

## Sustainability and Quality in Digital Sports Journalism: Examining El Mister Through the Lens of Diversity


Sostenibilidad y Calidad en el Periodismo Deportivo Digital: Un Análisis de El Mister desde la Perspectiva de la Diversidad

Sustentabilidade e Qualidade no Jornalismo Esportivo Digital: Uma Análise de El Mister sob a Perspectiva da Diversidade

**Lizandro Angulo Rincón**

Universidad del Tolima

langulo@ut.edu.co

 0000-0001-8954-4116

### Abstract

The increasing consumption of sports content, the versatility of the digital world, the desire to rethink corporate sports journalism, and the need to generate new sources of employment have fostered the emergence of sports journalism ventures in Ibero-America over the last ten years. Many of these ventures are led by communication and journalism students and professionals. This research examines an online experience in Mexico, El Mister ([www.elmister.substack.com](http://www.elmister.substack.com)), to identify features of journalistic quality in this sports journalism venture, based on the concept of diversity. A mixed-method approach with a concurrent design was used, applying digital ethnography (qualitative) and content analysis (quantitative) methods. The results and conclusions indicate that this cybermedia outlet exhibits certain characteristics of journalistic quality and that, with some adjustments in terms of information, economic sustainability, and user interaction, it has the potential to consolidate itself as an attractive and diversified informational option for its various Spanish-speaking audiences. El Mister from Mexico is led by communicators, journalists, and other related professionals who lack strong corporate backing. This lack of solid financial support adds to the challenge of achieving journalistic excellence and maintaining sustainability over time.

## Keywords

Journalism; sports; ventures; economic sustainability; diversity.

## Resumen

El creciente consumo de contenido deportivo, la versatilidad del mundo digital, el deseo de repensar el periodismo deportivo corporativo y la necesidad de generar nuevas fuentes de empleo han impulsado el surgimiento de emprendimientos de periodismo deportivo en Iberoamérica durante los últimos diez años. Muchas de estas iniciativas están lideradas por estudiantes y profesionales de la comunicación y el periodismo. Esta investigación examina una experiencia en línea en México, *El Mister* ([www.elmister.substack.com](http://www.elmister.substack.com)), con el objetivo de identificar características de calidad periodística en este emprendimiento de periodismo deportivo, basándose en el concepto de diversidad. Se utilizó un enfoque de métodos mixtos con un diseño concurrente, aplicando técnicas de etnografía digital (cualitativa) y análisis de contenido (cuantitativa). Los resultados y conclusiones indican que este cibermedio presenta ciertas características de calidad periodística y que, con algunos ajustes en términos de información, sostenibilidad económica e interacción con los usuarios, tiene el potencial de consolidarse como una opción informativa atractiva y diversificada para sus diversas audiencias hispanohablantes. *El Mister*, de México, está dirigido por comunicadores, periodistas y otros profesionales afines que carecen de un sólido respaldo corporativo. Esta falta de apoyo financiero sólido se suma al desafío de alcanzar la excelencia periodística y mantener la sostenibilidad a lo largo del tiempo.

## Palabras clave

Periodismo; deportes; emprendimientos; sostenibilidad económica; diversidad.

## Resumo

O crescente consumo de conteúdo esportivo, a versatilidade do mundo digital, o desejo de repensar o jornalismo esportivo corporativo e a necessidade de gerar novas fontes de emprego, impulsionaram o surgimento de empreendimentos de jornalismo esportivo na Ibero-América nos últimos dez anos. Muitas dessas iniciativas são lideradas por estudantes e profissionais da comunicação e do jornalismo. Esta pesquisa examina uma experiência online no México, *El Mister* ([www.elmister.substack.com](http://www.elmister.substack.com)), com o objetivo de identificar características de qualidade jornalística nesse empreendimento de jornalismo esportivo, com base no conceito de diversidade. Foi utilizada uma abordagem de métodos mistos com um desenho concomitante, aplicando técnicas de etnografia digital (qualitativa) e análise de conteúdo (quantitativa). Os resultados e conclusões indicam que esse cibermídia apresenta certas características de qualidade jornalística e que, com alguns ajustes em termos de informação, sustentabilidade econômica e interação com os usuários, tem o potencial de se consolidar como uma opção informativa atraente e diversificada para seus diversos públicos hispanofalantes. *El Mister*, do México, é liderado por comunicadores, jornalistas e outros profissionais da área que não contam com um forte respaldo corporativo. Essa falta de apoio financeiro sólido acrescenta um desafio adicional para alcançar a excelência jornalística e manter a sustentabilidade ao longo do tempo.

## Palavras-chave

Jornalismo; esportes; empreendimentos; sustentabilidade econômica; diversidade.

## IROCAMP

VOL. 8, N. 2 - Year 2025

Received: 06/02/2025 | Reviewed: 27/03/2025 | Accepted: 23/06/2025 | Published: 31/07/2025

DOI: <https://dx.doi.org/10.12795/IROCAMP.2025.v08.i02.01>

Pp.: 9-29

e-ISSN: 2605-0447

# 1. Introduction

The media distribution of professional sports has become one of the most valuable assets in the cultural industry. According to Boyle (2006), three factors contribute to this: globalization, digitalization, and commercialization.

The rise of competitive sports as an entertainment industry is evident in television viewership numbers. The Olympic Games in Tokyo reached a global audience of 3 billion people (Europa Press, 2021), and the World Cup final in Qatar between Argentina and France was watched by 1.5 billion spectators (Miranda, 2023).

The increasing consumption of sports content, the versatility of the digital world, the desire to rethink corporate sports journalism, and the need to generate new sources of employment have fostered the emergence of sports journalism ventures over the last ten years. Many of these ventures are led by communication and journalism students and professionals (Manfredi Sánchez and López Cepeda, 2017). For instance, the website *SembraMedia* (2024) lists 324 Spanish-language media outlets from Spain, Latin America, Canada, and the United States that are dedicated to sports coverage.

Although Rowe (2007) labels sports journalism in newspapers as the “toy department” due to its frequent lack of journalistic rigor, we consider this an outdated concept that fails to acknowledge the renewed efforts made by reporters to professionally cover athletic and competitive activities. In fact, many sports journalism ventures have emerged, striving to find a space in the media market by offering rigorous and creative content (Sánchez & Cepeda, 2017).

Therefore, our interest lies in investigating the journalistic quality of one online sports journalism venture: *El Mister* from Mexico ([www.elmister.substack.com](http://www.elmister.substack.com)). It is worth noting that during the literature review, references were found to studies on sports journalism ventures in English-speaking contexts with robust corporate and economic backing, such as *The Athletic* (Buzzelli et al., 2022). However, no studies were identified on Spanish-speaking sports journalism ventures that originated from students or graduates in communication, journalism, or related disciplines.

We understand journalistic quality through the operational concept of diversity, which assumes that the breadth of argumentation, sources, themes, coverage, and user engagement, among other aspects, provides depth and more elements for readers to consider (Chari et al., 2022; Voakes et al., 1996). In this research, the concept of diversity focuses on content diversity, economic revenue sources, and user interaction.

With this context in mind, the following research questions guide this project:

- Regarding content: How much diversity is found in *El Mister* in terms of sports journalism coverage, genres, information sources, reach, and use of digital resources?
- Regarding sources of sustainability: How is diversity reflected in *El Mister*’s economic revenue sources to ensure its sustainability in digital environments?
- Regarding user interaction: What characteristics do *El Mister*’s interfaces employ to promote diverse interactions with users?

## 2. Theoretical Framework

### 2.1. Quality Sports Journalism

Sports journalism is being transformed by social media and digital environments, allowing reporters to establish closer contact with the audience and tell extended stories. However, these environments can also become spaces of hostility and misinformation, as anyone posing as a journalist can provide inaccurate information (Boyle & Gallagher, 2023).

This research defines journalistic quality through the concept of diversity in journalistic content, as proposed by Voakes *et al.* (1996). This concept suggests that readers have more elements to assess a publication on a topic of interest through different narrative genres. This idea, expanded by Chari *et al.* (2022), argues that both analog and digital journalistic pieces should include a variety of sources, themes, narratives, and digital resources to be considered excellent and adaptable to both physical and virtual spaces.

