

# Is the internet killing radio media essay



**ASSIGN  
BUSTER**

Radio is a medium that has gone through periods of intense change throughout its history as technology and use patterns have changed. It started with Am radio as the primary medium for news and entertainment. Then, in the late 40's and early 50's, television displaced radio and transformed it into a companion medium that people listened to in the background rather than something that dominated their attention.

A third round of change came when FM broadcasting became popular in the 70's, bringing stereo and high fidelity to broadcasting. FM eventually surpassed AM in popularity, especially in music, leaving Am radio to be dominated by sports, talk, and news.

And now, conventional analog broadcasting is facing competition from the new digital options. In the transition to the digital age, radio, like its sister recording industry, struggled to reposition itself so as to retain its audience base.

L'arrivée d'Internet a cependant changé cette donne. De média « temps réel » et confiné à un territoire donné, la radio est devenue un média que l'on pouvait « consommer » au moment de son choix et qui voyait son territoire exploser.

## **Description**

History of the radio :

Following three decades of marconi's attempt to monopolize the international wireless communication business, he ended up winning the honors for inventing the first radio transmitter and receiver. More

importantly , he received the patents for this new communication technology, which would change the digital age.

First licensed commercial broadcast station makes its debut on November 2, 1920 . Initial proliferation of commercial radio station was low, The first radios were difficult to set up and operate. It took some technical knowledge and a lot of patience and perseverance to tune in to broadcast stations of the period. It took some years for advertisers to catch on to radio as an effective new medium for reaching large audiences. Just like the first adopters of day's digital technologies, many of the initial users of radio were young people. But this situation changed very quickly.

The golden age of commercial radio was also driven forward by the rise of broadcasting networks.

We are indebted to Hertz the discovery of the action of ultraviolet light on electrical discharges. It is with such a rudimentary equipment, for the first time in history, Hertz manages the radio links at distances of up to twenty meters and through several walls.

Since The Beginning, the radio, it has kept to evolve. The transition to the digital age is one of the widest gaps she had -and always have- to cross. She had to adapt to not turn off. Thus radios are divided into two categories: hertzian radio and radio exclusively available on the web.

And if we believe Médiamétrie, these recent radio are still minority, with more than 80% of hours of listening to terrestrial radio. However, internet radio are certainly the future of terrestrial radio.

## History of internet

The history of the Internet began with the development of electronic computers in the 1970's. This began with point-to-point communication between mainframe computers and terminals

Since the mid-1990s the Internet has had a drastic impact on culture and commerce, including the rise of near-instant communication by electronic mail, instant messaging, Voice over Internet Protocol (VoIP) " phone calls", two-way interactive video calls, and the World Wide Web with its discussion forums, blogs, social networking, and online shopping sites.

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Le cyberspace nouveau le World Wide Web est rapidement devenu l'environnement dominant pour les médias et les communications, et un tremplin vers l'ère numérique.

In 1979, the NSF agreed to fund a computer research network that would connect universities outside the DARPA consortium. As part of this venture, a number of these universities set up ongoing newsgroup communications via networks called CSNET and BITNET. Participants in these newsgroups communicated with one another using a new file transfer protocol called e-mail, along interconnecting networks called the INTERNET.

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## **Issue**

It would be incorrect to think that the internet has killed radio. However, the combined forces of deregulation, consolidation, and migration of traditional recording and radio content to the web have sent the radio industry scrambling to adjust to the new market realities.

The statement: the success of the analogue radio meets today its limit, this media is indeed facing an unprecedented upheaval which puts radio to reinvent itself.

But why would radio have to do all these changes? Is The radio not ok? Simply because of the new generations that will be, tomorrow, new customers. Unlike the former listeners who are just digital immigrants in a digital world, these new customers are the digital native: the first generation to grow up in a world where digital technologies and the internet were already in place.

