assistant professor in the School of Communication at the Universidad Técnica de Machala, Ecuador. Her research interests are related to journalism, traditional and digital media, and journalistic cultures.

Supplementary Material

Please find the following supplemental material visualised and available to download via Figshare in the display box below. Where there are more than one item, you can scroll through each tab to see each separate item.

Please note all supplemental material carries the same license as the article it is here associated with

• Supplemental Material

15/17

		υ	

1

COUNTRY	CASES	NUMBER OF OUTLETS
Argentina	5368	1
Australia	1965	
Austria	4821	1
Belgium	2411	
Brazil	3679	
Canada	3727	1
Chile	7512	1
Colombia	5138	
Cuba	2834	
Cuba	2834	
Ecuador	2892	
Egypt	3484	1
Estonia	2409	1
Ethiopia	1400	1
France	4661	
Germany	4777	
Hungary	3358	1
Ireland	2421	
Israel	2448	
Italy	4494	1
Japan	3757	
Kuwait	1868	
Lebanon	3665	1
Mexico	7905	1
Paraguay Daland	4286	



1/2 < >

Ξ

् < Share 🖡

Summary

Supplemental material for this article is available online.

Resources

File (sj-docx-1-jmq-10.1177_10776990231173890.docx)

DOWNLOAD

15.16 KB

Download PDF

You currently have no access to this content. Visit the <u>access options</u> page to authenticate.

View full text

Also from Sage					
CQ Library	Sage Data				
Elevating debate	Uncovering insight				
Sage Business Cases	Sage Campus				
Shaping futures	Unleashing potential				
Sage Knowledge	Sage Research Methods				
Multimedia learning resources	Supercharging research				
Sage Video	Technology from Sage				
Streaming knowledge	Library digital services				