

Impacts of Digital Media on Business

MS. LENY MICHAEL

ASSISTANT PROFESSOR

CAARMEL ENGINEERING COLLEGE

PERUNAD –RANNI

Abstract

Modern media is no longer confined to a television or radio show, newspaper or advertisement. Instead, today's media - from text to video and sound - can be saved and shared electronically, using everything from desktop computers to small mobile devices. This electronic dissemination of media has had a powerful impact on the way people communicate for personal reasons, school and even business. However, digital media has not had only a positive impact on business. 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.

Introduction

Digital media is a form of electronic media where data are stored in digital (as opposed to analog) form. It can refer to the technical aspect of storage and transmission (e.g. hard disk drives or computer networking) of information or to the "end product", such as digital video, augmented reality, digital signage, digital audio, or digital art. Florida's digital media industry association, Digital Media Alliance Florida, defines digital media as "the creative convergence of digital arts, science, technology and business for human expression, communication, social interaction and education".

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, realizing 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.

Internet subscribers in India are expected to surpass 380 million by 2017. Though this is still a long-way to go to reach all 1.27 billion people but it is clear that the Indian Internet market is growing at a pace of 22 per cent year on year in unique visitor terms and is now at 80 million unique visitors as of the end of September 2013 (ComScore Media Metrix). The total number of active wireless subscribers in India grew 5 per cent over the last year to reach 731.4 million in July 2013, while broadband subscription grew 4 per cent in the last one year to reach 15.24 million at the end of July 2013 (according to a Telecom Regulatory Authority of India report). Around 79 million mobile subscribers have access to the Internet on their mobile phone (as reported by IMRB I-Cube 2012 report).

If predictions are true that more digital advertising will be purchased through automate exchanges at a lower price point, then higher traffic volumes are required to maintain or increase online revenues. To increase traffic on websites, more content is required but with limited newsroom staff, who has to maintain the daily print rhythm too. Indian language dailies are in the forefront to deliver a 'digital-first strategy' for building a digital business in the long term. Limited reach of the Internet, incompatibility with regional languages and fewer audiences that kept vernacular Indian dailies from making the most out of digital are now becoming a thing of the past.

Objectives and benefits of using digital media in Business

1. Improved timeliness of information distribution
2. Improved efficiencies in employee productivity
3. Improved customer service, by providing timely and consistent information
4. Enhanced brand
5. Reduced employee turnover
6. Increased sales
7. Reduced costs by leveraging existing corporate video production facilities, tools and resources
8. Reduced costs and clutter by eliminating traditional posters

Emerging knowledge and digital media

George Siemens suggests in his book, *Knowing Knowledge*, that those who have in the past formed the privileged elite writing books and documentaries for one-way mass consumption are now becoming the dinosaurs of the digital age. We now have legions of interested, capable individuals able to not only comment on this sort of work (and immediately) but to produce work of their own adding to, commenting on, or outright contradicting the opinions of those who, in the past, would rarely be the subject of such public scrutiny outside of their professional circles.

Production Comes to the Masses

Through the advent of the internet and the digital tools that have been developed alongside it, anyone with a computer now potentially has a voice, or at the very least, an entryway into the conversation that was previously unavailable. The quality of what one has to offer is itself largely impacted by the level to which these new authors participate in ongoing conversations they have through some of the very same digital tools they are using to impact on the very same knowledge they come into contact with through.

