
**Media Convergence and Communication in the
Digital Age: Insights, Innovations & Impact**

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PREFACE

In today's rapidly evolving digital landscape, the lines between various forms of media have blurred, leading to unprecedented shifts in how we communicate, consume content, and connect with one another. This book, "Media Convergence and Communication in the Digital Age: Insights, Innovation, and Impact," embarks on an exploratory journey through the confluence of traditional and new media, highlighting the transformative power of technological advancements. Our aim is to provide a comprehensive overview of the dynamic media ecosystem, examining the innovative practices that have redefined the media industry and the profound impact these changes have on our daily lives. From the humble beginnings of Development Communication reflected in journalism to the rise of podcasts and Over-The-Top (OTT) platforms, we delve into the multifaceted nature of media convergence, shedding light on both opportunities and challenges.

Through a series of insightful analysis and case studies, this book seeks to demystify the complex interplay between media formats, uncovering the strategies that enable seamless integration and enhanced user experiences. The editors and authors have put their best to explore the role of digital tools and platforms in shaping new forms of communication, fostering greater accessibility, and democratizing content creation. Moreover, some of the chapters reflect on the cultural, social, and economic implications of the digital transformation, considering its effects on industries, individuals, and societies at large. The narratives within these pages are intended to inspire readers to think critically about the future of media, encouraging innovation and informed engagement in this ever-changing domain of Augmented Reality and Artificial Intelligence. Whether you are a media professional, a scholar, or simply a curious reader eager to understand the forces shaping our world, we hope this book serves as a valuable resource. Though it's confined to India, one of the fastest developing nations where the presence of media can be conjoined as one navigates the complexities of media convergence and embrace the myriad possibilities of communication in the digital age.

Berhampur 2024

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CONVERGENCE OF DIGITAL BROADCASTING TECHNOLOGIES IN THE NEW AGE MEDIA

Amrita Mukherjee

Abstract:

In broadcasting convergence means, each and every media is come in digital forms and during last decade it has been more debated topic about media developmental. Some critics say it increases media production to lower costs and more good technology, while others argue that convergence reduces diversity of the media and the advent can create an environment where citizens receive less service in point of everything but well profitable business interests. Convergence of broadcast media is the technological driven process which had both positive and negative outcomes. Convergence took place in broadcast journalism via five different ways- i) Equipment or the tools like camera, microphone, computer-based sensors for capturing both visual and audio data to make production of the broadcast media programmes ii) Changes occurring in storage technologies -archival digital storage media iii), Post-production editing technology by restoration iv) Changes in distribution Technologies for sharing broadcasting content v) Fast changes on display or presentation technology for customer will get deployed. Through this paper I would like to discuss the five areas of broadcast journalism that face the consequences of convergence and also examine the results of the changing scenario of broadcast media in four category, like-i) Changes in the broadcast industry, their structure and culture, ii) changes in the content and presentation of programming, iii) changes in work culture of broadcast professional in new and altered ways and iv) the changing aspects of relationship between broadcast industry with its internal and external publics. Finally, Convergence is a global phenomenon cutting across all the media types including the new age media. With a plethora

of media options convergent media devices and technologies, consumers are increasingly available on OTT media market as well. As such convergence bringing cross media competition to a new height. Media organizations should be aware of these changes and design their programmes within this context for the public service organizations.

Keywords: *Convergence, Broadcast Media, New Age Media, OTT Platforms,*

Introduction:

The fusion of information communication technology and media is known as “media convergence.” It is a direct result of media content digitization and internet popularity. The three “Cs” of it are content, computation, and communication. The convergence of broadcast media is happening in five key areas. Let’s start by examining the tools used to produce or acquire content or programming, which include cameras, microphones, and other computer-based sensors and technologies for capturing or entering data in audio, visual, or other formats. The media’s distribution, reach, expense, and diversity of material have all rapidly changed over time. Market dynamics provide the exact figures on how various media coexist and cooperate to save costs and raise revenue. The segmented programming and dispersed audiences are the primary focus of the new audience measuring approaches. Traditional newspapers continue to play a significant role in providing local news, even in the age of television and new media technologies. While magazines have their own target audience, traditional newspapers began creating new sections that are conducive to advertising in order to counter the risks posed by broadcast media. In order to support television as a medium and audience as consumers, broadcast media (television) has recently begun to feature print content. As a result, media are integrated horizontally.

