

Original Research Paper

Navigating the Disruption of Digital and Conventional Media in Changing Media Consumption Landscape in Digital Era

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Article History

Received:

15.03.2023

Revised:

02.04.2023

Accepted:

13.04.2023

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Abstract: The landscape of media consumption has undergone a significant transformation as a direct result of the proliferation of digital media in our century. This research study investigates the impact that digital media has had on traditional media formats, such as print, broadcast, and advertising. Specifically, the author investigates how the proliferation of digital platforms has had an effect on traditional media formats. This article examines the numerous ways in which digital media has disrupted traditional media by doing a thorough assessment of the available literature and conducting an analysis of the various ways in which digital media has changed consumer behaviour, business models, content generation, and distribution. Additionally, this article explores the difficulties and possibilities that traditional media confront in this age of digital technology and offers suggestions for how scholars and practitioners in the field of media might adapt to and succeed in this shifting environment.

Keywords: Content Production, Conventional Media, Digital Media, Media Consumption.



1. Introduction

In recent years, the digital revolution has completely upended the media landscape, upending old media forms and redefining the way media is consumed, created, and delivered. This transformation has been brought about by the disruption of traditional media formats. People's access to information and material has been radically altered as a result of the proliferation of digital media, which includes internet platforms, social media, and mobile devices, amongst other things [1]. This has forced traditional forms of media, such as print newspapers, broadcast television, and advertising, to adapt to the shifting landscape of the media industry. This has a substantial influence on traditional forms of media [2].

This study's objective is to investigate the impact that the rise of digital media has had on more traditional forms of media in today's digital world. This article will conduct a comprehensive study of the relevant literature in order to conduct an analysis of the different ways in which digital media has disrupted traditional media. These methods include changes in consumer behaviour as well as changes in business models, content development, and delivery. In addition, this piece will address the difficulties and prospects faced by traditional media in the age of digital technology and will provide suggestions for how media professionals and scholars might successfully navigate and survive in the ever-shifting terrain of the media industry [2] [3].

2. Literature Review

The Impact of Digital Media on the Evolution of Consumer Behaviour Consumer behaviour has been profoundly altered as a direct result of the mass adoption of digital media, which has led to modifications in the patterns of media consumption. With the advent of the digital age, consumers have gained more agency and become more engaged in their media consumption. They now have more control over the types of material they consume, when they consume it, and how they consume it. This has led to a decline in conventional media formats such as print newspapers and broadcast television as consumers increasingly turn to digital platforms for news, entertainment, and social interaction. Conventional media formats include broadcast television and print newspapers [4] [5] [6] [7] [8] [9].

According to the findings of recent research, the use of digital media has numerous effects on the behaviours of consumers. To begin, a rise in on-demand consumption has occurred as a direct result of the immediacy and accessibility of digital media. Consumers now anticipate that material will be accessible at any time and from any location. This has led to a decrease in planned programming, such as making appointments to watch certain episodes of a television show, and an increase in the practise of binge-watching television programmes via various online streaming services.

Second, the proliferation of digital media has made it easier for consumers to participate in social interaction and user-generated content in real time, enabling them to share, comment on, and otherwise interact with media material. Because of this, there has been a shift from passive consumption to active involvement, with customers looking for chances to participate in and contribute to material produced by media companies. The phenomenon of viral content, in which user-generated material has the ability to rapidly spread and garner extensive attention via social media, was also spawned as a direct result of this development.

Third, the rise of digital media has made it possible to have personalised encounters with different types of information. Algorithms and recommendation systems can now cater material to an individual's specific tastes and interests. This has led to a fragmented media environment in which consumers may access specialised material and customise their media consumption. As a consequence, there has been a drop in the popularity of mass media and an increase in the popularity of niche media markets [10].

Digital Media and Changes in Business Models The proliferation of digital media has also caused established business models in the media sector to become obsolete as a result. Advertising income and subscription fees have historically been the primary sources of financial support for conventional forms of media such as print newspapers and broadcast television. The dynamics of the media sector have been altered, however, as a result of the advent of digital media; this has caused adjustments in both income sources and business models [7] [11] [12] [13].

