

Good new developments in the radio, television and internet research industries e...

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Introduction

The advancements of technology have enabled the media industry to evolve with astonishing speed over a few decades ago in a manner that only few people can imagine. The industry has evolved into a highly dynamic industry, interconnected by the global digital platform. This paper intends to research on some of the new developments in the radio, television and internet research industries. This will be done through focusing on some companies such as Arbitron Inc.

New Developments in the Media Industry

Technology has enabled expanded choice, and users have become acclimatized to controlling the wide array of content at their fingertips. At the focus of it, all is the user experience in accessing and interacting with that content. A few people may want their content live on their television screen delivered through broadband-enabled connection while others may wish to watch it at a different time on their mobile devices (Nielsen, 2014).

In the present day, content is delivered and consumed through competing delivery platforms, screens and networks. Radio today is about more than what is heard and being played. It is about industry buzz words like multi-platform utilization, effective radio buys, audience value and audience reach. Whereas traditional television viewing still accounts for the big share of video viewing, watching through computer, tablet, smartphone and mobile is steadily growing and fuelling more opportunities to reach engaged audiences (Nielsen, 2014).

Conclusion

The burning issues impacting on all sectors of media industry is maintaining control of audiences and content while taking advantage of multiple new electronic delivery venues. Competition in the media industry is strong and gone the days when radio and television programmers savored captive audiences who happily sat through advertisement after advertisement. Consumers nowadays require more and more control over what they listen to, read and watch.

References

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