

DIGITAL TRANSFORMATION THROUGH NEW MEDIA

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The rise of new media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, videos, pictures, and other user-generated media.

New media is used to describe content made available using different forms of electronic communication made possible through the use of computer technology. Generally, new media describes content available on-demand through the Internet.

New Media changes continuously because it is constantly modified by the interaction between users, emerging technologies, cultural changes and many more.

New media is considered as the future of advertising. Now a day's more and more consumers and businesses rely on new media to find the related information they need. Ultimately, new media refers to content that is easily accessible through many different forms of digital media. Some examples of new media that are related to advertising include online advertising (retargeting, banner ads, etc.), online streaming (radio and television) and social media advertising. Each of these are means in which businesses have the capability to reach consumers and other businesses with ease.

Now-a days, more and more consumers are using internet to find the desired information quickly by making new media advertising pertinent for all type of business. However, at the same time,

many consumers still take a good quality of time out of their busy schedule to use traditional media. On the way to work we have our radios playing in car, at home we use television for watching all the current happenings around the world. Even at Doctor's clinic or in hospitals we find ourselves reading newspapers and magazines on the table next to us. Each of these are the forms of traditional media that we are still using on daily basis.

As consumers, sometimes we may also find that there are instances when we perform multitask each and every day. Take it from my experience, when I'll be sitting at home and watching television and at the same time I'll be on my table looking up for the next vacation i am going to take. So at these times as an advertiser you need to decide where the best place to put your money will be. Is it going to be running an ad on that television show that i am watching, or is it going to be online while I am surfing the web? For advertisers, it is important to find that balancing act and not to strictly choose one over the other, but to weigh all the options, and to find a harmonious mix between both traditional and new media.

The new media is changing the overall media scenario. New media allows business to target advertisements more specifically to consumers based on their age, gender, marital status, etc. It also allows businesses the ability to track what these consumers are doing and how they end up on your website. All of these reasons make new media imperative to any media Campaign.

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New Media and Digital Culture is dedicated to the critical deep study of the impact of digital media on culture and society. Its emphasis lies with the new web, applications and data cultures, with a strong focus on research techniques and methods for the critical study of digitally born objects and contemporary media cultures.

Digital media has become so important that the boundary between the media and technology industries has broken down. This has implications for both traditional media companies as well as new media companies.

Digital transformation is highly talked about in many businesses today. The questions of what is digital transformation, how can it help the business, is constantly tossed around. Digital transformation should be talked about-as most of the businesses are looking to take part in this shift.

Digital transformation is defined as the process of embracing changes towards a company by adapting or strategizing the use of digital technologies. One of the most common uses of digital transformation within an industry is the media sector. According to a 2015 survey by Digital Pulse, media ranks as first amongst the industries that are most affected by digitalization at 72 percent. Many changing market trends and customer demands within the industry is making it hard to avoid digital transformation. People now receive their news and information from various platforms and methods-all involving the digital era. This is why it is important to understand some of the top influences of digital transformation towards the media.

Many people today do not count on one media platform for their media and entertainment needs anymore. People access the media from their desktops, phones, televisions, and who knows what else. They also do not stop there; most media companies today are constantly active on social media. Main platforms like

websites or television channels may exist but access to their information is also greatly used through social media; in fact, some companies utilize this to engage the audience more in trying to get more interaction. So do not limit yourself to only one channel but utilize all your opportunities.

In correlation with a multi-channel industry, most of our media viewing comes from mobile phones that is why people are producing more and more applications now a days. A research by Smart Insights suggested that 80 percent of internet users own smartphones. With the ability to access your mobile anytime anywhere, apps are much more convenient tools when wanting to access social media, news, YouTube, and more. If you are in the media industry then it would be smart enough to start thinking of a platform that is made for mobile phones.

Digital transformation and digital disruption are leaving no industry untouched and affecting the Media and Entertainment industry too. Digital disruption has raised the consumer's expectations manifold and created many digital rivals.

Advertisements form the biggest part of newspaper's revenue. Sales staff are on the move today. Timely sanction of advertisement discounts and meeting production deadlines is very important. Digital disruption is forcing them to reinvent to chase demanding customers. In such a situation, traditional business models need to be thought again. Media enterprises need to innovate to stay relevant and forge business models to thrive in digital world.

While digital transformation is predominantly used in a business context, it impacts other organizations as well such as governments, public sector agencies and organizations which are involved in tackling societal challenges such as pollution and aging populations by leveraging one

or more of these existing and emerging technologies.

Present and future shifts and changes, leading to the necessity of a faster deployment of a digital transformation strategy, can be induced by several causes, often at the same time, on the levels of customer behaviour and expectations, new economic realities, societal shifts *such as* aging populations, ecosystem/industry disruption and the accelerating adoption and innovation regarding emerging or existing digital technologies. In practice, end-to-end customer experience optimization, operational flexibility and innovation are key drivers and goals of digital transformation, along with the development of new revenue sources and information-powered ecosystems of value, leading to business model transformations and new forms of digital processes.