The decrease in advertising income is one notable effect that digital media has had on the financial models used by traditional media outlets. As a result of the proliferation of digital platforms, marketers have turned their attention to advertising on the internet. This is due to the fact that digital media provides more chances for targeted and quantifiable advertising than conventional media. This

has led to a loss in the money that newspapers and magazines make from their printed advertisements, as well as a decrease in the revenue that television and radio stations make from their broadcast advertisements. Conventional media sources have been forced to react by diversifying their income streams in order to compensate for the loss of advertising revenue. Some examples of these new revenue streams include the implementation of online paywalls, sponsored content, and native advertising. In addition, the proliferation of digital media has wreaked havoc on the conventional subscription-based economic model that media firms have relied on in the past. Consumers have gotten used to consuming media material for free as a result of the availability of free information that is accessible online. This has led to hurdles in the process of monetizing digital content via subscriptions. Media outlets have been forced to adapt and discover new methods to attract and keep members, such as by providing users with personalised experiences, unique content, and value-added services.

The Influence of Digital Media on the Evolution of Content Production Additionally, the generation of content within the media sector has been considerably influenced by digital media. Conventional media sources have been forced to adjust their approaches to content development in order to accommodate the requirements of consumers of digital media.

One of the most important changes is the trend towards material that is condensed and easier to distribute. Media outlets have been forced to develop material that is readily accessible and has the potential to swiftly acquire momentum online as a result of the advent of social media platforms and viral content. This has resulted in a drop in long-form material such as in-depth articles and investigative journalism and a rise in shorter, attention-grabbing content that can be readily consumed and shared on digital platforms. Examples of this kind of content include investigative journalism and in-depth articles. In addition, the proliferation of digital media has resulted in shifts in the forms used for content, with multimedia becoming an increasingly important component of content creation. To keep their readers interested in the digital era, traditional media sources need to provide content that consists not just of text but also of photos, videos, infographics, and other types of interactive features. Because of this, workflows in newsrooms have been altered, new skills have been added to the job description of a journalist, and investments in technology and equipment for the creation of content have been made [8] [9].

Alterations to Content Distribution Methods Caused by Digital Media The dissemination of material within the media industry has also been drastically altered as a result of the rise of digital media. Traditional media sources have been forced to modify their distribution techniques in order to accommodate the new digital environment, which enables material to be quickly disseminated and accessible over the internet. The move towards online distribution platforms is one of the biggest changes that has taken place. In order to connect with their viewers wherever they are taking in media material, traditional media outlets have been forced to bolster their online presences by developing websites, social media platforms, and mobile applications.

As a consequence of this, distribution techniques have been modified to place more emphasis on search engine optimisation, social media marketing, and mobile optimisation in order to make material easily discoverable and available over the internet. In addition to this, the proliferation of digital media has also brought about shifts in the syndication and aggregation of material. The manner in which a media outlet's material is shared and disseminated through third-party platforms, such as news aggregators and social media networks, has the potential to have an effect on both the reach of the outlet and the money it generates. As a consequence of this, conversations around the ownership of content, copyright, and income sharing between traditional media outlets and digital platforms have emerged [10] [11] [12].

2.1. Content Production

The environment of content creation has been drastically transformed as a result of the rise of digital media. Individuals and organisations alike now have the ability to make content that can be shared on a variety of digital platforms because of the simplicity with which material can be created and distributed. This has resulted in a democratisation of the creation of material, which has made it possible for a variety of voices and points of view to be heard. On the other hand, it has also given rise to a number of problems, such as the growth of false news and disinformation, as well as the need for quality control in the realm of digital material. In this session, we will address the influence that digital media has had on the creation of content, as well as the possibilities and problems that it has

presented to organisations seeking to produce content that is both engaging and relevant in the digital age [13] [14].