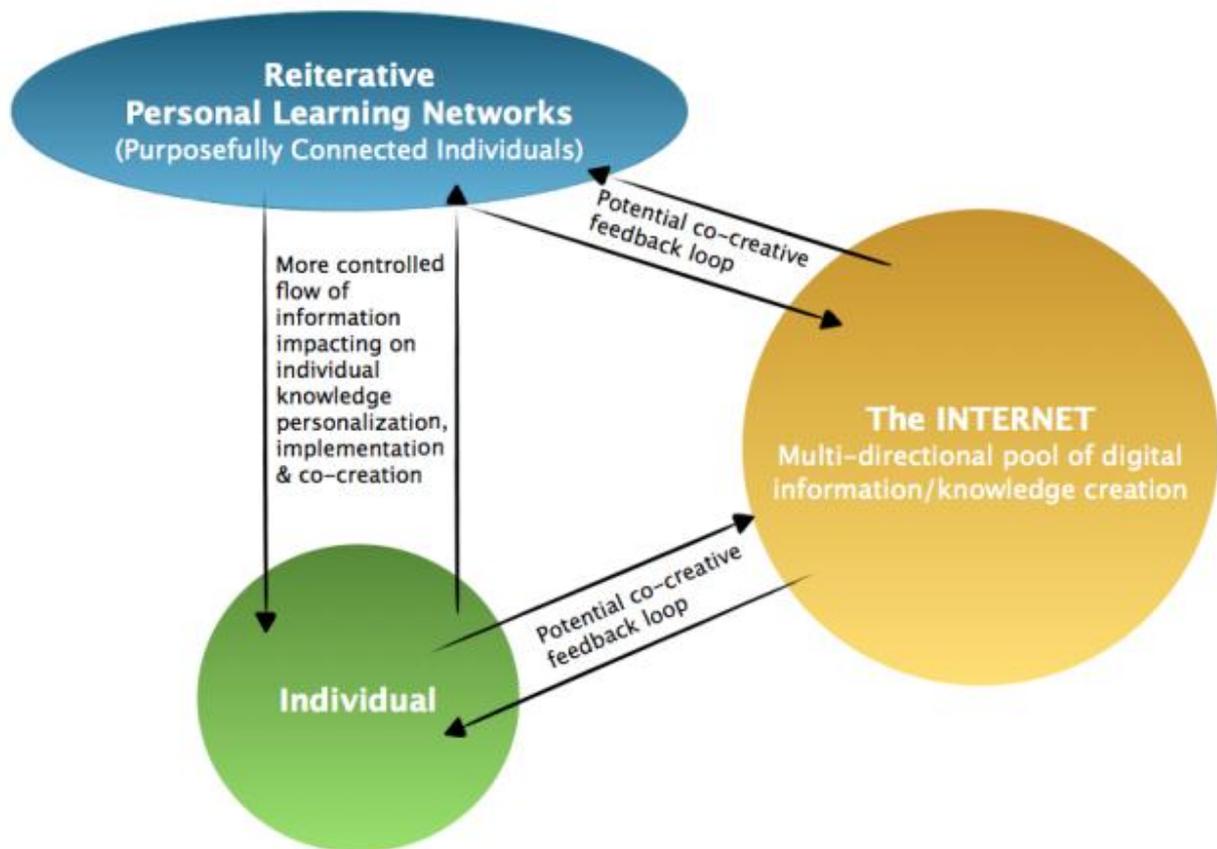
Distribution Available through Social Media

While all these new authors have access to the multi-directional information matrix of the Internet, the quality of what we have to say remains the judgement of those receiving. For that matter, the ability to find interested parties and to link with them is a fundamental new skill in this new knowledge creation paradigm.

Twitter, LinkedIn, even Facebook all offer the opportunity to find and connect with those interested in the same subsets of information that form part of our intentionally created connected world. By learning how to use social media for professional development and engagement and spending time developing our Professional Learning Networks (PLN) we can become more effective communicators and knowledge brokers ourselves. To the extent to which we find and connect with intelligent, informed others and are able to effectively communicate our thoughts on information that we have either created or come across (often times a combination of the two) we are able to join in the construction and dissemination of meaning in the digital age.

As the image below relates, those not actively participating in effective PLN's are missing out on many facets of interaction that would lead to more effective distribution of their ideas which would, in turn, lead to greater construction of individual understanding through engagement and impact on the constructed meanings and knowledge of others in this reiterative process.