In the context of sports, journalistic quality in democratic countries is demonstrated when reporters plan their work and have a deep understanding of sports disciplines, ensuring that users find novel thematic approaches, independence, and fact-based criticism supported by observations and data (R. Boyle, 2006; Toney, 2013). Similarly, excellence in sports reporting is defined by a journalist's ability to master various journalistic genres, allowing readers to clearly distinguish between opinions, news, and interpretations (Montero, 2018). Consequently, a varied, balanced, and ethical publication of different journalistic narratives is synonymous with good journalism (Steen, 2015), as is an enthusiasm for writing and sports (Andrews, 2014).

Sports journalists must report on all areas of sports, as this is an essential function of their public service (Gisondi, 2010). It is therefore suggested that reporters should not focus their coverage solely on the most popular sports—which receive more time, space, and audience in the media—but also on minority sports disciplines that generate news and have a significant number of practitioners (Ramón & Rojas, 2017).

Innovation is a concept associated with content diversity, as the inclusion of new ideas in digital sports journalism increases the likelihood that news pieces will possess attributes of comprehensiveness and completeness. The use of social media platforms like Twitter (Oelrichs, 2020), as well as data journalism, precision journalism, and investigative reporting, indicates that the coverage of sporting events is moving toward higher informational quality.

With these characteristics, sports journalism can no longer be considered the “toy department,” as Rowe (2007) dismissively labeled it. Instead, it has evolved into a “finance department,” due to the high revenues generated from user attention and advertising purchases by companies (Weedon & Wilson, 2020). According to these authors, excellence in sports journalism requires that reporters learn to cover serious issues such as racism, corruption, environmental degradation, and the commercialization of physical and competitive activities, among others.

In this regard, it is necessary for this journalistic specialty to expand the focus and context of its news pieces, ensuring that they are not solely centered on competition results but also establish connections

with disciplines such as law, medicine, sociology, and economics (Rojas, 2011). This approach provides the public with the opportunity to understand humanity and society through the microcosm of sports (Rowe, 2010).

Moreover, the plurality of sources is a fundamental principle for ensuring that these new approaches and contexts exhibit qualities of depth, analysis, and reflection (Ramón & Rojas, 2017). In other words, incorporating testimonies, concepts, and opinions from specialists in these disciplines—beyond the usual sports protagonists (coaches, athletes, fans)—can help users enhance their sports culture.

Ketterer *et al.* (2014) examined the skills and abilities that sports journalists must possess in converging environments. According to the authors, the most valued qualities by media directors and audiences include writing skills, general sports knowledge, plurality of sources, and the ability to work in multimedia. One aspect that should be associated with the quality of sports journalism is the equitable presence of women journalists in sports programs and media outlets, as documented and examined by Román *et al.* (2021).

The growth of the Internet has led to a vast array of websites dedicated to sports, operated by media organizations, sports clubs, organizations, and fans. This development has created job opportunities for sports journalists, providing an additional source of income for media organizations through sports updates and reports available on the web or via mobile devices (Andrews, 2014).

## 2.2. The Sustainability of Sports Journalism Ventures

These kinds of enterprises face challenges such as market saturation, sustainable monetization, and balancing commercial demands with editorial independence. Overcoming these challenges is essential for establishing themselves nationally and internationally, gaining credibility with their audience, and ensuring that journalists receive fair remuneration for their work (Carbasse *et al.*, 2022).

The evolution of sports journalism in digital media revolves around the continuous production of content, the acceleration of information flows, and the expansion of web communication capabilities (Hutchins & Rowe, 2012). Consequently, online media analyze how sports leagues and media companies attempt to measure user activities and commodify website metrics.

Sports journalism is an attractive yet highly volatile profession, as it requires a business model that ensures the sustainability of the media outlet. Marín (2022) reached this conclusion and proposed ten key practices for innovation in sports journalism enterprises. These recommendations can be summarized as follows: (1) establish a clear and explicit competitive strategy; (2) create value through innovative products; (3) develop specific and well-defined processes for market analysis; (4) incorporate agile and cost-effective solutions; (5) seek professionals who combine expertise in journalism with knowledge of economics and product development; (6) implement continuous training programs; (7) diversify revenue streams and business lines; (8) establish strategic alliances; (9) embrace business ambidexterity to capitalize on emerging opportunities; and (10) implement multiple initiatives while continuously assessing their effectiveness. Creating customer profiles is also a valuable strategy for gaining a deeper and more human understanding of users of specialized sports information (Machado, 2022).

Meanwhile, Carvajal (2018) identifies three main revenue sources that can shape a viable business model for sports journalism ventures: (1) direct payments from users/readers; (2) advertising and its alternatives; and (3) additional services or secondary businesses. The author argues that mixed monetization strategies are the most effective for ensuring the stability and growth of digital media outlets. The study by Monteiro et al. (2022) concludes that digital sports journalism must produce creative content and enhance online interaction with consumers. From a financial perspective, this type of journalism should move away from outdated advertising practices and adopt new premium models and paid content strategies.

Regarding subscriptions, Schulte-Uentrop et al. (2023), in a study conducted in the United Kingdom, found that one of the key reasons audiences opt for this payment method is the normative appeal and price transparency. Informing readers that their subscription supports independent, inclusive, and watchdog journalism—while also emphasizing that the model is necessary due to the financial challenges facing the news industry—has proven to be particularly persuasive.

The strategy of the sports outlet *The Athletic* is based on offering in-depth and comprehensive content. Another approach adopted by *The Athletic*—one that has been questioned by other media companies—is the recruitment of well-established professionals in the field, who can contribute their considerable number of Twitter followers (Buzzelli et al., 2022).

## 2.3. User Interaction

Rojas (2018) asserts that personal journalistic branding is a well-established strategy in sports journalism. This brand identity is reinforced through continuous social interaction, where the journalist is not merely an observer but an expert source whose publications transcend boundaries.

In digital sports media, innovation is paramount as it enhances information depth, expands content, and integrates new practices and digital tools, particularly in multimedia production. These include photographs, graphics, analog and animated memes, audiovisual narratives created with mobile phones, and data journalism (Arias, 2017). Today, journalists must adapt to multimedia platforms so their reports can be consumed and shared by large global communities while also maintaining engagement with users—even if only to receive criticism, suggestions, or casual comments (Toney, 2013). This evolving skill set includes recording videos or podcasts, providing interactive statistics, and utilizing other resources to monetize interactions and strengthen the media's presence and impact in the digital ecosystem.

For instance, social media offers exceptional content distribution capabilities, fundamentally transforming how sports media are produced and consumed. According to Sanderson (2011), fans are taking advantage of the interactivity offered by social media platforms to engage directly with media outlets, athletes, and sports organization personnel.

## 2.4. El Míster from Mexico

El Míster was founded in late 2018 by Iván Pérez, a Mexican journalist who previously worked at a business newspaper in Mexico. The project began as a website (2018–2020), then transitioned into a newsletter (2020–2021), and has now evolved into a platform for editorial content and products, including podcasts, dossiers, and a Telegram channel (Pérez, 2021). It also aspires to become a sports research company. The team consists of nine communicators (El Míster, 2021a).

During the creative process, one team member gathers material for review and potential publication. However, journalistic pieces can also be proposed and developed collaboratively, which, according to El Míster team members, results in the highest-quality content (El Míster, 2021a).

## 3. Methodology

This research was conducted using a mixed-methods approach, aiming to gain a deep understanding of the phenomena by applying both quantitative and qualitative methods (content analysis and digital ethnography, in this case) to address complex problems (Schutt, 2019). For this case study, we employ the typology of multiple units of case analysis (Stake, 2007), where each case is evaluated holistically before identifying trends or common patterns.

A universe of digital sports journalism ventures can be found on the SembraMedia website (2021), a non-profit organization that brings together independent media from the Americas and the Iberian Peninsula. These ventures meet the following selection criteria: they must be digital, publish original content in Spanish, provide current and public service-oriented information, and be non-partisan and non-corporate.