2.2. Distribution

The dissemination of media material is another industry that has been shaken up by the rise of digital media. As digital platforms have grown in popularity, traditional distribution channels, including print, broadcast, and cable, have been forced to contend with increasing levels of competition. As a result of the rise of streaming services, social media, and mobile devices as primary routes for media consumption, the manner in which material is transmitted to viewers has also undergone significant changes. This has led to the development of new economic models, such as those based on subscriptions, models funded by advertisements, and platforms for the sharing of information. We are going to discuss the influence that digital media has had on distribution channels, the growth of streaming services, the difficulties that conventional distribution models are having to deal with, as well as the potential that is given by digital distribution channels [15] [16].

2.3. Business Models

The disruption brought on by digital media has also required businesses operating in the media sector to reevaluate the business models they employ. The change in patterns of media consumption has had an effect on traditional income sources such as advertising, subscriptions, and licencing. These traditional revenue streams have been disrupted. In order to remain competitive, businesses have been forced to adopt novel business models that make use of digital platforms, data-driven advertising, and other techniques for audience engagement. We are going to have a conversation about the difficulties that companies face as well as the possibilities that present themselves in the digital age. Some of these difficulties include the need to adjust to changing customer habits, the emergence of data-driven advertising, and the significance of audience engagement and loyalty [17].

2.4. Media Consumption

Because of the proliferation of digital media, traditional methods of consuming media have undergone profound transformations. Because consumers now have access to an enormous quantity of material across a variety of channels, their behaviours and tastes are beginning to evolve as a result. As a consequence of this, companies now have difficulties catching and keeping the attention of their audiences, gaining knowledge of the preferences of consumers, and using data to engage their audiences. We are going to discuss the shifting landscape of media consumption, the difficulties that companies have in comprehending and adjusting to the behaviours of their customers, as well as the possibilities that are given by data-driven insights and personalised content [18].

2.5. The Future of Media: Navigating the Disruption of Digital and Conventional Media

Over the course of the last several years, the media ecosystem has seen unprecedented levels of change. The creation of content, its delivery, and the economic models that support it are all experiencing profound shifts as a direct result of the proliferation of new technologies and platforms. In this article, we will talk about the future of the media and examine how we may navigate through the disruption of digital and traditional media for content generation, distribution, and business models to assure growth and sustainability in the shifting landscape of media consumption that the digital age brings us [10] [12].

2.6. The Evolution of Content Production

Conventional forms of media, such as television, print, and radio, have historically had a dominant position in the creation of content. The rise of digital media, on the other hand, is tipping the scales in a different direction. It is anticipated that by the year 2021, digital media will account for 78% of all data traffic on a worldwide scale. This growth in popularity has led to this projection.

The development of digital material comes with a number of benefits, some of which include decreased production costs, increased accessibility, and simplified editing processes, amongst others. Concerns have been raised over the reliability and quality of the material, as well as the expenses associated with maintaining the network infrastructure, ad fraud, and the ease with which digital media may be pirated. A hybrid method, which combines the most successful aspects of digital and traditional content creation, has several advantages, including cost-effectiveness, flexibility, and authenticity, among others [13] [14].

2.7. The Future of Content Distribution

For a good number of years, traditional media has been in the driver's seat when it comes to the landscape of content delivery. For audiences all around the globe, the most important sources of information and entertainment have traditionally been television, radio, and print media. On the other hand, digital disruption has significantly altered the manner in which material is disseminated. The proliferation of the internet has ushered in a new age of delivery, with real-time material distribution now being provided via social media platforms such as Facebook, Twitter, and YouTube. There are a number of important concerns that must be addressed in this era of digital technology, including the ease with which material may be accessed, the reliability of the content, and the level of participation possible for users. The distribution of material via the internet is becoming less difficult and more secure because of recent developments in technology such as cloud computing, artificial intelligence, and blockchain technology. This bodes well for the creation of a distribution ecosystem that is more effective, fair, and equitable [1] [19].

2.8. The Future of Media Business Models

In recent years, there has been a fundamental shift in the business models of the media. The principal sources of revenue for conventional media have always been advertising and subscription-based business models. These approaches are, however, being called into question in the modern period as a result of the proliferation of ad blockers and the increasing popularity of ad-free subscription services. Many companies in the media industry are discovering that in the digital age, new business models, such as paywalls and freemium models, are more effective than traditional ones. It's possible that a hybrid strategy that takes the best elements of conventional and internet business models and blends them might strike the ideal balance between profitability and accessibility [20].

