

Study on How Digital Media Makes Digital India

Vani Jain,¹ Dr. Bharat Bhati,²

1. SAGE University, Institute of Management Studies, Indore 452020, India.

2. SAGE University, Institute of Management Studies, Indore 452020, India.

Vani Jain, Research Scholar Institute of Management, SAGE University Indore, Madhya Pradesh, India.

vanijain2022@gmail.com

Dr. Bharat Bhati, Associate Professor, Institute of Management, SAGE University Indore, Madhya Pradesh, India. bharat.bhati@sageuniversity.in

ABSTRACT

A method in which any information in text, audio, video or graphics format broadcasting through a screen is known as Digital Media. Online or Digital media has become a major part in almost every sphere of field like business, education, politics, medical, marketing, communication etc. Indian media has successfully reaching across the world through social media technology and digital shift. The digital media is used for expand networks in every field, news, advertising etc. This Digital media revolution has continuously changing journalism and news organizations era. In Covid-19 pandemic situation most of Indians reading and watching news, playing games, watching movies online on their mobile or laptop or tv screen through digital media. 481 Million users are using internet so Increased penetration of high-speed internet has revolutionized the consumers market as well as marketer's market. This paper introduces the impacts of digital technology to create a physical and digital space in media sector as well as hurdles or difficulties for public. Digital technology can transform and create a new experience in every field like retail, aviation, marketing, health, education etc and how digital media involved in Covid-19 pandemic. India is graduating from a command-and-control model of economic and regulatory oversight of traditional industries, to a light-touch one for new industries. However, such an approach requires considered assessments of user/consumer perceptions towards the government and industrial inventions and behavioural responses while they plan to engage in digital consumption of the three markets. Accordingly, a large survey of 2000 users and app-data of over 20.58 lakhs users was collected and analysed to assess the perception and consumption pattern of users of digital markets. Results showed that there is higher behavioural lock-in for social media than other platforms, and that users spend the least amount of time and money on online gaming among the three segments. We discuss implications of these especially about ensuring user safety, institutional responsiveness, and quick grievance redressal in the context of the IT Rules (Intermediary Guidelines and Digital Media Ethics Code) 2021 and recommendations of the 50th meeting of the GST Council which proposed a landslide change in online gaming taxation.

Keywords: Media,

Digital,

Covid,

Online, news. I

Over the top (OTT) & online Gaming (OG)