### 3.1. Sample of Media Outlets

From this universe of media outlets, one online platform was selected: El Míster from Mexico ([www.elmister.substack.com](http://www.elmister.substack.com)), as it was the only one that met both the SembraMedia criteria and the specific criteria of this research:

- It was conceived as a business model and, consequently, pursued profit through monetization strategies.
- It was active and had been operating continuously for more than two years.
- It belonged to the Spanish-speaking world (countries where Spanish is the official language).
- It originated from entrepreneurs who were students or professionals in communication, journalism, or related disciplines.
- It published under the multi-sport modality, meaning its coverage included various sports rather than specializing in just one.



### 3.1.1. Digital Ethnography

Digital ethnography is a method theoretically grounded in the conception of the internet as a cultural product, where specific social interactions, practices, and beliefs take place (Barajas & Carreño, 2019). A structured and validated approach to conducting digital ethnography is the adaptation of models previously proposed by scholars and researchers. The model proposed by Vaughan (2002) and González (2019) serves as the basis for this study, from which we adopt the category:

- User interaction: This category evaluates whether the interface is intuitive and user-friendly and assesses the level of interactivity with users.
- This method is ideal for this research as it demonstrates the level of interaction between content creators and users through navigation on ethnographic websites and identifies the monetization strategies employed by this online media outlet to achieve financial balance and sustainability.

### 3.1.2. Content Analysis

This method is a research technique that uncovers the DNA of media messages to reconstruct their structure, components, architecture, and function (Igartua, 2006). The content analyst develops procedures to code various aspects of textual, auditory (spoken), or visual material and then analyzes them within the framework of their research objectives (Schutt, 2019).

This method facilitates the description and quantification of variables related to quality sports journalism in the most objective way possible. Such variables include the use of interactive digital resources, among others.

## 3.2. Temporal and Content Sample

Journalistic pieces from various sports are analyzed and coded, rather than focusing solely on a single sport, such as football. All the content published by El Mister from Mexico in 2021 was considered, that is, 227 journalistic pieces.

For this research, different variables of the journalistic pieces published by the sports journalism venture El Mister in Mexico were analyzed to identify quantitative trends. These variables include journalistic genre, sources, thematic focus, type of sport, converging media used, and geographical scope (Angulo, 2015; Gosciola, 2015; Hernández, 2003; Muñoz, 2002; Renó & Flores, 2012; Salaverría & Cores, 2005).



## 4. Results of Digital Ethnography in El Mister

### 4.1. Diversity in User Interaction

El Mister aims to appeal to the 20% of fans who do not feel represented by other sports media outlets. Its objectives are to become a reference in the industry, boost its brand, and establish a strong position within the digital ecosystem. According to its creators, the audience consists of communities eager for analysis, information, reviews, and documents related to the sports industry (Pérez, 2021). Additionally, the platform aims to be utilitarian, targeting sports and marketing companies as another audience group (El Mister, 2021a).

The business model is based on both free and premium (paid) subscriptions, content production for other companies in the sports industry, the introduction of its own store (Mister, 2022), the writing and downloading of e-books, affiliate marketing, the promotion of online courses (such as data journalism), and the provision of subscriber data to other companies. The concept of El Mister and its logo encapsulate the metaphor of its cybermedia presence. The English word "Mister," a formal title for a gentleman, is often associated in Spain, Mexico, and other countries with the figure of a football coach or technical director.

### 4.2. Diversity in User Interaction

To engage and connect with its audience, El Mister employs a strategy of conducting periodic surveys. These surveys serve two purposes: first, to understand the audience's preferences regarding sports topics and approaches; and second, to gather data that marketing companies can use to make decisions related to the management and marketing of athletic and competitive activities.

El Mister is hosted on the Substack platform, which allows writers, bloggers, brands, and other creators to produce and monetize their newsletters through a simple and user-friendly interface (Iubenda, 2023). The outlet uses social media channels such as LinkedIn, Twitter, Facebook, Instagram, and Telegram, which are accessible by clicking on their respective icons. Its content focuses on the relationship between sports, economics, and sports marketing, with a preference for the Mexican professional football league.

Navigation through the interface is intuitive, providing easy access to the home page. Finding current and past information can be done quickly through thematic categories and the search function. The level of interactivity is basic, meaning users can comment on and share sports news on El Mister's page and across social media platforms. However, the possibility of becoming a content producer is not prominently featured. The informative model is vertical, as journalistic pieces with multimedia content are produced by El Mister's team of journalists. The figure of the prosumer (Toffler, 1979) is not clearly present.

A preliminary interpretation of El Mister's digital ethnography is summarized in this network of codes derived from coding in the Atlas.ti software.

Figure 1. Preliminary interpretation of digital ethnography in a network of codes

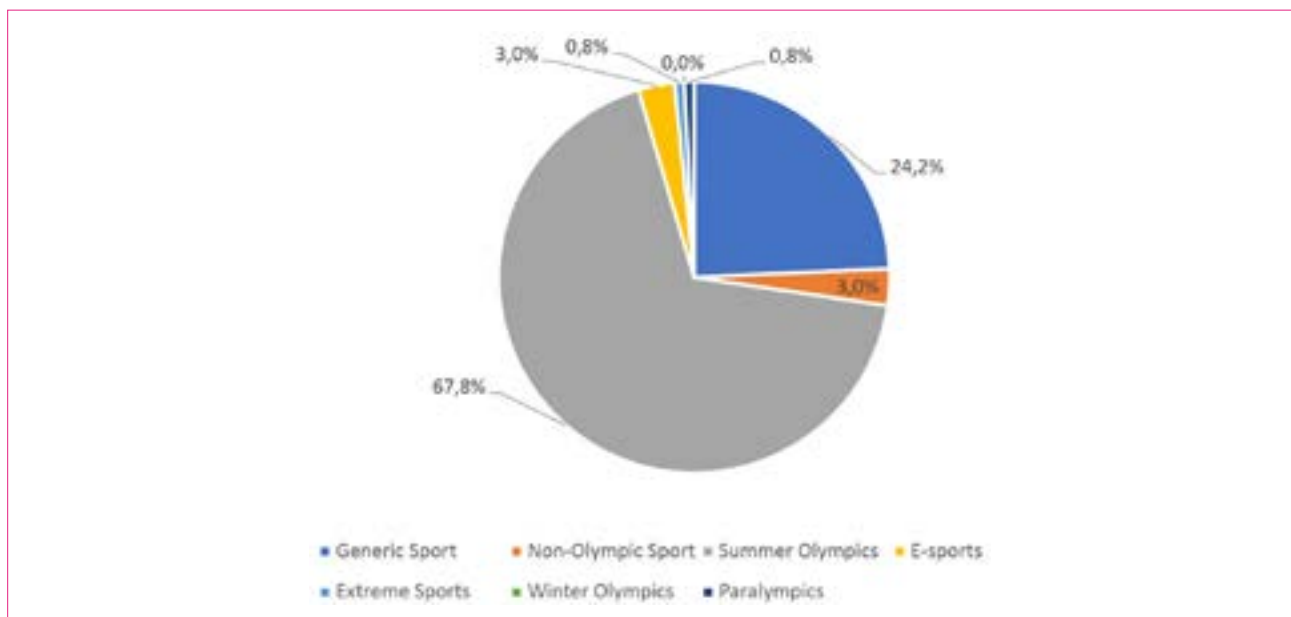


Source: own elaboration (2025).

### 4.3. Results of content analysis in El Mister

The results are presented based on the category system mentioned in the methodology. El Mister had 227 pieces, with an average of four publications every seven days or 18 per month.