Film producers such as Balaji Telefilms and UTV shift their focus to television production, elucidating the interoperability between the two mediums. The media sector was propelled by popular shows and their spinoffs, such as Coffee with Karan. Up until 1991, the Indian media industry was dominated by the government-owned Doordarshan. Later economic liberalization contributed to the media’s subsequent proliferation. The government also enacted reforms, such as the establishment of Prasar Bharati, to welcome private sector competition. In the meantime, private broadcasters expanded to new regions with a range of programming and financial support thanks to advanced media technology.

Media Convergence:

It is the process in which several media outlets, including print, radio, television, and film, are under the ownership of a small number of companies. This phenomenon has implications for culture, society, and politics. Some believe that this will push democracy and public opinion to the periphery, while others believe that new deregulation mechanisms and the internet will protect free speech from corporate interests. The media package is also altered by changes in the audience's generation and technological and economic prospects. With no other choice, the media outlets must combine to create conglomerates in order to compete. Four primary reasons are the foundation of media convergence: content, technology, competition, and regulation.

The emergence of OTT services like as Netflix, Amazon Prime, Hulu, and others has caused a significant shift in the television industry in recent years. Reliance Entertainment established Bigflix, the first over-the-top (OTT) platform in India, in 2008. Traditional television networks have been significantly impacted by the emergence of OTT platforms as more consumers migrate to streaming alternatives. Through discourse analysis, this research study examines the origins, benefits, and prospects of streaming services in India. It also presents the different OTT services, their growth drivers, technological foundation, audience makeup, content, censorship, and anticipated industry advancements in the future. If we take into account the most recent data and statistics on OTTs:

1. A survey by FICCI and EY projects that the Indian OTT industry will develop at a compound annual growth rate (CAGR) of 28.6% from 2021 to 2030, reaching \$12.5 billion.
2. India had 448 million OTT video viewers as of January 2022, making it the world's second-largest OTT platform market after China.
3. In India, there are presently more than 40 OTT platforms. With a combined market share of roughly 60–70% in India, Netflix, Amazon Prime Video, and Disney+ Hotstar are the top three over-the-top providers. The epidemic significantly impacted the expansion of over-the-top (OTT) platforms in India, as seen by a 30% rise in revenue for subscription-based video-on-demand (SVOD) services in 2020.
4. In India, regional content is a major factor in OTT services' growth. A KPMG analysis states that between 70 and 75 percent of the content consumed in India is in Hindi and regional languages. The average Indian OTT viewer uses these platforms to stream videos for about 70 minutes a day, according to a survey by Eros-Now KPMG.

5. A Boston Consulting Group analysis estimates that by 2025, the Indian OTT sector would generate about 500,000 new jobs, the most of which will be in content production and creation. With more than 750 million users, India has the second-largest internet user base in the world. By 2025, it is predicted that there will be 974 million users. The OTT sector has a tonne of opportunities as a result. The COVID-19 pandemic has caused more individuals to stay at home and consume digital content, which has further accelerated the expansion of the over-the-top (OTT) sector in India. A BARC India and Nielsen research claims that during the lockdown, Indians spent 30% more time on average on OTT services.
6. As people hunt for material in their native tongues, regional content is a major growth driver for the over-the-top (OTT) business in India. In India, the proportion of regional content on OTT platforms is predicted to rise from 30% in 2020 to 45% by 2023, per a KPMG analysis.

This research paper examines the rapid rise in Over-The-Top video services, such as Hotstar, Amazon and Netflix, within the television industry in India. The purpose of this research proposal is to assess if OTT platforms are more appealing than traditional pay television (e.g. cable TV, direct-to-home DTH) to young audiences in India and reasons for such preferences. In its theoretical framework, the study adopts Gratification Theory of David L. Dimmick's niche theory of analysis.