However, you should know that these new customers do not want to impose their way of going through. Although they live in the present moment, their media consumption will be when they will want it and at the place of their choice, no matter if like the broadcasters like or not.

Bored with much of the commercial music being played on the radio they were moving to the internet as their primary source of music.

At the time of massive change to digital media, digital and Internet would be the future of radio? Internet is the medium for radio in a new economic and technological.

The digital distribution via the Internet or mobile phone, allowing the radio to expand its audience by offering new services to users of these new media (already a million “ radionautes” in France) but it is the unprecedented experience

for her, to depend on channels distribution she does not control.

Internet radio sites are on the verge of potentially taking over the traditional radio market.

faire le point sur les tendances actuelles et à venir des usages en matière de consommation de la radio.

## **Commentary**

The traditional hertzian radio has begun its transformation.

Online radio :

A webradio is a radio station broadcast on the Internet with technology streaming.

Internet radio is more than 7000 FM stations, radios and podcasts. Internet allows you to discover the world of free online radio and find our favorite radio stations.

Médiamétrie released, on March 15th, its figures for the year 2010 show that Internet rise of online radio. And for the first quarter of 2011, the French people that listen to the radio on the internet directly consumed in the first quarter of the year 20, 218, 000 hours on average per month. And 81. 87% of those million hours of relevant content from hertzienne radio. In fact, more than 16, 553, 000 hours per month of traditional radio broadcasts were heard, against only 3, 665, 000 hours for webradios.

Radios playing the game of media complementarity and “ multi-platform” obtain results. For one simple reason: the war of the audience today also plays on uptime listeners. There are no more curse: While they are behind their PC, iPhone or iPad, mobile users can also listen to the radio, and share his world.

Digital radio :

Currently, 90% of the audience listen to the radio via the FM band, is to say thanks to the analog platform and via hertzian waves. However, in recent years, all others media have gone to the digital process. The radio also as new stations are being developed on the web.

What are the benefits?

There are many. First a better listening comfort, and a greater stability of receipt. Then a enriched offer. For a single current frequency we will have several channels thanks to the digital compression. But most importantly, we can also send as on the web, metadata, text, and images that will illustrate the transmitted program.

Everything will change then!

It will be like for the TV in a few years all the old analog sets were replaced by screens adapted to digital ... we will have a digital decoder and probably replace gradually radios to buy suitable receivers, with screen for metadata. But digital radio can also be received on a smartphone, a mobile phone or even a computer. We will just have to add a small decoder. Moreover, the old posts will not necessarily be condemned. Small transition decoders could be placed.

What's next? Podcasting and satellite radio are they an end? Especially not, this is merely the beginning, because these technologies are only changing the way we consume radio.

For instance: last. fm

The migration to internet radio is helping to assure the survival of many types of smaller independent radio station.

INTERNET RADIO is the migration of traditional radio content to the web.

They have rapidly emerged as one of the most popular ways for citizens of the digital age to consume music in the 21st century with Free access from anywhere!

although it is true that both radio and especially the recording industry failed to adapt quickly to the digital age, and in fact attempted to block the migration of music content to the internet and consumer file sharing, all of



the technological and market changes may have actually increased music sales.

## **Conclusion**

Une possible radio du futur? Une radio comme Last. fm l'est, c'est-à-dire une radio qui vous laisse créer votre propre programmation. Vous choisissez vos pièces musicales favorites, et par la suite, une fois la programmation effectuée, le système recherche des gens ayant les mêmes intérêts que vous.

An available radio of the future? A radio such as Last. fm is, that is to say, a radio that lets you create your own programming. You choose your favorite music, and then, once programmed, the system looks for people with the same interests as you.

Rising generation

Rather than the death of traditional radio, internet radio could be merely the logical evolution of existing mass media to better utilize state-of-the-art technology in the age of convergence.

Is the internet is killing radio?

“ a definite no. radio are not dead; they are actually thriving, albeit in new and different”

Radio are very much alive and thriving.