Figure 2. Type of Sport in El Mister



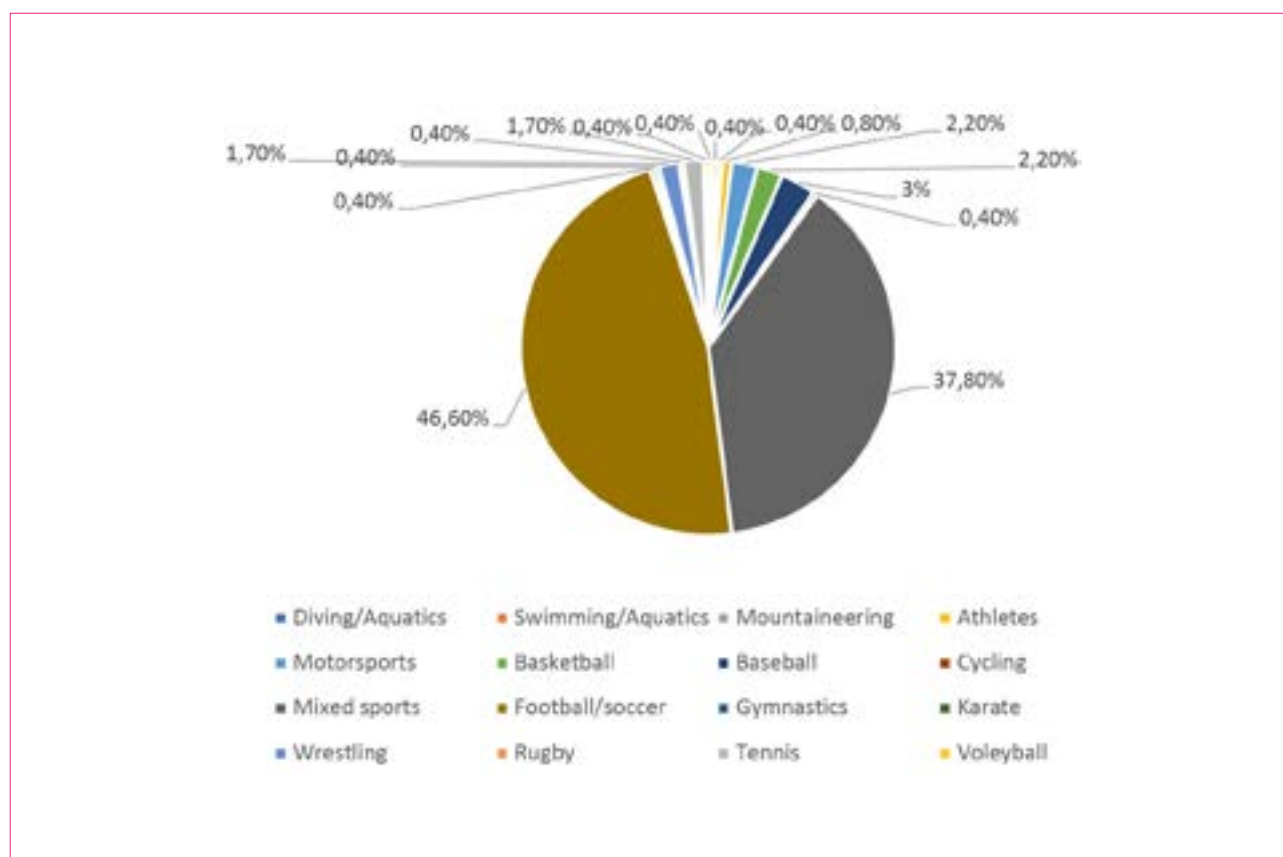
N= 227 journalistic pieces. Source: own elaboration (2025).

The predominant type of sport in El Mister is Summer Olympic ( $n=154$ , 67.8%) and generic sport ( $n=55$ , 24.2%), referring to multiple sports or the general category of sports without specifying a particular discipline. The percentages for non-Olympic sports ( $n=7$ , 3.1%), extreme sports ( $n=2$ , 0.9%), and Paralympic sports ( $n=2$ , 0.9%) are low. There is a notable percentage for a new category in the sports field, such as E-sports or sports-themed video games ( $n=7$ , 3.1%). An example of this can be found in the journalistic piece titled *Mexicans in eSports: What Have They Achieved?*, published on December 12, 2021 (El Mister, 2021b).

Football ( $n=106$ , 46.7%) is the most frequently covered sport in El Mister, followed by a set of multiple sports ( $n=86$ , 37.9%). Other disciplines do not show very high values, except for baseball ( $n=7$ , 3.1%). Traditional and iconic Mexican sports, such as boxing, do not have entries on the digital media.

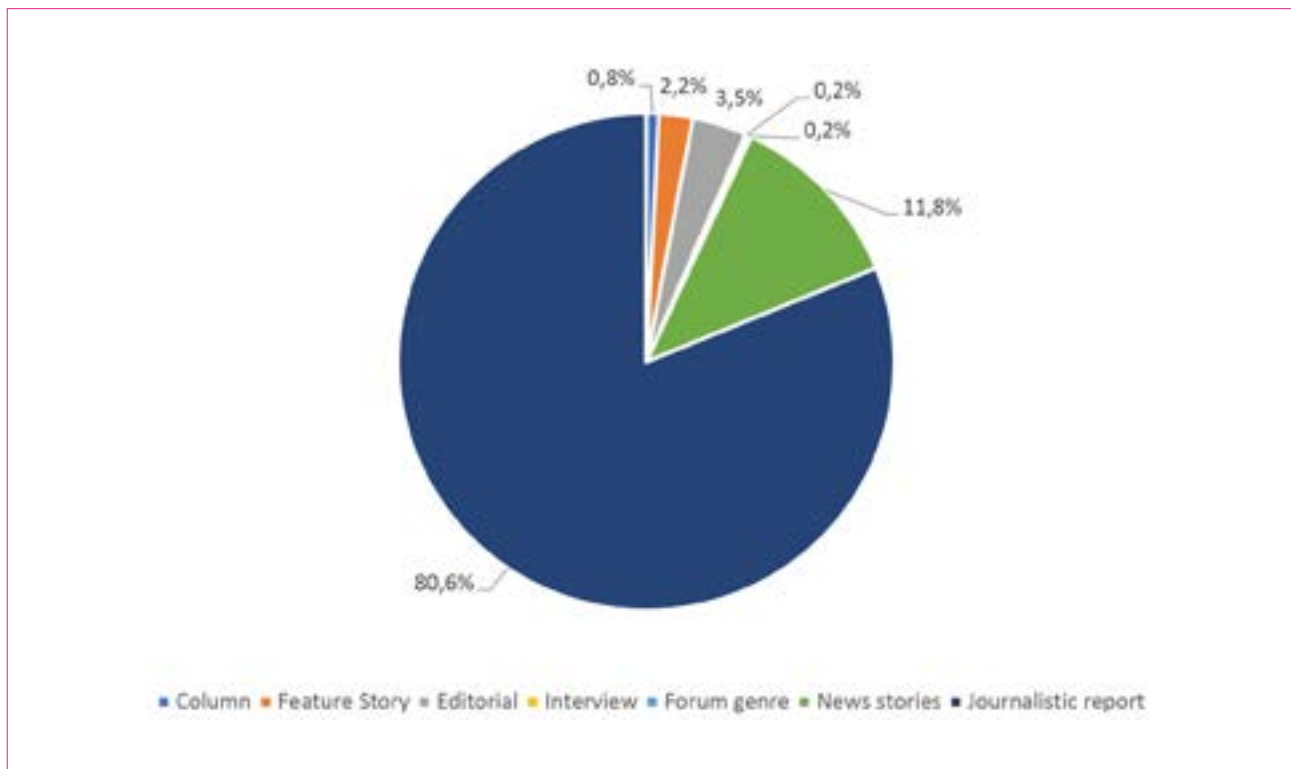
The most employed journalistic genre in El Mister is the report ( $n=183$ , 80.6%) followed by news stories ( $n=27$ , 11.8%). Other genres have significantly lower percentages, such as editorial ( $n=8$ , 3.5%) and feature story ( $n=5$ , 2.2%).