Aims and Objectives: The objective of this research article is to analyze those things which bring convergence to Indian communication media. So, there are innovations in contents, modern technology adoptions, competitive strategies making it a profit-oriented sector characterized by cut-throat competition. In the end, this paper discusses the manner in which media convergence due to money politics and technology provides an opportunity for making money without much need for social responsibility.

- ❖ Examine and determine whether modifications to regulatory standards cause convergence in India's mass media.
- ❖ Determine how media mergers and broadcast media are related in India.
- ❖ Investigate the effects of convergence and changes in broadcast media content in the era of new media technologies on the broadcast media industry in India.
- ❖ The way the modern era Are over-the-top platforms transforming the info-edutainment industry's conventional approach?

Significance of the Study: Media convergence in broadcast journalism is an important study for several reasons, such as: The first point is that little research has been conducted on the convergence of broadcasting media in India. Secondly, most convergence research has been published only in niche journals or publications focusing on current issues which shows its incompleteness. Third, Why Indian studies on media convergence primarily focus on quantification, like the degree to which a merger is funding agencies, scaling up or stock position. Fourth: The four-capital inflow-related components of the present research are content, competition regulation, technological aspects. Fifth, billions of human beings reside in India, a country that boasts different ethnic groups many of whom cannot read or write. Though India and other nations compete vigorously, Indian media are expanding and transforming to meet these challenges, thus limiting one's chance to assess media convergence threats.

Literature review: To understand the present state, issues concerning OTT platforms and the traditional media industry, several research articles, news clippings, industry report, books, websites concerning the subject were studied. The following literatures guided me for the selection of broader research design for the study.

- 1) **Wimmer & Dominick (2014), Mass Media Research:** An Introduction, 10th ed. The second section discusses research tactics, with a focus on qualitative methods such as content analysis, in-person vs online observations, and in-depth interviews. These methods give a sense of the tools and techniques that can be used to focus the study on particularities.
- 2) **The Economics of Indian Television (Dhawan, 1974)-** The cost study of creating an Indian terrestrial television system is provided in this book. With the use of the establishment costs, production expenses, and maintenance costs, it charts the rise and development of the Indian television business
- 3) **Resistance of Channels: Television Distribution in the multiplatform era (Doyle,2016)-** This research article highlights how convergence challenged the content distribution systems prevalent in television channels.
- 4) **Television on Demand: Curatorial Culture and Transformation of TV by Robinson, 2017 -** This is a book that explores the transition from having content watched on television towards available with Over-the-Top platforms. The other thing discussed in the book is about how vertical integration of OTT platforms affect video content production and distribution.

5) An analysis of the competition between OTT Television Platforms and Traditional television in Taiwan: A Niche Analysis (chen,2018)

- This research paper focuses on the existing OTT players in Taiwan using i) uses and gratification theory and ii) gratification and niche theory. It points out that OTT TV platforms are seen as substitutes for typical television industry practices in Taiwan.

The Theoretical background: Its foundation is a) Dimmick's niche theory of analysis, which looks at the competitive dynamics between OTT, IPTV, and digital cable as three different forms of broadcast media. B) Jay Blumler and Elihu Katz's Uses and Gratification theory (1974) to comprehend audience preferences for selecting media and the satisfactions they derive from it.

Dimmick and Rothenbuhler (1984) used the niche theory from ecology to examine the existence and competition of various medium types in a multidimensional resource space of the media ecosystem. Resource space may include customer time, expenditure, promotion, and opportunities for customer fulfilment and happiness (Dimmick et al., 2000). A media ecosystem can be described as a complex resource arena where different types of media compete with each other for resources much like in an ecosystem where different species compete for the same resources. Consequently, the weaker media are forced out by competition for the same resources or else some media change their niche to reduce competition and remain relevant within the media ecosystem.