2.9. The Future of Media Consumption Landscape

Over the last several years, there has been a dramatic shift in the landscape of media consumption. Online video and social networking platforms are quickly becoming the most popular ways to take in digital media, which is quickly becoming the major source of both knowledge and pleasure. Alterations are also being made to the way digital media is consumed. It is anticipated that by the year 2023, live-streaming would account for 82% of all the traffic on the internet. Because of this change in consumption, firms in the media industry need to rethink their strategy, with an emphasis on content availability, variety, and platform optimisation for the many consumers they serve. A comprehensive strategy that takes into account the content's quality and legitimacy as well as the ease of navigation and the level of personalization will be necessary for the media consumption landscape of the future [17].

2.10. Challenges and Opportunities for Conventional Media

The disruption caused by digital media has presented both challenges and opportunities for conventional media in the digital era.

- **Challenges** The declining income of traditional media outlets is one of the most critical challenges they face. As was indicated before, the movement of advertising money to digital platforms has led to a loss in advertising revenue for print, broadcast, and other conventional media sources. This drop has been caused by the shift in advertising revenue to digital platforms. Because of this, traditional media are under increased financial pressure to maintain their operations, make investments in digital technology, and adapt their business models to the shifting landscape of the media industry. In addition, there is an excess of free material that can be found online, which has contributed to difficulties in the process of monetizing digital content via subscriptions. Conventional media sources have been forced to contend with the conundrum of whether or not they should distribute their material for free in order to attract audiences and drive traffic, or whether or not they should charge for premium content in order to make income. Within the context of the digital revolution, one of the most critical challenges for traditional media has been finding the optimal balance between free and paid content. Alterations in the behaviour and preferences of customers brought on by the rise of digital technology provide yet another obstacle. As a result of the proliferation of digital media, audiences have grown more diversified, each with their own unique tastes in content and patterns of consumption. It may be difficult and resource-demanding for media outlets to continually adjust their content and distribution tactics in order to appeal to these shifting tastes, but they must do so in order to survive. In addition, the quick pace

of technological breakthroughs in the digital age offers obstacles for traditional media outlets in the form of difficulties in keeping up with the most recent digital tools, platforms, and trends. When it comes to remaining competitive, media outlets need to make investments in technology and digital skills. This may be both expensive and time-consuming [21].