Figure 3. Sports in El Mister



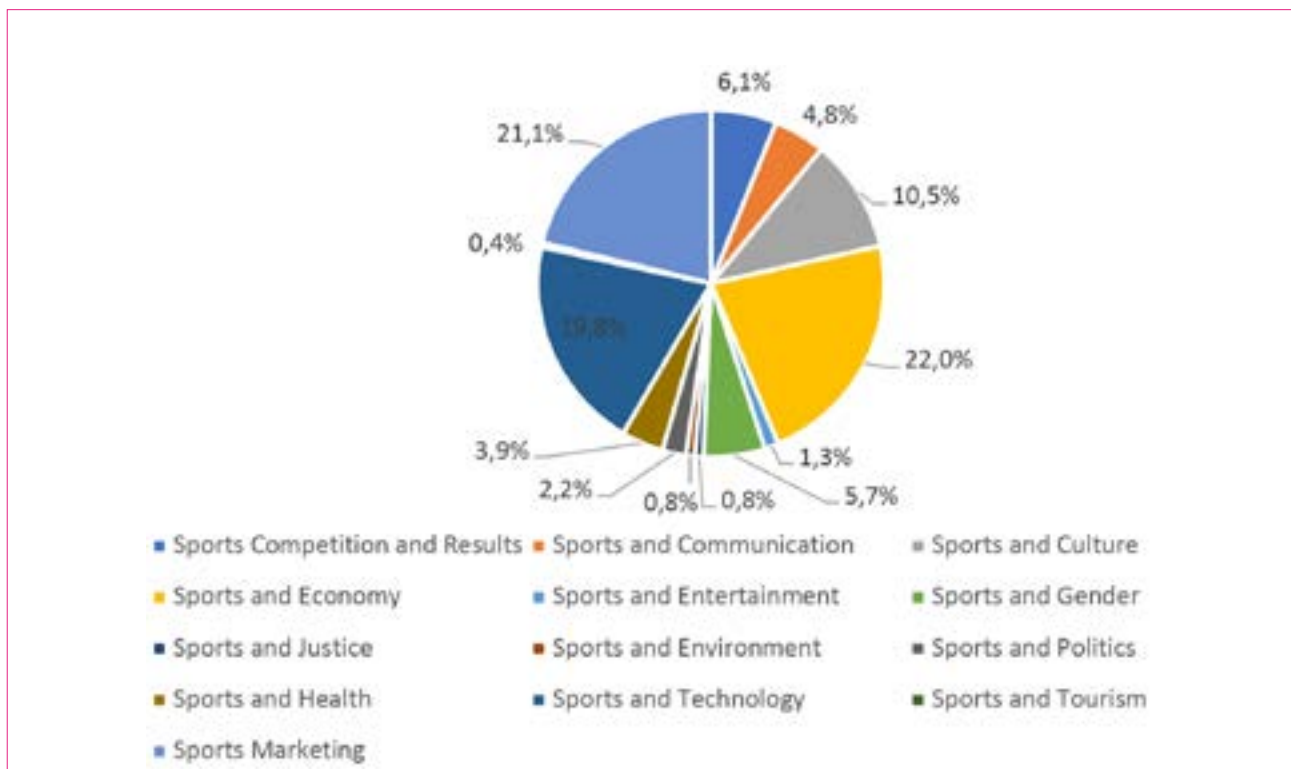
N= 227 journalistic pieces. Source: own elaboration (2025).

Figure 4. Journalistic genre in El Míster



N= 227 journalistic pieces. Source: own elaboration (2025).

Figure 5. Journalistic focus in El Míster

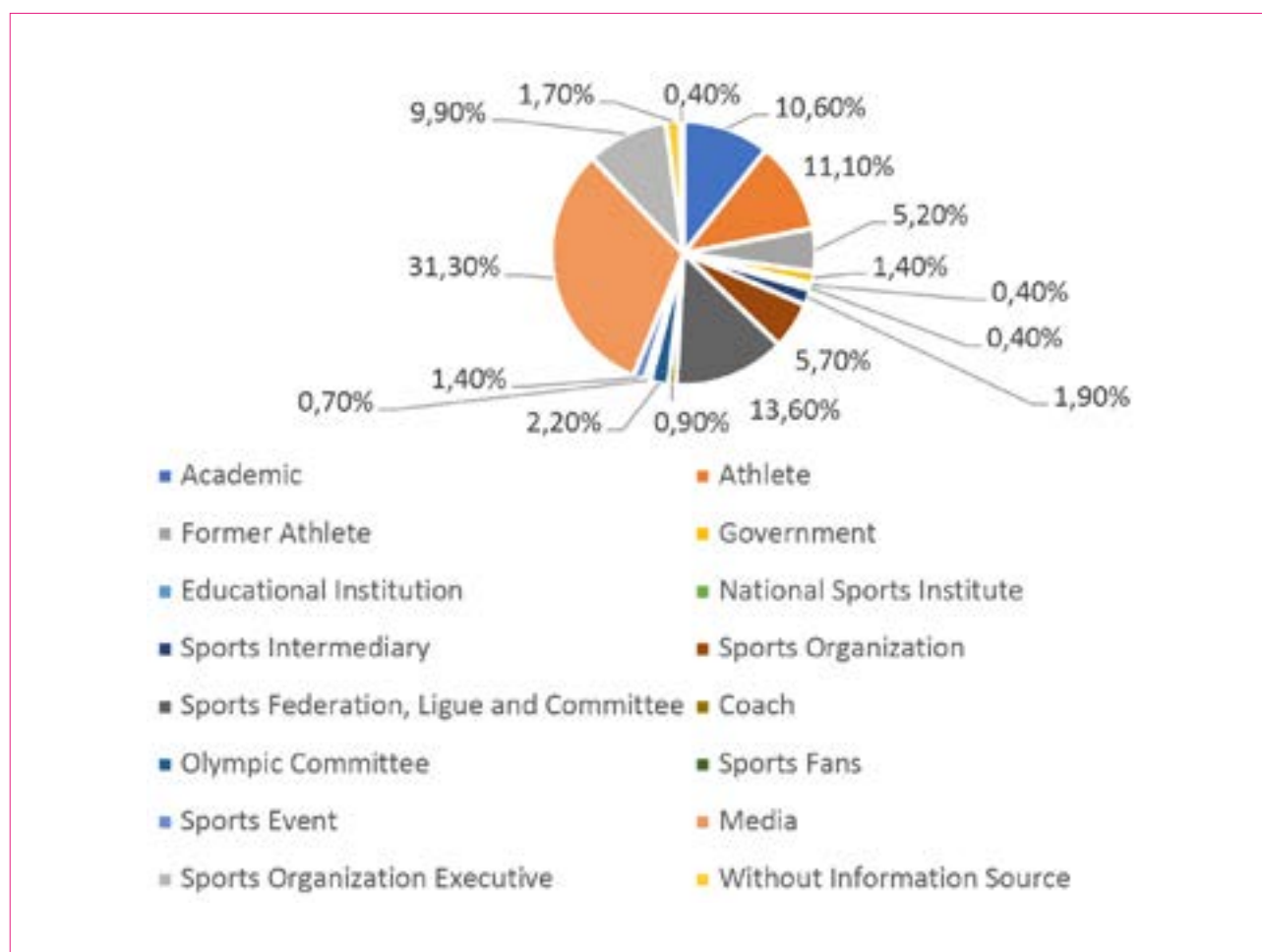


N= 227 journalistic pieces. Source: own elaboration (2025).

The predominant focus in El Míster is on sports and the economy (n=50, 22%), closely followed by marketing (n=48, 21.1%) and technology (n=45, 19.8%). Other significant percentages are recorded in the focus areas of sports and culture (n=24, 10.5%), competition and results (n=14, 6.1%), gender (n=13, 5.7%), and health (n=9, 4%). A frequent focus in this cybermedia outlet is sports marketing, as demonstrated in the article Mexican Sports Brands by Author, published on April 5, 2021.