Gratification and Niche Theory: Dimmick and Rothenbuhler (1984) used the niche theory from ecology to examine the existence and competition of different media types in a multidimensional resource space of the media ecosystem. As per the findings of Dimmick et al. (2000), the components of the resource space may comprise advertising, customer time, customer expenditure, satisfaction, and opportunities for satisfaction. Different media types compete with one another for resources in a multidimensional resource space known as a media ecosystem, much like different animals do for available resources in an environment. The rivalry for the same resources will eventually push the weaker media out of business, or one medium may decide to change its niche to stay relevant in the media ecosystem and escape competition. The functional roles that a species fills in the environment are a crucial part of the niche. The niche theory is used to determine the extent of media rivalry. The three metrics used to measure the efficacy of niche theory are niche overlap, competitive superiority, and niche width. A medium's niche width is the length of the range of needs it may meet within a given dimension. There are few ways in which a medium with a narrow-specialized breadth may satisfy the needs of customers in that particular dimension. For example, radio has a

smaller niche breadth than broadcast television when it comes to the entertainment component of customer satisfaction (Dimmick & Rothenbuhler, 1984). Niche overlap is the level of similarity in the way that resources are used. If two sources have a high niche overlap score, it means they are very much in competition with each other and replete with similar ranges of need on one pleasure dimension; conversely, a low niche overlap score implies just the opposite.

Research Methodology: Prominent communication scholars Zeam Folkerts and Stephen said that every research on media communication consists of meticulously arranged data sets where researchers examine the ways in which media material influences concepts and thought processes. Consequently, research is based on systematic investigation, deliberate analysis of secondary data, and the application of both exploratory and descriptive research designs.

Both qualitative and quantitative methods were used in this investigation. This research design is divided into two portions to aid with comprehension: the first part looks at the facts and factors related to media convergence in the context of new media technologies, and the second part analyses the ramifications of the convergence using content analysis. The previous studies had not created a systematic approach for determining the impact of media convergence after doing a thorough study of the literature.

Thus, the following are the primary Research Questions:

- The suitability of Dimmick's niche theory of analysis given the changing environment in which the conventional broadcast sector operates. Analyze audience behaviour and the gratification approach through comprehensive survey-based research.
- Since this is a new media platform, the field's research is still developing and is always evolving. Therefore, it is challenging to understand the current status of the television industry and the advent of the OTT boom in India in a short amount of time by covering the full scenario.

The broadcast media convergence process and elements are taken into consideration when organizing the current study. Previous literature studies have incorporated a triangulation strategy that combines expert opinion, content analysis, and secondary data analysis because it is challenging to achieve the aims with a single method.

Major Findings: Integration and Indian Media: Analysing MacBride the culminating effects of worldwide investigation conducted by UNESCO in answering the problem of imbalance between wealthy and developing nations

was entitled “Many Voices, One World.” A current instance of this occurred in 1991 when there was a balance of payments crisis that almost led India to bankruptcy during the age of convergence. Upon this time some of the largest changes took place especially within telecommunications and information technology sectors. The transformation has not only influenced the sales mark of broadcasting but also increased the number of Internet users through other media such as radio or television where 600 million mobile phone subscribers have been included by these companies (media). Not only are rural and urban areas converging, but so is the adoption of low-cost media services and internet connectivity. 1.10 billion mobile phone connections were active as of the beginning of 2023 in India, or 77.0 percent of the nation’s total population. With 692.0 million users, the internet penetration rate among Indians at the start of 2023 was 48.7%. As of January 2023, 32.8 percent of India’s population, or 467.0 million people, were active on social media. With the advent of convergence technology, the Indian broadcast media sector is becoming increasingly international, as depicted by the data. To capture most online traffic with infotainment sources, major radio and television stations have their websites. Likewise, NDTV expanded its brand identity through NDTV Convergence and Lifestyle in order to grab non-news opportunities.

