

CHANGING DYNAMICS BETWEEN NEWS CHANNELS AND NEW MEDIA IN INDIA

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ABSTRACT

Technology has blurred the age old division and categorization of media platforms. Traditionally we used to consume mass media content either through newspapers, radio and/or television. However, ever since digital technology has made it possible to distribute mass media content through data and video, content is now being divided into just two categories: Digital content and Non-digital content. This has also permanently changed the relationship between news channels and new media. Once seen as a rival to news channels, new media platforms today are fast becoming an extension to those. This paper attempts to analyse different phases of the changing dynamics between new media and the Indian news channels. It also explores various ways which the news channels are using to generate revenue through content on new media platforms.

KEYWORDS: Digital Content, Dynamics, Media Platforms, News Channels, New Media, Revenue