INTRODUCTION

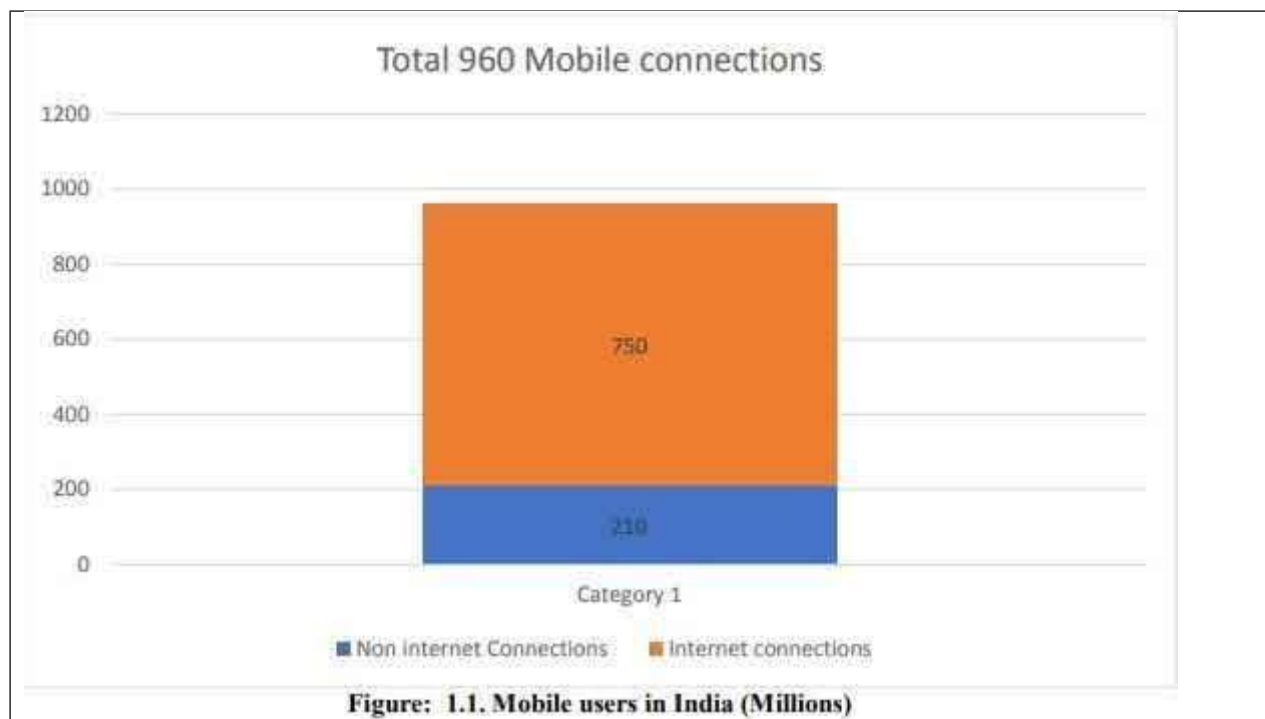
There are different mediums being used for communication, accessing information, etc. Two widely used ones are print media and electronic media. There have been many changes in terms of the target audience, program content, etc., in both the mediums over the years, but due to the revolution in information and communication technology, there has been a drastic change in the various electronic mediums; many new mediums have been evolved and the old ones have been improved to satisfy the customers' needs in a better way. Due to the evolution of many new mediums and improvement in the old ones, people have switched from one medium to another over the years. There has been a radical change in the choice of medium being used earlier and the medium being accessed now for different purposes such as entertainment, information and news gathering, etc. There are different mediums being used for communication, accessing information, etc. Two widely used ones are print media and electronic media. There have been many changes in terms of the target audience, program content, etc., in both the mediums over the years, but due to the revolution in information and communication technology, there has been a drastic change in the various electronic mediums; many new mediums have been evolved and the old ones have been improved to satisfy the customers' needs in a better way. Due to the evolution of many new mediums and improvement in the old ones, people have switched from one medium to another over the years. There has been a radical change in the choice of medium being used earlier and the medium being accessed now for different purposes such as entertainment, information and news gathering, etc. There are different mediums being used for communication, accessing information, etc. Two widely used ones are print media and electronic media. There have been many changes in terms of the target audience, program content, etc., in both the mediums over the years, but due to the revolution in information and communication technology, there has been a drastic change in the various electronic mediums; many new mediums have been evolved and the old ones have been improved to satisfy the customers' needs in a better way. Due to the evolution of many new mediums and improvement in the old ones, people have switched from one medium to another over the years. There has been a radical change in the choice of medium being used earlier and the medium being accessed now for different purposes such as entertainment, information and news gathering, etc. There are different mediums being used for communication, accessing information, etc. Two widely used ones are print media and electronic media. There have been many changes in terms of the target audience, program content, etc., in both the mediums over the years, but due to the revolution in information and communication technology, there has been a drastic change in the various electronic mediums; many new mediums have been evolved and the old ones have been improved to satisfy the customers' needs in a better way. Due to the evolution of many new mediums and improvement in the old ones, people have switched from one medium to another over the years. There has been a radical change in the choice of medium being used earlier and the medium being accessed now for different purposes such as entertainment, information and news adhering, etc. There are different mediums being used for communication, accessing information, etc. Two widely used ones are print media and electronic media. There have been many changes in terms of the target audience, program content, etc., in both the mediums over the years, but due to the revolution in information and communication technology, there has been a drastic change in the various electronic mediums; many new mediums have been evolved and the old ones have been improved to satisfy the customers' needs in a better way. Due to the evolution of many new mediums and improvement in the old ones, people have switched from one medium to another over the years. There has been a radical change in the choice of medium being used earlier and the medium being accessed now for different purposes such as entertainment, information and news gathering, etc. There are different mediums being used for communication, accessing information, etc. Two widely used ones are print media and electronic media. There have been many changes in terms of the target audience, program content, etc., in both the mediums over the years, but due to the revolution in information and communication technology, there has been a drastic change in the various electronic mediums; many new mediums have been evolved and the old ones have been improved to satisfy the customers' needs in a better way. Due to the evolution of many new mediums and improvement in the old ones, people have switched from one medium to another over the years. There has been a radical change in the choice of