Threat to Convergence: The Convergence threat is not concerned with only reporting stories but other resources available within converged broadcast rooms to keep viewers informed and entertained. This has led to the birth of such terms as “citizen” and “alternative” journalism because there are possibilities of alternative types of journalism that have cropped up due to this amalgamation Trend. Online news is the most efficient approach to pique people’s curiosity, and e-news is appealing for three main reasons: 1. The amount of time that can be spent watching news is unlimited. 2. Compared to print or traditional broadcast, there are a lot more news sources available. 3. Most online news portals are free to use. More intriguingly, the technical convergence of broadcast media is having a negative effect on print media. Since paying \$250 million to acquire Washington Post, Amazon founder Jeff Bezos has already contributed to a blurring of the boundaries between print and digital.

Importance of the study: This Study brings into focus a time when a nostalgia-induced repeat of classic shows like Ramayana and Mahabharata resulted in surging television viewership that reveals how transient the surge was. The research project intends to provide empirical insights into the growth of Over-the-Top (OTT) platforms in India and their impact on the television industry. It also examines the challenges that traditional broadcasters are facing as OTT platforms gain market share. Through the integration of data analysis

and patterns in viewer behaviour, the study aims to elucidate the factors that are changing the media landscape in India.

Outcome of the study: Indian culture has seen a significant alteration as a result of the convergence of media in the broadcast sector. This includes a change in the communication channels, an increase in advertorials, a shift in the issues that are truly essential, the end of social space, fake news, and yellow journalism.

Media convergence: According to this study, there has been an increase in screen time, an explosion in the flow of money and technology, a greater acceptance of OTT (over-the-top) platforms by the public, and a greater number of lifestyle modifications.

Effects of media globalization: The growth in vertical and horizontal consolidated integration of the broadcast media industry, and the democratization and liberalization of media content are all contributing factors to the convergence of marketing tactics and their stakeholders. In accordance with ethical standards, relationships between stakeholders, the government, customers, and investors are also growing. To gain a deeper understanding of this phenomenon, even convergence gave rise to the hybrid media model in a number of media sectors.

Limitation of the Study: The study has some limitations which are:

- For a short period of time, broadcast media convergence is an extensive and complex subject that cannot be investigated adequately.
- India does not have a regulator to cover all areas of media data within a given time limit since it is low-cost and a major hindrance to researchers who are financially constrain.

Further scope of the study: OTT platforms and television are crucial elements of democratic decision-making processes. They provide news, movies, and educational resources to the public so they can make informed decisions. There are numerous potentials for future research on the convergence of digital broadcasting technologies in new age media. The topic that we discuss can enhance understanding through media impact towards democracy thereby providing better strategies for an informed citizenry. With regard to this study, audience characters in information age are studied including privacy issues, fake news and control of information.

Conclusion: The four main categories of content, competitiveness, regulation, and technological convergence in Indian media were the focus of this study. The opportunity to serve the public interest through ICT application and broadcast media convergence is currently available to the media sector.

By taking on the role of advocates for the cause and offering more in-depth reporting and coverage, journalists may serve the public interest. Whether market-driven media firms can improve the Caliber of contributors and themes, enhance public awareness, push technical breakthroughs, improve media services standards, and lessen the elitism of media professionals is up for debate. Jenkins claims that the “participation gap” is one of the primary drawbacks of media convergence. This theory indicates that even if media convergence promoted creativity, cultivating fresh and innovative skills necessitates cutting-edge technology and knowledge of emerging media. As a result, many facets of audience research continue to be overlooked, which prevents people from fully engaging in the convergent media culture of the contemporary day. The notion of post modernization in the media consumption environment, where viewers and audiences are co-creators as well as consumers, is one of the most important advantages of broadcast media convergence. Citizen participation via blogging, tweeting, texting and commenting has become a culture on various web media platforms since the advent of alternative journalism. The modern world is such that everyone is able to utilize media hence many people desire to be formally heard or via serious pursuits; therefore, media convergence is playing a pivotal role in today’s society. Any research can arrive at a conclusion but none is ever finished due to cost factors, location of study sites, limitation in number of recourses and other related reasons hence emphasizing on areas that were not part of this paper is also important. For small and large businesses alike, media convergence has already shown to be advantageous in giving us quick access to excellent content and information at home. As a result, it is increasing the globalization of our society, even though it has also led to our unhealthy dependence on technology.

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