- **Opportunities** In spite of the difficulties, the rise of digital media has opened up doors of opportunity for more traditional forms of media in the modern period. The potential to communicate with people all around the world is a big opportunity that exists. Conventional media sources may now reach audiences outside their typical geographical borders thanks to digital media, which expands both their reach and the potential size of the market they might potentially serve. This opens up options for generating income via increasing advertising, subscriptions, and other sources of revenue. In addition, traditional media sources have been given the opportunity to innovate and broaden the scope of the material they provide as a result of digital media. To attract and engage audiences in new ways, media outlets now have the ability to experiment with a variety of content forms, such as interactive multimedia material, podcasts, and virtual reality experiences. This opens up options for the creation of content that is both original and distinct, with the potential to draw viewers and bring in income. Additionally, traditional media outlets have gained access to new income sources because of the advent of digital media. These new revenue streams include native advertising, sponsored content, and collaborations with digital platforms. Conventional media outlets may benefit from extra revenue prospects and a diversified income stream if they form strategic partnerships such as these [19] [20].
- **Prospective Paths and Relevant Considerations** It is anticipated that the influence of digital media on traditional media in this age of digital media will continue to develop and shape the landscape of the media industry. Conventional media outlets are expected to face competition from new digital platforms, tools, and trends as technology continues to improve. This competition may also offer possibilities for these outlets that the influence of digital media on traditional media in this age of digital media will continue to develop and shape the landscape of the media industry. Conventional media outlets are expected to face competition from new digital platforms, tools, and trends as technology continues to improve. This competition may also offer possibilities for these outlets. The ongoing expansion of social media and the influence that it has on traditional media is one possible path that might be taken in the future. The platforms of social media have emerged as significant conduits for the distribution of content, the transmission of news, and the engagement of audiences. In today's digital environment, traditional media outlets need to have a solid understanding of social media and use it in an efficient manner in order to communicate with their viewers and engage them. However, the dissemination of false information and fake news on social media presents issues for traditional media sources, particularly with regard to preserving their credibility and the confidence of their consumers. There is also the possibility that artificial intelligence (AI) and data analytics may play an increasingly important role in the creation and delivery of media in the future. AI technology can automate content generation, personalise content suggestions, and optimise distribution tactics. Conventional media outlets need to embrace artificial intelligence (AI) technology and figure out how to use it effectively in order to enhance the processes of content generation, distribution, and audience engagement. However, problems of privacy, prejudice, and ethics in the use of data and AI in the creation of media also need to be addressed. These concerns relate to the use of data and AI. In addition, the continuous convergence of media platforms and technologies, such as smart TVs, mobile devices, and wearable gadgets, creates new possibilities and difficulties for traditional media sources. These opportunities and challenges are presented in the following way: The material that media outlets produce has to be optimised for consumption on a variety of platforms and devices, and they must ensure that users have a consistent experience across all of their devices. Additionally, the rising acceptance of subscription-based and ad-free models in digital media may potentially disrupt the income models of traditional media outlets, causing such outlets to review their business strategies in light of the potential implications. In this age of digital technology, the influence that digital media has had on traditional media has many different repercussions and effects. In order to maintain their position as market leaders, media organisations need to make investments in digital technology, cultivate digital skills, and modify their business models. To be able to develop high-quality content that is interactive, engaging, and engaging for digital platforms, content producers and journalists need to learn digital literacy and abilities. Audiences have a responsibility to be critical consumers of digital media and cultivate skills in media literacy in order to distinguish between trustworthy

information and falsehoods. The media landscape in the age of digital technology is also shaped by policy makers and regulators in many capacities. They need to address concerns relating to privacy, data protection, and content regulation in the digital domain while still ensuring a fair and competitive environment for traditional media outlets. To overcome the issues posed by digital media in the digital age and capitalise on the potential it presents, collaborative efforts across stakeholders, such as media outlets, viewers, policymakers, and technology corporations, are required. In this age of digital technology, digital media has caused a disruption in traditional media, resulting in a change in the production, distribution, and consumption of material. It has created issues like shifting business models, the segmentation of audiences, and advances in technology capabilities. On the other hand, it has opened the door to the possibility of reaching a more extensive audience, expanding into new content areas, and developing several sources of income [20] [21].

- Conventional media sources will only be successful in the digital age if they are able to innovate, adapt, and fully embrace digital technology. This involves making investments in digital skills and technology, gaining an awareness of evolving audience preferences and responding to those tastes, and diversifying sources of income. It is necessary to keep an eye on emerging trends in the media environment, such as social media, artificial intelligence, and the convergence of platforms, and to take appropriate action in response to these developments. In this age of digital technology, the impact that digital media is having on traditional media has far-reaching consequences for content creators, journalists, viewers, policymakers, and other stakeholders. These implications have far-reaching ramifications. It is necessary for the many stakeholders to work together in order to overcome the problems posed by digital media and capitalise on the possibilities it presents. Conventional media outlets need to be nimble, adaptable, and forward-thinking in order to survive and prosper in the digital age, since the media landscape in this period continues to undergo significant changes as a result of the rise of digital media [14] [15].