medium being used earlier and the medium being accessed now for different purposes such as entertainment, information and news gathering, etc. There are various communication mediums available in India as well as world. Print and Digital media are two major types of medium in media. Due to revolution in technology old media is needed to be improved as per consumer needs. Public easily switching from one medium to another as per needs and comfort. Everyone wants news, entertainment and other information in their mobile screen. In last few years every field has become digital. Rural markets are also very well developed through digitalization. Amazon, Flipkart, Paytm, Myntra etc are best examples to grow local market across the world. During Covid -19 digital media performed major role in India. Social media news, activity, digital money transfer, digital order etc helped a lot public in pandemic situation. People awareness promoted by digitalization. Smart phone and less expensive internet access combinedly reshaping all aspects as well as media across India as compared to world. This study focuses that how digitalization media helps India to grow fast. Digital education saved student career and future.

Current scenario:

Digital media comes in many different forms including magazines, internet forums, web logs, e papers, online newspapers, social blogs, wikis, podcasts, photographs, pictures, video as well as social media YouTube, Facebook, etc become an integral part of media. According to dentsu report 2021 revealed that Indian advertising industry is expected to 10.8% growth through which they can reach Rs 62,577 crore by December 2021 and Rs 70343 crore by 2022. Digital Media will grow at 20% to reach a market size Rs. 18,938 crores by 2021[2]. And December 2023 1,22,000 crore it's a great game changing.

As digitization has changed the consumption behaviour, marketers and policy makers attempt to explore the variables that influence the digital consumption patterns of individuals. Our research examines the consumption and engagement patterns of users in India's digital market. The focus is on three services from the overall digital consumption basket, viz. social media, over-the-top (OTT) content services and online gaming. Each of these witnessed sharp growth in user base, revenues, and innovation in recent years in India. They have also had a palpable impact on users' time-use, skill development, networking, and leisure/entertainment.



