

4 questions

[Business](#), [E-Commerce](#)



E-commerce Introduction The advancement in technology has brought changes in almost all sectors of life ranging from social, cultural, political and economic sectors. The adoption of modern technology in media has given birth to the digital media. Media is considered as a way of transmitting information that influence people broadly. Examples of media include radio, television, internet, newspaper among others. Digital media are any form of media whose encoded format can be read by a machine.

Value of Digital Media in the Sports and Entertainment industry

The digital media has brought tremendous development and changes in the sports and entertainment industries. Digital media facilitates faster communication of sports and entertainment news (Cortada, 2006). Digital media outlets lay an efficient platform for sports organizations to interact with the fans from different parts of the country and various continents. The impact of this is that, the organization acquires mass support and numerous economic benefits.

Digital media have transformed sports and entertainment consumption. An avenue for linking the teams, artist and the fans is well laid. The fast growing of the entertainment industry is attributed to the digital media. Information about existing and newly developed media such as video games, animations and many others is easily conveyed to the audience (Stein & Evans, 2009). This has largely popularized the entertainment industry.

In the next five years creativity in the digital media will bring heightened competition on television broadcasting. The continuing advancement in technology will enhance more innovations and thus great competition.

E-Commerce evolving in the next five years

The next five years will be of great impact to e-commerce. In fact, the increasing adoption of modern and developing technology will expand the playground for e-commerce. More places will have been reached and the overall transactions increased

Mobile commerce is rapidly growing in the recent past as due to escalating use of smart phones and tablets for online retailing (Bhasker, 2006). It is now possible to inspect and make payments for goods or services from any part of the world through the use of smart phones and tablets. Additionally, mobile video consumption has risen as a popular trend recently. Online video play has significantly boosted ecommerce conversations and marketing (Manzoor, 2010). Considering the increasing number of innovation and invention made every year, the current trends in mobile ecommerce will definitely take a new face. More applications and features will be developed to ease the online retailing. In fact, mobile ecommerce will be very popular within a period of five years.

Impact that digital media has had on Society in the past three years

The digital media has made dissemination of information faster. The society is able to access information more easily and faster (Humphreys & Messaris 2007). Additionally, digital media has enabled a greater reach of people through advertisements (Cheng & Chan, 2009). This has aided expansion of businesses in the society since information lands to many people.

Jobs that will be in demand over the next three years

Audio and video production jobs will be in high demand (May & Lake, 2013). Camera operators and video editors will be highly demand. Additionally,

interface designing and computer graphics jobs will be in great demand (Jordan, 2007). In fact, we are migrating from integrated entertainment devices to simpler multifunctional elements. This creates a necessity for new interface elements that are user friendly.

Conclusion

Digital media and technology in general has turned the world in to a small global commerce village. Information from all parts of the world is now easily accessible. It is a calling for everyone to embrace the digital media for simple business transaction.

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