3. Methodology

However, this research and in-depth interviews are both excellent qualitative strategies for accomplishing this goal [6]). The researcher chose them to be possible participants due to the fact that their media consumption patterns and reputations as competent digital communicators made them stand out from the crowd. The individuals that were questioned were selected based on their expertise in a certain subject, their involvement in a scenario that played a significant role, or both. A snowball sampling strategy was used, and interviewers were tasked with recommending more individuals to have interviews with as part of the selection process. The researcher's goal in conducting the interviews, which were in some ways planned, was to get a deeper understanding of the respondents' worldviews and the references that framed their thinking. Both the researcher and the people being interviewed were provided with a framework to work within; however, they were also given some latitude to explore areas that were not expected. Every interview was recorded, then transcribed and analysed to determine the results. Following the extraction of useful information from the data via analysis by the researcher, the results were categorised. Using grounded theory analysis, the categories were compared to one another and recategorized until saturation was reached [11], often referred to as the continual comparative method.

4. Finding and Discussion

In this age of digital technology, the media landscape is experiencing a substantial upheaval, which is causing deep disruptions in the creation and delivery of content as well as the economic structures that support it. The change in patterns of media consumption, the democratisation of content production, the disruption of old economic models, the necessity of audience involvement, ethical issues, and the need for adaptation and innovation are significant themes that are defining the future of media. The shift in patterns of media consumption is one of the most fundamental developments that has taken place within the media landscape. The more that consumers consume information via internet platforms, social media, and mobile devices, the more difficult it has become for traditional forms of media such as print, broadcast, and cable to compete. As a consequence of this, the landscape of distribution has become more fractured and international, and viewers are looking for more personalised and engaging experiences. The proliferation of user-generated content has contributed to the democratisation of content production, which has been made possible by the advent of digital media. It is now possible for everyone who has access to the internet to create and distribute material,

which has resulted in an enormous volume of content being made accessible online. Traditional paradigms for the production of media have been disrupted as a result of the democratisation of the production of content. Media professionals and companies now face the challenge of cutting through the noise and distinguishing themselves in the competitive digital world. It is crucial to have material that is high-quality, interesting, and relevant in order to catch the attention of the audience and promote interaction. Because of this, there has been a shift towards placing a greater emphasis on content development tactics that give priority to the preferences, interests, and behaviours of the audience. The use of data-driven insights and audience analytics in decision-making and content strategy formulation is becoming more important. Another important discovery in this period is that the old business structures of traditional media have been completely upended. For a very long time, traditional media outlets have sustained their business operations primarily on ad revenue. However, this approach is being challenged as a result of the proliferation of ad-blocking technology, the increase of ad fraud, and the dominance of digital giants in the advertising industry. As a direct consequence of this, industry experts and company owners are investigating new sources of income and methods of monetization. These include subscription models, freemium models, sponsored content, native advertising, and e-commerce. In today's rapidly evolving media world, the capacity to efficiently commercialise content while also offering value to viewers has emerged as an essential component of successful media business strategies. In the modern period, there has also been a rise in the importance of audience participation. Personalization and interaction are essential drivers of audience engagement, with audiences demanding experiences that are personalised to their needs and two-way dialogue with those who are responsible for creating content. It is now vital for media professionals and organisations to cultivate meaningful relationships with their audiences, build trust with those audiences, and use data-driven insights in order to better understand and adapt to the preferences of those audiences. Traditional media platforms are not the only places where audiences may actively participate in the production, sharing, and debate of content. Social media, online communities, and other digital channels are other examples of places where audiences can actively participate in these activities. In the modern age of media consumption, ethical concerns have also emerged as important factors to take into account. The proliferation of false news, deception, and disinformation has resulted in an increase in the number of rules and the level of scrutiny. When it comes to the production and dissemination of material, professionals in the media as well as enterprises need to make accuracy, fact-checking, and transparency their top priorities. Establishing credibility and preserving integrity in the face of the ever-changing world of digital media requires gaining the confidence of audiences via the use of media practises that are genuine, accountable, and socially responsible. Ethical concerns also extend to topics like the protection of personal data, obtaining informed permission, and making responsible use of data analytics while developing and distributing content. Because of the rapid speed and constant change that characterise the environment of digital media, the capacity of media professionals and enterprises to innovate has become very necessary. Acceptance of newly developed technologies, such as artificial intelligence, virtual reality, augmented reality, and blockchain, may open up prospects for the creation of immersive and engaging content experiences. Experimenting with new forms, such as short-form films, podcasts, and interactive storytelling, may also be helpful in capturing the attention of an audience in a digital arena that is very competitive. In order to maintain one's relevance in the rapidly shifting media ecosystem, it is essential to continuously iterate and optimise content strategies on the basis of input from audiences as well as insights gleaned from data.