Impact of Digital Media on Construction of Knowledge



Impacts of Digital media On Business:

The growth in digital media has given businesses a viable and cost-effective channel by which they can connect with their target audience. The following are the impacts of digital media in business;

(a) Digital Marketing

Two key drivers of the digital marketing scene in India are the rapid growth in online social network users and the rising popularity and viability of mobile marketing.

Rapid Growth in Online Social Network Users

India has seen a wide jump in the number of users on the various online social networks, increasing 43% to approximately 33 million unique users from the start of 2009 to July 2010. This means that for marketers is that online social networks are increasingly becoming tools to consider in order to maximize the reach of brands or businesses.

Mobile Marketing

With the tremendous increase in digital advertising, mobile advertising too has seen some remarkable growth. The major advantages are : - User location targeting - Multiple touch points with the consumer - Knowledge of consumer usage and trends - One-to- one nature - Trusted billing relationship - Direct user response

India is now the single largest mobile ad impression market in the Asia Pacific Region. It saw a 22% increase over the 3 month period. The country reached its highest level of traffic in May

2011, with 2.6 billion ads being served to 59.4 million users on all platforms. BuzzCity attributes this growth to the falling data rates, availability of cheaper handsets, heavy promotion of mobile internet and better content on mobile.

“India has a great scope for mobile advertising. In the last few years India has given has great revenue. Mobile advertising is no longer dominated by a handful of markets. Mobile internet advertising is now a pervasive force for marketers to spread their message, build brands and transact – a medium that we cannot afford to ignore. Also, an important fact that brand managers need to take into consideration is that feature based phones and not smartphones dominate mobile internet usage,” says Dr. K. F. Lai, CEO, BuzzCity.

Smartphones still have a very small percentage of these impressions. Android and iOS combined have a share of 0.4%.

(b) Social Gaming

At present, of over 12 million Indians on Facebook, about 7 million reportedly play social games. Globally, at least half of the 500 million Facebook users are likely to pick up on social games within two years. With the advent of affordable and high-end smart-phones, mobile and social gaming have already started creating noticeable ripples with India’s mobile gaming industry standing at Rs 541 crore, which is 4.56 per cent of the total VAS revenue of Rs 11,860 crore, according to a report in Hindustan Times.

(c) SEO

Search engine optimization is definitely important for marketers or communicators to maximize their website’s viewership. However, optimization poses a problem in a country like India which has 22 official languages spread over 28 different states. Hindi is the main official language, while English is the secondary one, not to mention many other regional languages which are used. Marketers whose target audience is in India will have to pay close attention to the languages spoken by their specific consumer group(s) and decide how they want to perform SEO for their digital media.

According to Shiv Moulee of Millward Brown India, only one advertisement out of seven performs strongly across all Indian markets, and among advertisements that do exceptionally well in one market, more than a third perform very poorly in others. This goes to show the differences in consumer attitudes among the different areas of India.

digital marketing trends that will impact on Business for 2015

Here are the 10 important digital marketing trends to watch in 2015

1. Bigger Growing of Volume, velocity and variety of big data

During 2015, Big Data will continue to be an all-powerful and overarching topic among business planners and marketing strategists. As businesses realize that customer behavior and usage data is pivotal for leveraging their overall performance and profit, more businesses will adopt Big Data policies and data acquisition and integration technologies.

2. Mobile as a game changer:

Today, mobile has become the most popular and rapidly proliferating multi-functional digital device with a huge impact in digital marketing. As a major driver of the new trends like social, programmatic, and native marketing, mobile is going to have a huge multiplier effect in the marketing campaigns in 2015.

3. Effective Content

In these days, content has become an indispensable part of marketing, offering enterprises an opportunity to share knowledge and information with their customers as well as to constantly engage them in conversation. Studies have shown that effective content marketing contributes

in a great deal to the improvement of consumer conversion and retention. In 2015, firms will focus on improving the quality of the contents so that they ultimately contribute to increase ROI, not just the click-streams. This step will lead to the creation of the mix of high quality, customized, and interactive contents.