Today most small businesses understand the significance of social media platforms-such as Twitter, Facebook, Instagram and Google+-in reaching prospects, customers and business partners.

Despite this, there are many such businesses that do not use social media enough or simply do not find the time to create content and upload it on social media on a regular basis onto the various available platforms.

Digital transformation offers new and exciting ways of working through existing digital and emerging technologies. Above all else, it requires a commitment of using digital technology to improve experiences for people - not just the customers and potential customers, but the employees too.

Social media offers an insight into the world of the customers, crossing over into the realms of public relation, sales and customer support. When someone performs a search for your business on Google, your social profiles are likely to be amongst the top results in search listings.

Today's customers expect to be able to access information about a business online very easily, and without a social media presence-at least on Facebook, Twitter or Google+-you may come across an unreliable or untrustworthy. Further, if potential customers can't find the information they require about the business online, they will simply turn to a competitor instead, assuming that a person cannot offer it. But when they do find it and are satisfied with the results, they are so much more likely to recommend brand to others, which increases prospects, conversions and profits.

Using social media also helps to boost the business' visibility with both current and potential customers. It gives the perfect platform to share brand's voice with the audience and spread the word about the products, services, offers and more.

Traditional marketing can be expensive. From print ads to postcard mailers, the cost of these services can soon add up, and although they remain beneficial and important, you can also incorporate low-cost social media strategies to stretch your marketing budget significantly. A positive Facebook review from a satisfied customer can be so much more powerful than an ad, and in an age where people trust social media and turn to it for advice, information and opinions, you should definitely take advantage of this feature.

So many of today's consumers turn to social media to ask a question, provide feedback on a brand's customer support team or seek assistance. Your business will miss out on all of these conversations-and the opportunity to avert disasters-if it's not on social media. Use social media to inform your audience about a shortage of stock or a problem that you solved for a customer. Doing this prevents further problems from developing. Also, if you've received positive feedback from a satisfied customer, ask them to leave a review on one of your social media

platforms. Social media is essential for your business in breaking down and crossing boundaries. The sooner your business realises how to play the modern digital transformation game and embrace social media, the sooner it will reap countless rewards.

Time has changed now. Those days are gone when people used to see the advertisement of a film on the road-side billboard or on their newspaper and then go to a movie hall to watch the movie. Today, people are multitasking and they are more into multi-channel experiencing. People now are not just into watching a movie or Television show with all their concentration. They are watching a movie, uploading status on their Facebook wall and tweeting about the movie, all at the same time. They are sharing their views and opinions about whatever they are watching on their social media platforms. It clearly indicates that marketing is no more a one-media thing; rather it's an event of all channels.

An extensive research clearly proved that most people watch clips and user-generated content on their phones and simultaneously they prefer watching movies on a device with larger screen like computer or television set. This is something of which entertainment companies must take advantage of by prompting the viewers to use hashtag (#) and share using branded content to bring more traffic to their content. Those days are no more when the writers and marketers used to be focused about only the writing of the content, rather they are now focusing a lot on how their promotional content on social media platforms should look like and how they can gain more attraction.

The audience has changed a lot and so is their demand. People are now demanding more curated content. And the trend is already growing at a very successful pace. It has been observed that media giants like Netflix and Amazon have already been effectively using the curated content for about four years. It is a procedure

where the platform suggests what the audience would like to watch or subscribe. When these are used effectively, it can create new audiences instantly for the provider's new shows and products. This is a better way to advertise products than other means of advertisements.

Gone are those days when people had to pay for all 300 channels which their satellite or cable TV channel providers used to give though the viewer actually watches only four to five channels. Now the definition of the entire media and entertainment industry has changed. The companies like Netflix and Hulu has brought in the new generation of wireless entertainment. The new users are going online. From YouTube, Netflix, Hulu to Amazon and even the cable companies are going to wireless and replacing traditional offerings with special and customized packages to attract more consumers.

The present-day technological advancements have brought an analytical approach in machine learning and have opened doors to combine AI and reality. This is which is making advertisements much smarter. The pundits say traditional product placement will be soon replaced by the just a click on the dress of one's favourite actor or actress, that too just when it appears. Experts mentioned that marketing agencies with the help of big data, will be soon able to switch out specific product placement to the one the viewer will most likely buy. The advertisement is soon going to be another mode of entertainment.

After the new digital transformations taking place, certain changes are observed in the media and entertainment industry. Traditional revenue models are decreasing in their growth as the new models are emerging. Digital enterprises are gaining much prominence as their ability to deliver multi-channel experience and individual business models are replaced by the modern day complex ecosystem of the new comers including new start-ups and super-platforms. The concept

of generalization is fading away and the personalized content is taking stand.

New media is simply referred as internet. The importance of the internet as a learning tool is significant. The development of Internet technologies has raised the education level in all countries and it has changed the way students are being taught at schools. That's why it is very important for the present generation that they provide internet education for their young generations.

New media applications respond to students and other people questions in real time. Students are seeing Google as a new Teacher and the new media as a school. That's why it is important for teachers to use information technology in education.