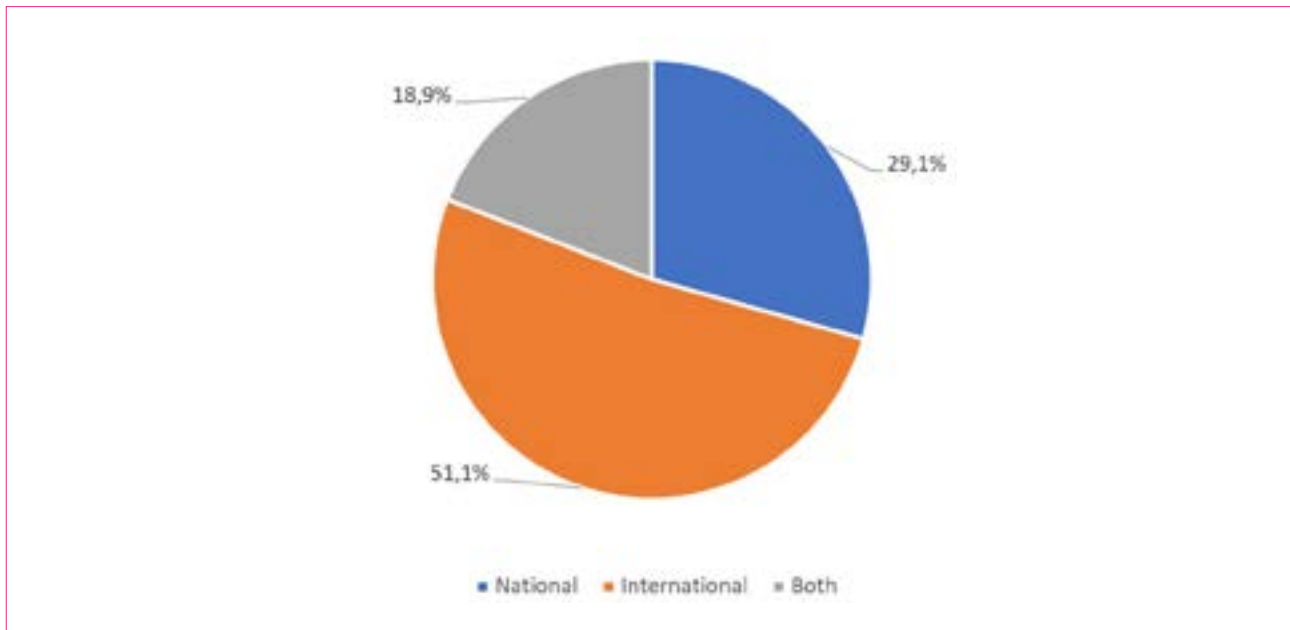
El Míster consults a variety of journalistic sources with a preference for the category "other media outlets" (n=126, 31.3%), where testimonies from various origins are also gathered. It is also common to find statements from federations, leagues, or committees (n=55, 13.6%), athletes (n=45, 11.1%), executives (n=40, 9.9%), academics (n=43, 10.6%), and sports organizations (n=23, 5.7%).

Figure 6. Information sources in El Míster



N= 402 information sources. Source: own elaboration (2025).

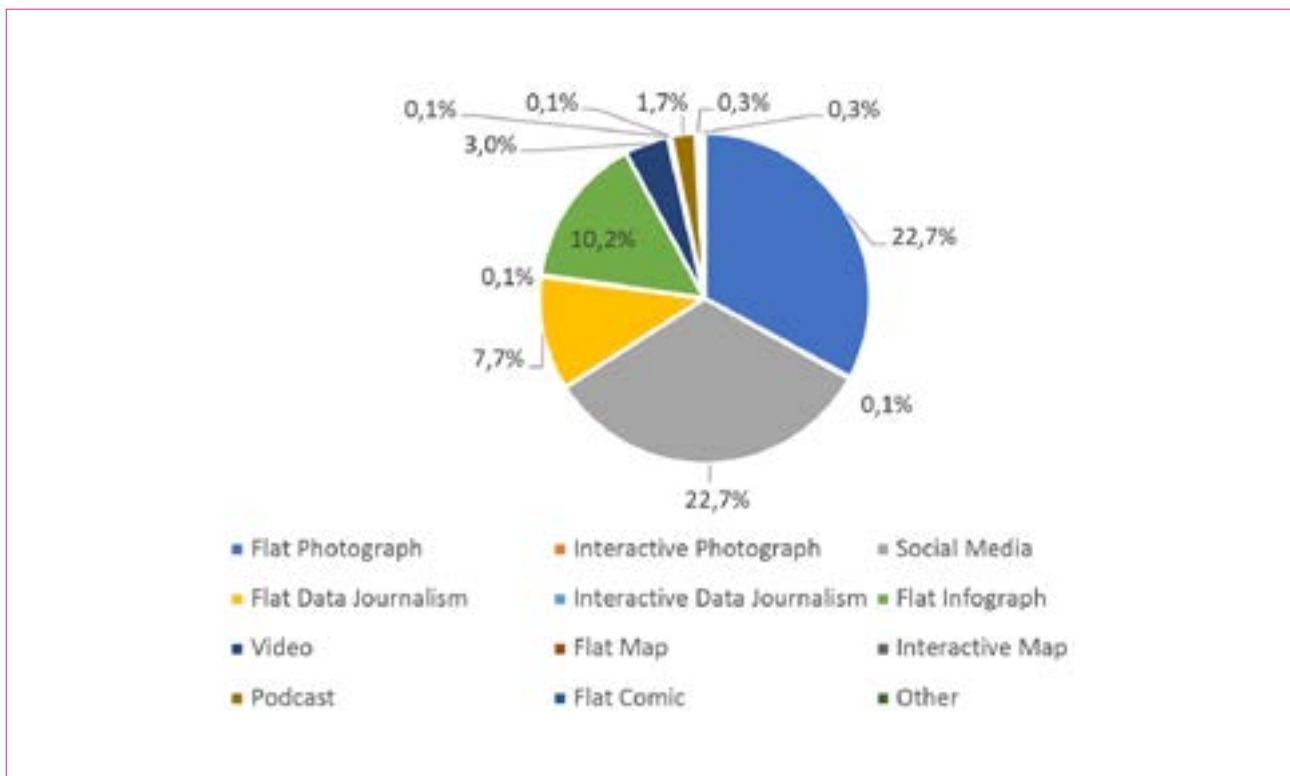
Figure 7. Reach of the journalistic piece in El Míster



N= 47 journalistic pieces. Source: own elaboration (2025).

This cybermedia outlet features a higher percentage in the international reach of its journalistic pieces (n=116, 51.1%), although it also shows a significant percentage in national reach (n=66, 29.1%).

Figure 8. Digital resources used in El Míster



N= 597 digital resources. Source: own elaboration (2025).

The digital resources most frequently used are flat photography and social media, both at 38% (n=22.7%). They are followed by flat infographics (n=61, 10.2%), flat data journalism (n=46, 7.7%), and podcasts (n=10, 1.7%). Some interactive resources appear with lower percentages, such as maps (n=1, 0.2%), photography (n=1, 0.2%), and interactive data journalism (n=1, 0.2%). The report *Confirmed: Fans Don't Play in Liga MX*, published on January 13, 2021, showcases the use of interactive data journalism.

## 5. Discussion

### 5.1. How much diversity is found in El Mister in terms of sports coverage, genres, information sources, reach, and the use of digital resources?

Despite El Mister publishing 227 articles per year—an average of four per week and 18 per month—its content is primarily focused on Olympic sports (n=154, 67.8%) and generic sports (n=55, 24.2%). There is little variety in the coverage of non-Olympic sports, the Winter Olympics, and Paralympic sports, although the presence of e-sports (n=7, 3.1%) is notable. Additionally, football (n=106, 46.7%) is the most covered sport, followed by multiple sports, while other disciplines have lower percentages. This cybermedia outlet competes with 25 similar ventures in Mexico (SembraMedia, 2024).

The emphasis on football contradicts the platform's goal of fostering a more diverse sports culture, rich in athletic performances, results, and key figures. Moreover, El Mister frequently reports on the Mexican professional football league, whose appeal is relatively limited on the international stage, considering that it ranks 36th among the most competitive leagues in the world (International Federation of Football History and Statistics, 2024).

The preferred narrative formats are reports (n=183, 80.6%) and news articles (n=27, 11.9%), which belong to the interpretative and informative genres. As a result, El Mister's writing tends to be more objective and analytical. Although there is no balance with other genres, such as opinion columns and feature story, which could introduce greater diversity, the platform consults a broad range of information sources to ensure depth and context—key features of journalistic excellence. In fact, only 1.7% (n=7) of its articles do not cite a source. Nevertheless, the most frequently cited sources are other media outlets (n=126, 31.3%), followed by athletes (n=45, 9.9%) and academics (n=43, 9.4%). It is worth noting that citing other media does not necessarily require significant reporting effort, although the inclusion of expert testimony on sports topics is commendable.

The consultation of varied information sources contributes to a diverse approach in El Mister's sports coverage. However, the predominant focuses are the economy (n=50, 22%), marketing (n=48, 21.1%), and technology (n=45, 19.8%), which align with the cybermedia outlet's objective of becoming a reference in the industry, enhancing its brand, and establishing a strong position within the digital ecosystem. To achieve this, the platform prioritizes audiences such as sports organizations, fans interested in generating wealth through sports, and top executives of companies, while also focusing on football, the most popular sport among Mexicans (Mister, 2021).