4. Immensely powerful Social Phenomena

Today, social media has become a synonym of a powerful marketing tool. In the last few years, it has successfully implemented some innovative experiments, including the streaming of highly personalized ads and contents.

2015 will see an increased ability of the social media sites to use customer data in carrying out user sentiment analysis and tailor their ads accordingly. Additionally, with social media, businesses will grow their social listening capabilities, which will make the readjustment of the marketing strategies in the real time possible.

5. Popularity in Multichannel marketing

Multi-channel marketing has become a prominent trend of digital marketing. In 2015, there will be a remarkable growth in the use of multi-platform / multimedia marketing, with special focus on the growing number of Smartphone and tablet users who are proven to be more responsive to the direct marketing messages on their devices.

6. Big priority Personalization

Recently, there has been a huge comeback of regionalization, localization, and personalization. Because every geographical location and every individual have their unique specificities, understanding those specificities and accommodating them in the marketing policies helps to gain a competitive advantage. During the recent days, retailers have seen that offering custom-tailored products and services to fit the specific needs of the customers significantly improves sales, and personalization has become the best expression of customization. With increased sophistication, personalization will continue be at the forefront of the marketing priorities in 2015, and businesses will keep their focus on improving the interactive web experiences and on providing uniquely personalized products and services that speak to the individual's needs.

7. Growth in Ad retargeting

This technique of push marketing, better known as ad retargeting, is becoming a standard practice in online marketing. It plays an important role in presenting the right message to the right customer at the right time. According to Advertising Age (referred to ComScore Points) "A retargeted display ad will encourage 1,000% more people to search for a product than a standard ad." With the improving access to data and data integration capabilities, more businesses will reap the benefits of ad retargeting, effectively implemented by internet giants like Google and Facebook.

8. Visual story telling

Visual contents and videos have far greater chances of being viewed, shared, and going viral in comparison to textual contents. People have an inbuilt bias in favor of colorful images and visual objects. These days, visualization and visual storytelling have found a renewed emphasis in the digital media. Visual contents and visual-based sites are becoming increasingly popular than the traditional ones. Pinterest is an example. Video ad is becoming the top priority for the online publishers and advertisers. In September 2014, Mashable reported that Facebook serves 1 billion video views a day on average. There is no doubt that marketing would be more visual oriented in 2015, and social media will be a great enabler of this trend.

9. Widespread of Skill sharing and collaboration

Digital marketing and online advertising are no longer confined to traditional marketing/advertising agencies. Online shopping, digitization, and datafication have expanded the space of marketing to include data warehousing companies and business intelligence platforms. Advertising today has become a multibillion multilateral collaborative business, involving big data companies and data scientist as key players. The techniques have grown far more complex than airing messages to the unknown audience, unsure about its effectiveness. The sharing of skills across various platforms is contributing to the effectiveness in developing ad contents and in measuring their impacts. As more businesses take data-driven marketing initiatives, the scope of skill sharing and collaboration is bound to expand further in 2015.

10. Data Analytics Spreading

In 2015 Big Data analytics—and its subsets like business analytics, predictive analytics, web analytics, sales analytics, social media analytics and so forth—will be hotter than ever. According Forbes (referred to IDC), Big Data analytics business will grow to \$125 billion in 2015 worldwide, covering a wide variety of areas and creating newer avenues. As data continues growing exponentially, becoming a decisive factor in strategic planning, more businesses will incorporate advanced analytics technologies in their decision making processes. These technologies will significantly improve their capability of collecting and crunching a huge amount of streaming data and take important decisions in the real time.

Problems of Digital Media Needs to Solve

1. Know Your Clients:

One of the most frustrating things for marketers about Digital Media is how little new media professionals know about the traditional media that makes up nearly 90% of advertising activity. Many digital media advocates seem to assume that the entire marketing world has been asleep for the past 50 years, just waiting for them to come along.

