Challenges Before Traditional Media in The Age of Digital Media-How to Integrate it With Digital Media-The Way Ahead

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You may have heard of digital media, but you may have no idea what it is and how it can help you out when it comes to marketing. It's definitely important that you get up to speed so you can use this to benefit your business. Basically digital media refers to any type of electronic media out there. Today media can be accessed in many ways, including with hand held devices like mobile phones, laptops, desktops, mp3 players, and more.Digital media must be stored in an electronic way, so there is a lot of digital content on the internet today, including text content, pictures, audio content, as well as video content. Through the history of internet, digital media has been developing in various ways. Here's we'll take a look at how it has affected the Internet and ways that it may be integrated moving forwards.

One type of digital media is text; this in fact represented the very first explosion of this type of content out there on the Internet. When the Internet first got big, there was an explosion of content on the web, especially with all the text editors and word processing options out there today. Larger companies started to put data on computers instead of storing it in cabinets, and the internet definitely allowed a great way to share, transfer, and store content as well.

As the Internet grew, images began to appear. Instead of just text emails, soon people could send photos, and soon photo sites for sharing photos began to pop up. Then in the middle 1990s, audio began to become an important part of digital media with the mp3 files that could be easily used. Soon music and more was shared online with sites that allowed you to share audio.

Last in the digital media development was video. YouTube definitely made video sharing a hugely popular form of modern media distribution, and this is continuing to grow as we speak today. Now with new technology seen in things like the iPhone, this new form of virtual media is available in handheld devices as well, and no doubt this sector is only going to continue to grow in the future.

Now that you understand a bit more about the technology side, you may be wondering how it can help your business. Well businesses are using digital media for marketing more and more today, realising that there is a huge marketing field out there and that it can help to draw in visitors and can even provide better search engine visibility with you. Text content can be kept updated on your site and helpful content is a great part of good marketing. Expertise in your field can really help your business and get traffic flowing into your business website. Photos, charts, diagrams, and models are always popular online and will help you to get more visibility as well. Audio allows you to use music on pages or to do podcasts for your business. Creating videos is a popular method of digital media marketing today, and videos do very well in search engines.

With the popularity of digital media, it is definitely important that you continue to create and use it for good marketing and business results. Even if you have to hire someone to help out, the benefits will make it worth the money. So knowing about and using digital media is definitely important for your business success today.

Traditional media has a big problem.

They know they need to make the transition to digital, but still have to pay the bills and maintain margins. Unlike digital upstarts, incumbents don’t have investors willing to wait years for results, but have to earn money every day.
To make the transition to, new skills need to be learned. Yet, even more importantly, they need to unlearn some things that they thought they knew about how to make money in media.

The problem with most traditional media companies isn’t that they’re old, but that they’re too balkanized. Print people know print, Radio people know Radio, TV people know TV. Business and creative sides have been historically adversarial which makes it hard to build the collaboration needed for digital media.