The Internet has been crucial in the evolution of our education system in various ways. Teachers can use the internet as a modern tool for education. Education department should provide the infrastructure that teachers and student can use to get benefits of technology in education

Students are always curious and creative by nature. They are smart enough to know how they can use the internet to search for almost anything. It doesn't matter if they are studying at a private school or government school. But at the same time, there is a difference in the ways they use the internet for education in schools. In private schools, teachers will teach about computer and internet skills to students. The students note the homework that needs to be done related to that computer class. They are forced to go to a cybercafé with their parents to collect data that they have to include in their assignments. This is not good. If students are taking the help of cyber boy to collect the data for their homework I don't think these students learned anything in this process. But the one thing they do learn is that money can work wonders anywhere.

The Internet in education can play thousands of practical roles to improve talent in kids. But this is only possible if we are going to teach our students what they really need. You can't explain an algebra lesson on Facebook but you can interact with students about the topic. And government should pay some money for teachers to use social media.

The new media in education can expand the knowledge of students, teachers, and parents. Parents can analyse what is most important to teach a kid in a particular time. Parents can research about the best career for their kids. Teachers can research for creative ideas to teach students in entertaining ways that capture the student's attention and imagination. Students can use the internet to convert their theoretical knowledge into practical. The Internet provides the facilities for students to do the experiments, research, and development.

With the hope of raising children to become responsible and active citizens with upstanding values, many youth-related organizations have focused their efforts on providing quality opportunities to encourage early participation in civic engagements. Many organizations actively engage in social media to fulfil their goals most effectively. Social media offer the potential to promote those opportunities, communicate with youth, and eventually facilitate positive youth development. Considering the importance of social media among youth, it is critical to understand how to use it as a tool to foster youth development.

It seems that digital transformation is on everyone's minds this days. The digital transformation is moving ahead at a rapid pace, resulting in enormous changes to business operations in the world of media and entertainment. Virtually all companies agree that consumer expectations are shifting dramatically and must be met with the effective use of new technologies that allow all businesses to better

interact with their customers within the evolving digital landscape.

A digital transformation survey of 1,770 global business and IT decision makers, including 151 from the media and entertainment industry, to determine the ways in which companies are handling this rapid change. And the results clearly illustrate that the majority of businesses are radically altering their operations based on the evolving ecosystem. The study found that 78 percent of respondents are choosing to define a new vision for a digital enterprise, 76 percent are embracing digital technologies to redefine how they run their businesses, and 59 percent believe that they are disrupting their industry through advanced digital initiatives.

The changing landscape offers excellent benefits to all industries, and perhaps none more than media and entertainment. While television, radio, and newspapers used to be almost the exclusive sources to consider, the incredible rise of mobile and digital technologies continues to alter both businesses and consumers in monumental ways. Although traditional broadcast models still represent the largest share of the industry, digital channels are proliferating. Massive changes, such as video becoming a digital-first product, will continue to transform the industry moving forward, with the expectation of further declines in the effectiveness of old business and delivery models.

The consumer desires and expectations to access global content from anywhere at any time with immediate gratification are certainly not going to decrease in the future, so media companies must reinvent their models to keep up with the times.

Several new digital trends are moving to the forefront, such as the importance of providing multi-channel experiences, the incredible potential of integrating AI into creative endeavours, the growth of virtual and mixed

reality, and the rapidly increasing interest in curated content.

Everything is media and anything can be propagated through the media itself. We are living in a society where communication has become decisive, in that it is not only a linking tool, but an element which structures society. Everything is placed under the sign of totality, these being aspects identified by Altheide & Snow (1991). Integration is explicit: "Today all institutions are media institutions. As more experiences are influenced by media logic and discourse, our media is totally media". What is surprising is that the statements of the two authors were made a few years before the communication explosion in the Internet Era. The network would come and simplify these forms of interaction and media structuring of the society.

One of the basic rules of media communication is the quick dissemination of new information obtained. A quick review of the way this happens, from a historical point of view, gives us the context for adequate understanding. When it was about events having a major impact on community life, newspapers printed special editions. Thus, one did not wait around with the fresh news until the usual edition would be printed. Radios, and later televisions, stood apart due to this very ability to quickly transmit new information. When news is out of the ordinary, the current programme is interrupted to give way to news. The heavy digitalization of communication imposes a new kind of pressure on presenting news quickly. The strict framework of media communication is overstepped, as media workers are compelled to specialize in connected fields in order to deal with the informational flow and new professional challenges. It is the Postmedia dimension, because several traditional aspects of the way journalism is practiced disappear. There are periods of transition between the various stages of evolution, but they are much faster than in the

past, which allows us to speak of a balanced radicalism.

A digital transformation strategy aims to create the capabilities of fully leveraging the possibilities and opportunities of new technologies and their impact faster, better and in more innovative way in the future. A digital transformation journey needs a staged approach with a clear roadmap, involving a variety of stakeholders, beyond silos and internal/external limitations. This roadmap considers that end goals will continue to move as digital transformation de facto is an ongoing journey, as is change and digital innovation.

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