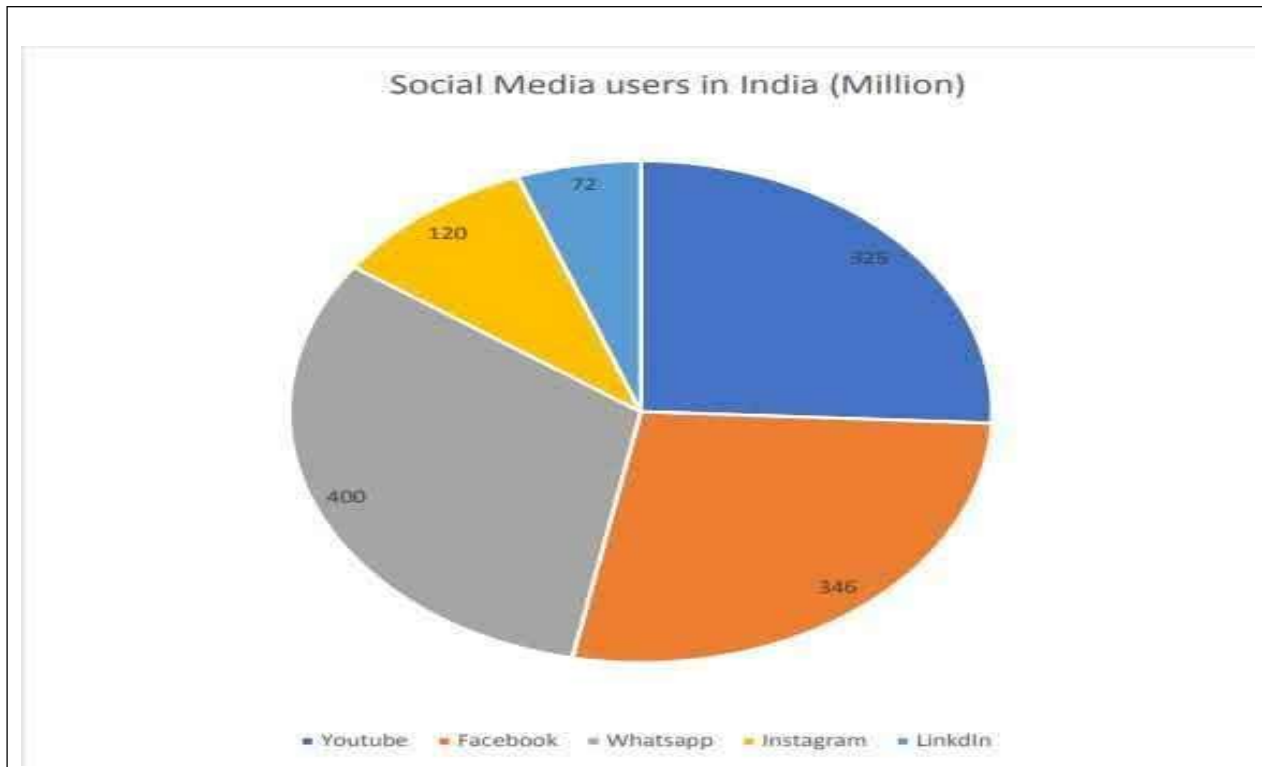


Figure: 1.2 Internet users in India (Million)

Largest users of Facebook from India around the world. Second largest in Instagram. Tiktok is closed with 200 million users from India.

Media growth in India:

There are various reasons behind the growing digitalization in India—

- Faith worthy Internet- Peoples are well aware and trusting the information content available in internet or online.
- changes- People having smartphones which increasing net surfing in India.
- Marketing- Almost top companies are adopting digitalization, enhancing strategies for digital marketing.
- Classes- Due to Covid-19 education system is totally transferred in online platform.
- Health- Due to covid Doctors given appointments online, online consultation introduced and implemented.
- work from home
- Digitalization is less expensive than other traditional methods.
- Latest India Programme
- Cheap internet Facility
- Interesting contents

Media and Newspapers or Journalism:

In India 11 New organizations combinedly joined hands to build a robust digital news. The umbrella group – DIGIPUB News India Foundation – comprises Alt News, Article 14, Boomlive, Cobrapost, HW News, News click, News laundry, Scroll. in, News Minute, The Quint and The Wire. These organizations upload a new standard in journalism. E papers are launched and adopted by public successfully. These associations came during the Modi government has expressed its desire to “regulate” digital media. If users want economy, corporate or market related updates and alerts then they are subscribing news- bots and stockbots which shifted from print subscription to digital subscription. Users and customers are happy with the idea of paying for personalized features and convenience.

Media and Television:

In 2003 licensed television stations, DTH is introduced excluding cable, were required to switch from the traditional analog transmission signal to a digital transmission signal like Airtel, Dish tv, Tat sky etc. Although in 2016 Jiofibre introduced and implemented. More than 1 million are jio fibre users are using jio network in their smart tv.

Media and Education:

The recent example of phygital technology is Online Classes. Due to COVID-19 pandemic, the world, as well as India, was totally in lockdown situation and some places are in curfew. During this pandemic situation, having the internet access ability through mobiles, laptops, tablets or desktop builds student and teacher’s communication from their home or any other location easily. This helps to continue their studies without hurdles. This paper introduces the impacts of phygital technology to create a physical and digital space in education sector as well as hurdles or difficulties for students and teachers.

Media and health:

Digital Media and technologies help to transform economies regarding health, medicine, lab and health care. Through digital media reports transfers one place to another within a seconds hence critical patient treatment done properly. Digital literacy is developed through digital India program. The growing adoption of new algorithm-driven systems, smartphone apps and self-monitoring devices promise to upend established conceptions of illness and wellness, practices of risk management and decision making in the context of treatment and care.