The disruptions in the production of content, distribution, and business models that are being caused by both conventional and digital media will have an effect on the future of the media sector. The shift in patterns of media consumption, the democratisation of content creation, the disruption of traditional business models, the importance of audience engagement, ethical considerations, and the need for adaptability and innovation are some of the key trends that media professionals and businesses need to navigate in the rapidly shifting media landscape. Because digital platforms have made it possible for anybody to publish content, there is now an overwhelming amount of content that can be accessible online. This is a direct result of the democratisation of content creation. As a result of this, it is now much more challenging for media professionals and businesses to distinguish themselves in the cutthroat world of digital technology while still capturing the attention of the people they are trying to reach. Because of this, there is an increasing emphasis on the provision of information that is of high quality, entertaining, and relevant, and that takes into consideration the preferences, interests, and behaviours of the audience. This is a direct result of what has been said.

The incorporation of data-driven insights and audience analytics into one's content strategy and decision-making processes is becoming more widespread. This makes it more likely that the material will successfully resonate with the audience that it is intended for and will drive engagement. Experts in the media industry and businesses have been forced to seek new revenue streams and monetization strategies as a result of the disruption of traditional media business models. This is because conventional media business models have been rendered obsolete. The traditional advertising-based revenue models have been running into problems as a consequence of the development of ad-blocking technology, the increase of ad fraud, and the dominance of digital giants in the advertising arena. These factors have contributed to an overall decline in advertising revenue. Alternative business models, such as subscription models, freemium models, branded content, native advertising, and e-commerce, are gaining popularity among media professionals and organisations as a means of effectively commercialising content while continuing to provide value to consumers. These models include e-commerce. Participation from the target demographic is becoming an increasingly vital component of what makes a media organisation effective in today's hyperconnected environment. Personalization and interactive content are two crucial elements that must be present in order to attract and maintain the attention of an audience. The audience anticipates having customised experiences and engaging in conversation in both directions with the suppliers of the material. It is now very necessary for professionals in the media industry and media organisations to create meaningful connections with their consumers, establish trust with those audiences, and make use of data-driven insights in order to better understand and adapt to the preferences of those audiences. This requires engaging audiences not just on traditional media platforms but also on social media, online communities, and other digital channels where people actively participate in the development of content, the sharing of material, and the discussion of information. In this day and age, when so much emphasis is placed on the consumption of various forms of media, problems of ethics have also come to the forefront of the discourse. Because of the widespread circulation of fabricated news, deceit, and misinformation, there has been a concomitant rise in the number of regulations and the intensity of the degree of inspection. When it comes to the process of creating and sharing information, experts and firms in the media industry are starting to put a larger focus on the need for fact-checking, accuracy, and transparency.

Achieving credibility and maintaining integrity in the ever-evolving world of digital media demands garnering the trust of viewers via the use of media practises that are authentic, accountable, and socially responsible. This is necessary in order to compete successfully in this environment. When it comes to the production and distribution of material, ethical considerations also include matters such as the protection of personal data, the acquisition of consent after being adequately informed, and the appropriate use of data analytics. In the rapidly advancing media landscape of the 21st century, the ability to innovate and the agility to swiftly adapt have emerged as two of the most valuable characteristics for media professionals and businesses. Immersive and interactive content experiences are being created with the help of up-and-coming technologies such as artificial intelligence, virtual reality, augmented reality, and blockchain.

