

How the Radio Industry Is Changing to Deal with Changes in The Advertising Landscape

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Abstrak

Studi ini mengkaji perubahan lanskap stasiun radio di Indonesia, khususnya bagaimana stasiun radio menyesuaikan diri dengan peralihan dari metode periklanan tradisional ke digital. Akibatnya, iklan radio tradisional menghadapi tantangan, terutama jika dibandingkan dengan kemampuan penargetan dan pelacakan yang tepat yang ditawarkan platform digital. Studi ini membahas masalah ini dengan pendekatan kualitatif, berfokus pada studi kasus dan wawancara dengan pakar penyiaran radio dari stasiun radio terkemuka. Studi ini menyoroti tiga cara utama untuk memperbarui radio. Yang pertama adalah konvergensi media, yang berarti menggabungkan radio dengan alat digital seperti streaming, podcast, dan media sosial. Yang kedua adalah diversifikasi pendapatan, yang mencari cara baru untuk menghasilkan pendapatan, seperti sponsor acara dan kemitraan merek. Kami sekarang membahas peningkatan konten, yang melibatkan pembuatan konten lokal dan menarik untuk membangun basis pendengar yang setia. Di era digital, radio harus bertransformasi menjadi orkestra multimedia yang dinamis untuk benar-benar berkembang. Platform ini memberikan nilai unik bagi baik pendengar maupun pengiklan.

Kata Kunci: iklan radio, adaptasi, konvergensi media, media digital, radio broadcasting

Abstract

This study examines the changing radio station landscape in Indonesia, especially how radio stations are adjusting to the move from traditional to digital advertising methods. As a result, traditional radio commercials are having a challenging time, especially when compared to the exact targeting and tracking that digital platforms offer. This study addresses this issue using a qualitative approach, focusing on case studies and interviews with radio broadcasting experts from leading radio stations. The study highlights three main ways to update the radio. The first is media convergence, which means combining radio with digital tools such as streaming, podcasts, and social media. The second is revenue diversification, which seeks new ways to generate revenue, such as event sponsorships and brand partnerships. We now discuss content enhancement, which involves creating local and engaging content to build a loyal audience base. In the digital age, radio must transform into a vibrant multimedia orchestra to truly flourish. This platform provides unique value to both listeners and advertisers.

Keywords: radio advertising, adaptation, media convergence, digital media, radio broadcasting

INTRODUCTION

The primary developments that have caused this change are people's actions and the rise of new digital tools such as ChatGPT. An increasing number of people today find comfort and connection on digital media sites such as streaming services and social networking sites. Digital platforms are attracting much more attention than radio and other traditional media. Digital marketing helps companies connect with their customers and make them loyal to the brand. Digital platforms can strengthen their relationship with consumers by offering customized content, interacting with audiences on social media, and using artificial intelligence and big data. Advertisements that appeal to customers are more likely to encourage them to make purchases (Muharam et al., 2024). Digital marketing plays a key role in strengthening a brand's presence. I believe that email, mobile marketing, and social media are valuable tools for helping a company compete in the marketplace. They facilitate communication between businesses and their customers, which is particularly important in rapidly evolving sectors such as FMCG (Ahmed et al., 2019).

Digital marketing has many benefits, but radio stations struggle with it. As more people listen to Internet radio, it needs to change to meet their needs. Because of the rise of social media and digital audio services, there is now a new way to listen to the radio. It is time for the radio to come up with new ways to send news and keep people interested. (Pandusaputri et al., 2024) Some people say that the radio business shows how important it is to have a strong online presence with material that everyone can see to keep customers satisfied and help the market grow. Therefore, it is even more important to create a culture that values new ideas and the ability to change with the times. This is yet another reason why it is important to keep children safe. (Gangwani & Bhatia, 2024). It is important to acknowledge that radio on the ground is currently facing challenges. Individuals, especially those from the Millennial and Generation Z cohorts, have expressed a keen interest in platforms that offer interactive and customizable content. (Matsa Prasanna et al., 2024).

To remain relevant and popular in the advertising industry, radio stations should partner with digital media platforms such as YouTube. The digital advertising industry is experiencing significant evolution; it is becoming more complex and visual-based, and it is utilizing design to engage consumers and enhance their experience. (H. Li, 2021). These innovative approaches appear to be transforming the way companies and consumers interact and setting new standards for operational effectiveness and return on investment. Consequently, radio and other digital channels have experienced a significant increase in advertising budgets. (Almestarihi et al., 2024). If radio does not change, it will struggle to make money and maintain its popularity, especially as audience diversity grows. Radio stations worldwide are trying different strategies to stay competitive and attract advertisers. They are collaborating with other media companies and modifying their business plans to incorporate social media. If it is helpful, I would be interested in conducting further research to determine the effectiveness of these strategies, particularly in countries such as Indonesia. This intriguing study examines how Indonesian radio advertising has changed over time. It examines how

advertising has changed over time and uses new methods that have emerged over time to do so. If you could kindly record the following information, we would greatly appreciate it. You may want to consider this option. It may be beneficial for radio stations to leverage their strengths to forge connections with diverse audiences. It would be wise for them to stay current in today's digital world. We hope that our findings will contribute to a more profound understanding of modern radio advertising among scholars, marketers, and industry professionals.