Media and Cinema:

During Covid-19 Cinema industry also faced lot of issues and troubles. They cannot release movies as their wish in theatres but with the help of Netflix, Amazon prime they released their cinemas and public heartly welcomed and watched entertained those movies.

Media and Business:

Our society is driven by digital technologies. These digital technologies and media boost sales, increase brand awareness, grow viral as well as engage customers and audience.

Future Scope:

Personal communication like friends, family relatives or professional communication like colleagues, boss is more effective than before. In 1990s Internet introduced through which communication standards changed. Through digital media sharing messages are more quick across longer distance. The future of media is continuing to turn to digital media for entertainment, news, and business, which translates to major opportunities for businesses. According to the Pew Research Center, the digital media industry continues to grow, with about 93% of American adults consuming some of their news online. As the audience for online media grows, so do the number of platforms, and more consumers than ever flock to sources born on the web. For businesses, maintaining an online presence that allows them to effectively communicate with their audience is critical.

Downsides of Digital Media:

1) **Harmful Intentions**- Some Communities using digital media for harmful intentions. various communities provoking young adults, children to create violence, strike etc through social media. Various political discussions are open to public in which they are giving statements without knowing the norms and regulations which should be not permitted. As per the survey of world economic forum 70% out of 11000 respondents said they can express freely online and 60% said its ok to state their opinions online.

2) **Alter Human decisions**- Through digital media sender can select which items should be seen by which customers. AI performing major role in this field. Ex: we can see various advertisement pop ups in right or bottom side of surfing site. We can influence and direct or shift to that site sometimes which creates issues and fraud.

3) **Source of News**- Sometimes internet spreading rumours instead of actual or real news. For TRP they are spreading anything in market. Ex: Covid Lockdown declared on March 2019 but after 6 months still same news circulating in worldwide across the internet. Due to fake rumours public become scared.

4) **Change social skills**- online and offline both are entirely different. People who can meet or discuss online easily they can't offline as well as.

5) **Social Media affects Productivity**- As per the report of Team lease world of work in workplace 2.35 hours is spent in social media so 13% of the total productivity is lost.[10]

6) Social Defamation

7) **Negative impact for Children**-Immature, fast paced, violent and senseless games definitely negatively affect children's.

REFERENCES

[1]. Indian digital media will grow at 20% to reach a market size of Rs 18,938 crore by 2021: dentsu Digital Report 2021 <https://www.businessinsider.in/advertising/ad-agencies/news/indian-digital-media-will-grow-at-20-to-reach-a-market-size-of-rs-18938-crore-by-2021-dentsu-digital-report-2021/articleshow/80688039.cms>.

[2]. A, Anooja and Munjal, Sourabh, Phygital Technology Improves Education Standards of Digital India (In Context of Academic Arena during COVID-19) (January 2021). BEST: International Journal of Humanities, Arts, Medicine and Sciences (BEST: IJHAMS), Vol. 9, Issue 1, Jan 2021, 45-50, Available at SSRN: <https://ssrn.com/abstract=3787345>

[3]. The future of India media is digital <http://www.businessworld.in/article/The-Future-Of-India-s-Media-Is-AllDigital/21-01-2021-367995/>

- [4]. Eleven Indian Digital Media Publications Come Together to 'Build a Digital News Ecology'<https://thewire.in/media/digipub-digital-media-publications>
- [5]. Array Digital <https://thisisarray.com/traditional-vs-digital-advertising/>
- [6]. Citizens' use of digital media to connect with health care: Socio-ethical and regulatory implications <https://journals.sagepub.com/doi/full/10.1177/1363459319847505>
- [7]. Impact of Digital marketing <https://www.srvmedia.com/blog/impact-digital-marketing-businesses/> [8]. The future of media concepts <https://online.maryville.edu/blog/future-media/>
- [9]. world economic forum <http://reports.weforum.org/human-implications-of-digital-media-2016/downsides-andrisks/>
- [10]. Social media affecting workplace <https://www.businesstoday.in/current/corporate/social-media-affectingworkplace-productivity-report/story/238716.html>