

The challenge of new media to canadian news broadcasting

[Entertainment](#), [Journalism](#)



With the arrival of new media, or more popularly called Web 2. 0, video-streaming, mp3-streaming, and blogging, the nature of sharing information has dramatically changed. The underlying concept behind Web 2. 0 is the ability of end-users to comment and even create their own content. There are several changes being initiated by new media. For one, content is now being digitized so that it can be easily published online, users can also personalize content through their blogs and their personal sites; there is also democratization because it is easier to share and distribute content through the Internet (Haarsager, 2006).

Canadian news broadcasting networks have utilized several features of the New Media to revitalize their operations. Take the example of Canadian Broadcasting Corporation, which initiated web-streaming of its radio program since the early 1990s. Furthermore, it has implemented podcasting to take into account the changes in the habits of their audience (CBC. com, 2007). There is a glaring lack of video content on the site, however. Given the popularity of youtube and other video-streaming sites, people are now turning more and more to the Internet in watching news and other online content (Mabillot, 2007).

Although there is still a discrepancy in the usage of the Internet, Canadian media viewers and consumers have already increased their awareness of user generated content and Web 2. 0 platforms in the Internet. Audience participation in online news and information has increased (Canadian Urban Institute, 2007). As things stand now, Canadian news organizations have started the transition in using New media such as online videos, podcasting,

blogs, and other platforms. Yet, this is still not enough to cater to the increasing need of viewers and audiences in terms of interactivity of online contents and other platforms.