It is also worth highlighting the inclusive approach to sports and gender (n=13, 5.7%), which is addressed in a serious and responsible manner (Weedon & Wilson, 2020). The reach of its articles is predominantly international (n=116, 51.1%).

## 5.2. How is diversity reflected in El Míster's sources of economic income to ensure its sustainability in digital environments?

El Míster stands out for its diverse strategies to generate revenue, including premium subscriptions, offering courses, forming alliances with other organizations, collecting data through user interaction, selling merchandise in its online store, and affiliate marketing, among others. These strategies are tailored to users' needs, which are assessed through surveys. To support these efforts, the cybermedia outlet has established a strong corporate image characterized by sobriety and elegance. This is further reinforced by the experience of its founder, Iván Pérez, who previously worked at an economic daily in Mexico and has been involved in other ventures.

The key to El Míster's success lies in its conceptualization: first as a website, then as a newsletter, and later as a research company (Pérez, 2021). The research results help various audiences and market niches—such as companies, fans, marketing directors, sports organizations, and media outlets—make informed decisions. El Míster has also established alliances with these groups to produce journalistic pieces and the organization of events.

The organizational structure of El Míster is on the path to consolidation, as it employs journalists who gain job stability and salaries in exchange for innovating in sports content. Although no specific figures are provided, the media producers claim that one of El Míster's achievements has been the increase in the number of subscribers in Spain and Mexico, as well as the creation of other informational ventures like El Puto Amo and Patadura (El Míster, 2023).

## 5.3. What features do El Míster's navigation interfaces have to promote diversity in user interactions?

The El Míster platform (Substack) is user-friendly and intuitive, with all buttons and icons functioning properly. Users can seamlessly navigate to the homepage on both desktop and mobile versions, and the platform includes essential features and functionalities necessary for a journalism venture, such as links to social media platforms, publication archives, a highlighted or most-read articles section, document downloads, and a subscription button for email notifications and payments.

El Míster aims to enhance user interaction with surveys. This method continuously explores users' informational needs, and the collected data is frequently sold to organizations with an interest in sports. However, this practice may require ethical evaluation due to the potential confidentiality of the provided data.

The website also employs interactive digital resources such as data journalism (n=1, 0.2%), infographics (n=1, 0.2%), and interactive maps (n=1, 0.2%). Additionally, it has ventured into podcast production (n=10, 1.7%) to ensure the platform remains at the forefront of modern online information consumption.

## 6. Conclusions

Studying the quality of sports journalism ventures through the lens of diversity (Voakes et al., 1996; Chari et al., 2022) is a complex matter, as achieving variety in content, revenue streams, and interactions requires significant financial, logistical, and personnel resources. El Mister, from Mexico, is led by communicators, journalists, and other related professionals who lack strong corporate backing. This limited support adds to the challenge of meeting the standards of journalistic excellence and maintaining long-term sustainability.

Despite these challenges, the operations of this cybermedia outlet reflect elements of journalistic quality and, with some adjustments, have the potential to establish themselves as an appealing and diversified informational venture for their target audience. This potential is reinforced by their adherence to a fundamental principle: good writing and a thorough understanding of sports (Andrews, 2014; Ketterer et al., 2014).

El Mister exemplifies a refined organizational model, committed to achieving excellence through greater diversity and a combination of monetization strategies for both its content (Carvajal, 2018) and user interactions, primarily through surveys and continuous exploration of the sports market. Its focus on economic, marketing, and technological topics undoubtedly contributes to revenue generation by fostering ongoing connections with companies seeking to grow through sponsorships in the sports industry.

This cybermedia outlet can overcome its most evident weaknesses –its concentration on certain sports (especially football) and its predominant use of reporting– by diversifying its coverage of other athletic disciplines and incorporating additional genres such as interviews, while also consulting sources beyond other media outlets.

This online media platform should, as far as its resources allow, increase the inclusion of multimedia tools (Sanderson, 2011; Toney, 2013; Arias Robles, 2017) to foster productive dialogue with its audience and gain a competitive advantage over other informational offerings in Spain and Latin America.

For future research, it is recommended to expand the sample of media outlets by utilizing the 2024 SembraMedia media directory and conducting in-depth interviews with producers of Spanish-language sports journalism ventures to gather their perspectives on the findings obtained through digital ethnography and content analysis.

## 7. Specific contribution of each author

Specific contribution of each author:

- Concept and design of the work: L.A.R.
- Document search: L.A.R.
- Data collection: L.A.R.
- Data analysis and critical interpretation: L.A.R.
- Review and approval of versions: L.A.R.

## 8. Declaration of conflict of interest:

There are no conflicts of interest.

## 9. Declaration of responsible use of artificial intelligence

AI was not used in the preparation of this research.

## 10. Additional materials

Not applicable.

## 11. Acknowledgments and funding details

The authors are grateful to the Research Vice-Rector of the University of Tolima (Colombia), whose 'Football and Identity' project (code 110123) funded the independent coders. The authors are grateful for their support.

## 12. References

Andrews, P. (2014). *Sports Journalism. A Practical Edition*. Sage Publications.

Angulo, L. (2015). Análisis, en perspectiva, de los contenidos deportivos de noticias uno: ¿un camino hacia la calidad informativa en televisión? *Fonseca, Journal of Communication*, 10(10), 167–202. <https://revistas.usal.es/cuatro/index.php/2171-9077/article/view/12915>

Arias, F. (2017). Nuevas narrativas digitales en el periodismo deportivo. In J. L. Rojas Torrijos (Ed.). *Periodismo deportivo de manual* (pp. 203–232). Tirant Humanidades.

- Arias Robles, F. (2017). Nuevas narrativas digitales en el periodismo deportivo. In J. L. Rojas Torrijos (Ed.). *Periodismo deportivo de manual* (pp. 203–232). Tirant humanidades.
- Barajas, K. B., & Carreño, N. P. (2019). Desafíos de la etnografía digital en el trabajo de campo onlife. *Virtualis*, 10(18), 134–151. <https://doi.org/10.2123/virtualis.v10i18.287>
- Boyle, N., & Gallagher, A. (2023). Sports Organizations and Their Defensive Mediatization Strategies : The Sports Journalist ' s Perspective. *Journalism and Media*, 4(2), 665–678. <https://doi.org/https://doi.org/10.3390/journalmedia4020042>
- Boyle, R. (2006). *Sports Journalism: Context and Issues*. SAGE Publications.
- Buzzelli, N. R., Gentile, P., Sadri, S. R., & Billings, A. C. (2022). "Cutting Editors Faster Than We're Cutting Reporters": Influences of The Athletic on Sports Journalism Quality and Standards. *Communication and Sport*, 10(3), 417–437. <https://doi.org/10.1177/2167479520945658>
- Carbasse, R., Standaert, O., & Cook, C. E. (2022). Entrepreneurial journalism: emerging models and lived experiences. Looking back and looking forward. *Brazilian Journalism Research*, 18(2), 246–265. <https://doi.org/10.25200/BJR.v18n2.2022.1542>
- Carvajal, M. (2018). Cómo innovan los medios para ser mejores soportes publicitarios frente al duopolio de Facebook y Google. In J. A. García Avilés (Ed.). *Pistas y tendencias sobre la innovación periodística* (pp. 99–102). Universidad Miguel Hernández.
- Chari, T., Horky, T., Nieland, J.-U., Seeger, C., & Bigl, B. (2022). Sports in African Print Media: Quality Journalism or Toy Department? A Comparison of the South African Results from the 2011 and 2021 International Sports Press Survey. *Asian Journal of Sport History & Culture*, 1(3), 286–306. <https://doi.org/10.1080/27690148.2023.2200752>
- El Míster. (2021a). *¿Cómo es el proceso de creación en El Míster?* Elmister.Substack.Com. <https://elmister.substack.com/p/como-es-el-proceso-de-creacion-en-cbc#details>
- El Míster. (2021b). *Mexicanos en eSports, ¿qué han logrado?* Deporadictos.Com. <https://elmister.substack.com/p/esports-mexicanos-impacto-presencia-mundial>
- El Míster. (2023). *El Puto Amo: Atelier Deportivo*. Elmister.Substack.Com. <https://elmister.substack.com/p/el-puto-amo-atelier-deportivo>
- Europa Press. (2021, December 8). Los Juegos Olímpicos de Tokio alcanzaron una audiencia global de tres millones de personas. *Deportes*, 5. <https://acortar.link/z6B3MR>
- Gisondi, J. (2010). *Field Guide to Covering Sports*. CQ Press.
- González, D. (2019). *Diseño, desarrollo y evaluación de software multimedia. Módulo 1: multimedia y el viaje ideal*. Universidad Manuela Beltrán.
- Gosciola, V. (2015). Narrativa transmédia: conceituação e origens. In C. Campalans, .D. Renó y V. Gosciola (Ed.). *Narrativas transmedia. Entre teorías y prácticas* (pp. 7–14). <https://acortar.link/RjmCbf>
- Hernández, N. (2003). *El lenguaje de las crónicas deportivas*. Cátedra.
- Hutchins, B., & Rowe, D. (2012). *Sport Beyond Television. The Internet, Digital Media and the Rise of Networked Media Sport*. Routledge.