Owing to digital technology, the radio industry is undergoing significant changes and is confronting numerous difficulties. The rapid evolution of technology has changed the way media interacts with audiences. Digital change appears to be beneficial in various domains. This means that management styles, the way technology is used, and the way businesses are run all need to be changed. (Cosa, 2024). Radio serves as a valuable resource for those seeking to understand digital tools, particularly in the educational setting. Local public radio stations have demonstrated their ability to support digital learning in remote education, which is beneficial to students. It seems that radio is used to help people develop technological skills. (Sjuchro et al., 2023). The shift towards digital transformation is altering the landscape of business competition. Channel Four is evolving into a media company with several channels in the UK. It is obvious that things are changing: new technologies are emerging in the region and media markets are expanding. In the realm of digital media, radio stations must develop business strategies that encourage growth and reinforce their position in the competitive market. (Born, 2003)

Radio is of significant importance to the public, particularly during periods of technological progress and economic instability. Most people agree that this assertion is unquestionable. The arrival of new digital technologies provides a significant opportunity to increase productivity and innovation in various industries, which, in turn, will have a positive effect on the overall economic performance of the country. (Simon Kaggwa et al., 2023) suggested that we explore how to investigate and address these changes. People are now aware of digital advertising. This brings both advantages and challenges to businesses. In the past, it was challenging to measure this because people did not use traditional media such as radio, television, and newspapers. Conversely, digital marketing can facilitate the reach of specific demographics, observe customer behavior in real time, and accurately measure sales (Nesterenko et al., 2023). Today, marketers have multiple ways to acquire customers, including permission-based, customizable, and interactive ads. Researchers have identified specific demographic groups that are particularly affected by these advertisements. Metrics that measure performance provide valuable insights into the effectiveness of advertising campaigns. This is an encouraging sign of the positive changes we have discussed. You have come to the right place if you are interested in learning more about this topic. (Truong et al., 2010a).

Radio stations, especially commercial ones, are struggling to use their traditional marketing techniques in the digital age. This is especially true for radio programs that generate revenue. The level of competition in the digital market has increased significantly because customers can now easily reach many more online channels. When customer needs change constantly,

businesses must adapt to remain competitive. It is crucial to consider the implications of this specific issue. It is clear that, despite the challenges outlined, digital advertising has the potential to be successful. This is the conclusion that can be drawn after careful consideration. Proper utilization of data may serve as a solution to this issue (Almestarihi et al., 2024). Programmatic advertising automates the process of buying and selling advertising space and is crucial to digital marketing. This facilitates companies in conducting more effective and efficient campaigns, representing a significant advancement that will lead to lower costs and more positive results. (Uday Kiran & Arumugam, 2020).

Interestingly, digital and traditional media can share the same platforms. For example, combining direct mail with digital marketing initiatives, such as display advertising, can increase interaction and revenue. (Lesscher et al., 2021). Today, complex media habitats necessitate advertisers to consider traditional methods of influencing and persuading people; to remain successful, businesses must adapt to the constant changes in demand of their customers. The first is media convergence theory, which studies the interaction between different media types, industries, and technologies, in addition to technological advancements. It also concerns the interactions between audiences, genres, industries, and technology. Jenkins (2004) is this. Rogers refers to this unique process as the method by which (1) an innovation (2) spreads among the members of a social system (3) over time (4) through specific channels, as (García-Avilés, 2020) stated. The concept of media economics aids in comprehending how media firms tackle digital challenges and explore various strategies for growth to maintain a competitive edge (Heiets et al., 2023)

Media economics explores how media firms address digital challenges and experiment with various strategies to maintain their competitive edge. The success of these strategies was comprehensively assessed in the Indonesian markets. Research with the title "How the radio industry is changing to deal with changes in the advertising landscape" would typically have the following objectives to identify and analyze the key shifts currently taking place in the advertising landscape

METHODS

This study aims to identify and thoroughly analyze the main shifts in the advertising landscape that directly impact the radio industry. Therefore, a qualitative approach with a Single Case Study design was chosen. This methodology allows the researcher to investigate modern phenomena (alterations in the advertising landscape) within the real-world context of a specific case (the radio industry), focusing on Radio Suara Surabaya, which is the most notable example. To accomplish the goal of recognizing shifts in the advertising landscape, data will be gathered through two primary complementary methods: In-depth Interviews, which will serve as the primary method of data collection for the purpose of obtaining the perspectives of participants in advertising directly. The researcher will interview key informants with in-depth knowledge of the advertising market, including radio management and the advertising department. The interview questions were designed to elicit information about how advertising budget allocation priorities have shifted (from traditional media to digital). The identification

of pain points (main problems) and opportunities offered by digital platforms is also explored. Data collected from interviews and documents will be analyzed using Thematic Analysis. The researcher will repeatedly read all the interview transcripts and documents to gain an overall understanding. Subsequently, open coding was applied to label each segment of data relevant to changes in the advertising landscape. These codes were then grouped into comprehensive main themes. Ultimately, these themes represent the main shifts in the advertising landscape sought in the objectives of this study. Through triangulation of data from these various sources, the researcher can produce a rich, detailed, and validated narrative of changes in the advertising landscape.