Make no mistake, the world's premier marketers got to be that way by knowing their jobs well and adapting to new challenges effectively. If they are uninterested in what you are selling, there is probably a reason beyond "they have their heads in the sand and will come around eventually." A typical frustration encountered by media auditors is hearing how a digital supplier achieved "superior" results through optimization, yet those results coincided with a TV campaign and decayed when it went off air. The result was a laughable ROI calculation and a complete loss of credibility.

2. Prove Results Beyond Direct Response:

Most of the past gains digital media has won have been at the expense of direct response marketing. In fact, the 13% share drop of US newspaper revenues explains virtually all of the increase in Digital Media (and newspapers have historically been highly dependent on classified advertising).

3. Know Your Consumers: One of the major barriers to bigger display budgets for Digital Media is a lack of data about audiences, especially digital video. While the number of views is easy to count, there is very little understanding about who is viewing, their psychographic characteristics, product consumption preferences, etc.

This is a relatively easy problem to fix and certainly the possibilities of Digital Media are enormous in this area. However, a better understanding of how marketers make decisions is

required. Traditional media companies have built up decades of wisdom and experience in this area. Digital Media still has to learn.

4. Effective Frequency: one great advantage that Digital Media does have is the ability to control frequency. In traditional media, that's where the bulk of the money is wasted.

Unfortunately, there is very little understanding of what levels of frequency are effective for different digital tasks. Traditional media worked for decades to gain a thorough understanding of frequency. Digital Media still has to start.

5. How Precise to Target: In traditional marketing, targeting is mainly an efficiency issue. Money is spent on media that has a higher proportion of a certain kind of consumer than others. In actuality, they are reaching far more people than are targeted. In Digital Media, however, ads can be shown to only those that are targeted. While that can prevent wastage, it can also exclude viable consumers and influencers. If Digital Media is to service mass marketers effectively, a more sophisticated view of targeting will be needed.

6. Those Who Adapt Will Survive

While many in the digital world take a "they'll come around eventually" point of view, some of the smartest players do not. Yahoo! has built a very strong display advertising business and even Google seems to be steering their business more towards brand building.

Media is like any other industry. In order to be successful, you need to fulfill needs that your customers actually have rather than the needs you think they should have. Before you can educate your clients, you first need to educate yourself. 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.

Conclusion

Today, there are more devices in the world than the number of people and people are spending more and more time online. With the incredible level of proliferation of digital devices, the consumers have become more connected, empowered and vocal. They can now choose which information they want to get exposed to and filter out the rest. Innovative use of technology, diversity and more pictorial in content, more tabloid in look and feel, breaking news, pushing up trending stories, add-on applications such as classifieds real estate, online shopping, travel etc., have given a greater emphasis of digital content. With page views in crores and unique visits in millions for the news sites of Indian language dailies, the success story has been marked. With the popularity of digital media, it is definitely important that you continue to create and use it for good marketing and business results.

Reference:

1. Mr. Ratnesh Dwivedi, Amity University, India,, Challenges Before Traditional Media in The Age of Digital Media-How to Integrate it With Digital Media-The Way Ahead
2. www.grepsr.com
3. Dr. Daniel J. Caron, Librarian and Archivist of Canada, Study on the Emerging and Digital Media: Opportunities and Challenges
4. en.wikipedia.org/wiki/Digital_media.
5. Randy Palubiak is an industry analyst and business media strategist - <http://crewscontrol.com/index.php/blog-central/8-key-business-objectives-and-benefits-to-using-digital-media-in-the-enterp#sthash.NhbJ76lU.dpuf>

6. The benefits of Digital media N.p Web 23 May 2013
<<http://www.selfgrowth.com/articles/the-benefits-of-digital-media-need-to-solve>
7. Greg Sattel,analytics ,new media sales, 'problems of digital media need to solve
8. ict-dm.net/tracks...in.../the-future-of-digital-media-impact-on-busines
9. Smallbusiness.chron.com › Advertising & Marketing
10. www.stuffbyme.co.uk/.../the-impact-of-digital-and-media-on-the-news-business
11. www.socialmediatoday.com/.../impact-social-media-marketing-trends