- Igartua, J. J. (2006). *Métodos cuantitativos de investigación en comunicación*. Bosch.
- International Federation of Football History and Statistics. (2024). *IFFHS Men's World Best League 2023*. IFFHS. <https://iffhs.com/posts/3336>
- Iubenda. (2023). *Cómo utilizar Substack para crear un boletín de noticias de éxito: Trucos y consejos*. Iubenda.com/Es. <https://onx.la/e5938>
- Ketterer, S., McGuire, J., & Murray, R. (2014). Contrasting Desired Sports Journalism Skills in a Convergent Media Environment. *Communication & Sport*, 2(3), 282–298. <https://doi.org/10.1177/2167479513482118>
- Machado, M. J. (2022). Customer Profiling in the Ambit of Gaming: portraying lifestyles. *IROCAMM-International Review Of Communication And Marketing Mix*, 5(2), 95–18. <https://doi.org/10.12795/IROCAMM.2022.v05.i02.06>
- Manfredi Sánchez, J. L., & López Cepeda, A. (2017). Nuevos proyectos periodísticos. Emprendimiento periodístico en deporte. In J. L. Rojas Torrijos (Ed.). *Periodismo deportivo de manual* (pp. 59–82). Tirant Humanidades.
- Marín, C. R. (2022). *Innovar en el modelo de negocio del periodismo deportivo: decálogo para mejorar el rendimiento de las empresas*. Universidad Miguel Hernández. <https://acortar.link/KzbYcY>
- Miranda, J. M. (2023, January 18). La final del Mundial Qatar 2022 fue vista por 1,500 millones de espectadores. *Marca*.
- Mister, E. (2021). Confirmado: los aficionados no juegan en la Liga MX. [elmister.substack.com](http://elmister.substack.com) (p. 6).
- Mister, E. (2022). ¡Lanzamos nuestra tienda! The Locker MX: camisetas deportivas de autor. [elmister.substack.com](http://elmister.substack.com) (p. 7).
- Montero, F. J. (2018). *Deontología del periodismo deportivo. Principios fundamentales y tratamiento en prensa*. Universidad Complutense de Madrid.
- Muñoz, R. (2002). *De la noticia al reportaje*. Pablo de la Torriente.
- Oelrichs, I. (2020). Adoption of Innovations in Digital Sports Journalism: The Use of Twitter by German Sports Journalists. *Communication and Sport*, 11(2), 1–25. <https://doi.org/10.1177/2167479520961786>
- Pérez, I. (2021). *El Mister: de un newsletter a una empresa de contenidos*. El Mister. <https://goo.su/Vv5V2>
- Ramón, X., & Rojas, J. L. (2017). Mapping Media Accountability Instruments in Sports Journalism. *El Profesional de La Información*, 26(2), 158–171. <https://doi.org/https://doi.org/10.3145/epi.2017.mar.02>
- Renó, D., & Flores, J. (2012). *Periodismo transmedia. Reflexiones y técnicas para el ciberperiodista desde los laboratorios de medios interactivos*. Fragua.
- Rojas, J. L. (2011). *Periodismo deportivo de calidad. Propuesta de un modelo de libro de estilo panhispánico para informadores deportivos*. Fragua.
- Rojas, J. L. (2018). Pistas y tendencias sobre la innovación periodística. In J. A. García Aviles (Ed.). *Pistas y tendencias sobre la innovación periodística* (pp. 121–123).
- Román-San-Miguel, A., Zambrano, R. E., & Villareal-Palomo, A. (2021). Periodismo deportivo dirigido por mujeres. Análisis de la presencia de las mujeres en cargos directivos de medios de comunicación. *Austral Comunicación*, 10(01), 301–320. <https://doi.org/10.26422/aucom.2021.1001.ara>

- Rowe, D. (2007). *Sports journalism*. 8(4), 385–405. <https://doi.org/10.1177/1464884907078657>
- Rowe, D. (2010). *No Title*. 1–21.
- Salaverría, R., & Cores, R. (2005). Géneros periodísticos en los cibermedios hispanos. In *Salaverría, R. (coord.). Cibermedios. El impacto de internet en los medios de comunicación en España* (pp. 145–185). Comunicación social ediciones.
- Sánchez, J. L. M., & Cepeda, A. L. (2017). Nuevos proyectos periodísticos. Emprendimiento periodístico en deporte. In J. L. Rojas Torrijos (Ed.). *Periodismo deportivo de manual* (pp. 59–82). Tirant humanidades.
- Sanderson, J. (2011). *How social media is changing sports*. Hampton Press.
- Schulte-Uentrop, I. N. A., Thurman, N., & Munich, L. M. U. (2023). Subscribe Now : On the Effectiveness of Advertising Messages in Promoting Newspapers' Online Subscriptions. *International Journal of Communication*, 17, 3782–3798. <https://ssrn.com/abstract=4473173>
- Schutt, R. K. (2019). *Investigating the social world: the process and the practice of research*. Sage.
- SembraMedia. (2021). *Directorio de SembraMedia*. <https://directorio.sembraedia.org/?page=1&order=-weight>
- SembraMedia. (2024). *ProjectOasis. Global Research on Digital Native Media*. Directorio de Medios. [https://directorio.sembraedia.org/?page=1&content\\_types=11&order=-weight](https://directorio.sembraedia.org/?page=1&content_types=11&order=-weight)
- Stake, R. E. (2007). *Investigación con estudio de casos*. Morata.
- Steen, B. (2015). *Sports Journalism*. Routledge.
- Toffler, A. (1979). *La tercera ola*. Plaza & Janés.
- Toney, J. (2013). *Sports Journalism. The inside track*. Bloomsbury.
- Vaughan, T. (2002). *Multimedia*. McGraw-Hill.
- Voakes, P., Kapfer, J., Kurpios, D., & Chern, D. (1996). Diversity in the News: A Conceptual and Methodological Framework. *Journalism & Mass Communication Quarterly*, 73(3), 582–593. <https://doi.org/10.1177/107769909607300306>
- Weedon, G., & Wilson, B. (2020). Textbook journalism? Objectivity, education and the professionalization of sports reporting. *Journalism*, 21(10), 1375–1400. <https://doi.org/10.1177/1464884917716503>

**Citación:** Angulo Rincón, L. (2025). Sustainability and Quality in Digital Sports Journalism: Examining El Mister Through the Lens of Diversity. *IROCAMM - International Review Of Communication And Marketing Mix*, 8(2), 9-29. <https://dx.doi.org/10.12795/IROCAMM.2025.v08.i02.01>



4.0

© Editorial Universidad de Sevilla 2025

**IROCAMM- International Review Of Communication And Marketing Mix | e-ISSN: 2605-0447**

**IROCAMM**

VOL. 8, N. 2 - Year 2025

Received: 06/02/2025 | Reviewed: 27/03/2025 | Accepted: 23/06/2025 | Published: 31/07/2025

DOI: <https://dx.doi.org/10.12795/IROCAMM.2025.v08.i02.01>

Pp.: 9-29

e-ISSN: 2605-0447