The landscape of the digital media industry is morphing into one in which the practise of experimenting with new formats, such as short-form films, podcasts, and interactive storytelling, is becoming increasingly prevalent in the industry as a whole. It is vital to continually iterate and refine content strategy based on audience feedback and data-driven insights in order to remain relevant and preserve a competitive edge in today's rapidly expanding media industry. This is because it is essential to stay ahead of the competition. In conclusion, the disruptions that conventional media and digital media are producing in the areas of content generation, distribution, and economic models are having a big influence on the future of the media business. These disruptions are being caused by both traditional and digital media. The media industry as a whole, including media professionals and enterprises, needs to figure out a way to adapt to shifting patterns of media consumption, the democratisation of content production, the disruption of established economic models, the significance of audience engagement, the requirement for agility and innovation, and ethical issues. Individuals and businesses in the media industry have the potential to be successful in the fast-evolving digital era of media consumption, provided they acknowledge the trends that are occurring and take preventative action to address the challenges and opportunities that these trends bring.

5. Conclusion

In this age of digital technology, traditional media have been profoundly affected by the rise of digital media. Traditional economic models have been upended as a result, as have tactics for the creation and delivery of information. Conventional media outlets now face problems as well as opportunities as a result of these changes. Conventional media sources are going to need to continually adapt and innovate in order to prosper in the age of digital technology and stay relevant. This involves making investments in digital technology, developing digital skills, diversifying income sources, recognising shifting audience preferences and consumption patterns, and responding to those interests and habits. Conventional media outlets need to maintain vigilance, adaptability, and forward thinking in order to successfully traverse the problems posed by digital media and capitalise on the possibilities it presents as the media landscape continues to shift in this era of digitalization. The proliferation of digital media has had a significant impact on the traditional media sector in recent years. People are consuming news and entertainment in new and varied ways as a direct result of the broad use of technologies such as the internet, social media, and smartphones.

The impact that digital media has had on traditional media has been both beneficial and detrimental. While some aspects of traditional media have been upended as a result of digital media, other aspects have benefited from the creation of new possibilities. The gradual disappearance of print publications like newspapers and magazines is one of the most important effects that the rise of digital media has had on traditional media.

Due to the fact that news and information can be accessed for free online, many individuals have ceased purchasing physical copies of newspapers and magazines, which has resulted in a decrease in both advertising income and circulation. On the other hand, digital media has made it possible for publications to reach a larger audience than they ever had before, and many of these publications have moved to platforms that are available exclusively online. In addition, conventional forms of media such as radio and television transmission have been affected by the rise of digital media.

The television business has been shaken up as a result of the proliferation of streaming services such as Netflix and Hulu. An increasing number of consumers prefer watching content on demand to watching conventional programmes. Because of this, networks have had to adjust their programming plans as well as their advertising income. In a similar vein, internet radio and podcasting have opened up new doors for anyone interested in creating audio material. The advertising sector has also been significantly impacted by the rise of digital media. Through the use of algorithms that monitor user behaviour in order to offer more relevant advertisements, online advertising has become more targeted and personalised. This has resulted in a decrease in income generated by advertising in print and television as a growing number of businesses shift their marketing spending towards internet platforms. On the other hand, the emergence of influencer marketing and advertising on social media has created new chances for businesses to communicate with the audiences they are trying to reach. Last but not least, it is impossible to overlook the impact that digital media is having on conventional journalism. The line between professional and amateur reporting has grown more difficult to distinguish due to the proliferation of social media platforms and citizen journalism. While the growth of digital media has made it possible for alternative voices and points of view to be heard, it has also contributed to the proliferation of false news and misinformation. This has resulted in a renewed focus on the reliability and integrity of professional journalism, as well as a higher demand for media literacy and fact-checking.

The impact that digital media has had on traditional media is one that may be described as both transformational and disruptive. Some sectors have seen a fall in income and viewership, while others have profited from new prospects and a greater reach. Because the digital environment is always changing, it is very necessary for media organisations to adjust their practises and be open to new ideas in order to continue being successful and competitive in the market. The ecology of the media is undergoing rapid changes at the moment. This ever-changing environment not only gives new potential for the media enterprises but also brings forth new obstacles. Firms in the media industry may manage the disruption caused by digital and traditional media for the purposes of development, sustainability, and profitability in the ever-changing media consumption environment of the digital era by using a hybrid approach to the creation of content, the distribution of that content, and the business models used by those firms.

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