RESULTS AND DISCUSSION

The main findings of the study titled "How the radio industry is changing to deal with changes in the advertising landscape" center on digital adaptation (media convergence) and changes to business models to keep pace with the shift of advertising budgets toward more measurable platforms. The key findings are as follows: The radio industry no longer relies solely on traditional over-the-air (OTA) broadcasting but is instead adopting a multiplatform model or media convergence. Digital broadcasting: Radio stations have dedicated funds to create content that is available on the Internet, via apps for mobile devices, and on demand, to ensure that listeners can access it anywhere or at any time. Integration of visual content into radio: Today, radio is evolving into "visual broadcasting." This form of broadcasting utilizes social media (Instagram, TikTok, YouTube) as well as websites to share on-air content, behind-the-scenes images (BTS), and live studio broadcasts. Podcast Innovation: Radio is using podcast formats to broaden its reach and provide highly specific (niche) measurable content, creating new advertising opportunities.

Social media platforms facilitate interpersonal connections, thereby boosting individuals' involvement in community activities, a feature not offered by traditional radio broadcasts. Radio stations are shifting from traditional to digital advertising and are exploring innovative revenue-generating strategies. In the current economic climate, having multiple income sources is not just advantageous but essential. Advertisers are specifically interested in digital advertising because it provides specific metrics and is associated with the media economy and digital marketing models. Traditional advertising methods may no longer be adequate for keeping broadcasters in check. Below is a summary of the interview conducted on September September 2, 2025, with the Director of Suara Surabaya, who elaborated:

"Multichannel advertising models are favored by advertisers. The Suara Surabaya radio station now has a full advertising package that includes both on-air and digital platform advertisements. For example, an audio advertisement on the radio will be followed by a post on Facebook, Instagram, or a sponsored piece on the website."

The biggest change has occurred in the way radio sells advertising space, shifting from solely spot ads (commercial breaks) to integrated solutions (advertorials). Radio stations have begun offering hybrid advertising packages that combine traditional spot ads (over-the-air, OTA)

with digital ads (such as streaming, pre-roll, website banners, and social media promotions). The radio is making significant efforts to emulate the measurement capabilities of digital media. They offer data analytics (for example, the number of clicks from online promotions or Nielsen/research studies demonstrating return on investment [ROI]) to prove radio's effectiveness to advertisers who demand clear metrics. Revenue from digital advertising, although still smaller than OTA, has shown significant growth and is becoming an increasingly important part of the station's total income stream.

The Suara Surabaya radio station works with more brands to create sponsored content. This approach generates additional revenue and facilitates the creation of content that engages audiences. Examples include podcast series sponsored by different product brands and talk shows sponsored by private companies or local and regional government agencies. Radio stations are attempting to improve their content to compete with podcasts and streaming services. They employed a technique called audience segmentation. This suggests that they group their audience by age, location and purpose. The program manager of the Suara Surabaya Radio Program (Respondent 2) discussed the results of interviews conducted on September 2nd, 2025.

"The audio services of Surabaya media have been enhanced to include podcasts. This facilitates their ability to engage in discourse on subjects that are more specialized in nature or to address pieces of material of a more substantial length, which might not be suitable for conventional radio programs."

"The Suara Surabaya radio station employs digital listener data to customize its programming. They analyze streaming data and social media interactions to determine their audience's interests and create programs or segments that are more relevant and interesting to them. "

While the aforementioned strategies have been successful in some instances, it is crucial to recognize the issues documented in this study. If possible, I would like to discuss the results of an interview with a radio host in Indonesia (Interviewer 3) that took place on September 2, 2025.

"Many radio stations, especially smaller ones, are having trouble adapting because they do not have enough money or skilled workers in the digital field. The only exception is Radio Suara Surabaya, which already has a highly skilled digital staff."

"One major problem is that listeners are asking for more on-demand entertainment. Radio stations have changed, but keeping people's attention when there are so many digital options is still a work in progress."

The radio industry is dealing with a changing advertising market. This study demonstrates how the Surabaya Voice uses digital technology to respond to the changing media landscape. The convergence of media and technology will transform cultures and societies. This merging has already changed how people communicate across countries and has helped us understand different cultures better. It fills knowledge gaps and helps people appreciate different cultures. The world's progress and peace are dependent on this. The advent of digital media has made

it possible to take advantage of this new opportunity to combine culture and technology. This combination has the potential to enhance the speed, accuracy, and diversity of our knowledge of various cultures. Technology should not weaken national identity (W. Li, 2024). Social media changes significantly. Various media outlets have sparked discussions on culture and lifestyle. The spread of false information, protection of personal data, and handling of cultural differences cannot be ignored. Twenty-three and twenty-four. To make digital communication safer and help people from different cultures connect, people should be urged to use social media. A lot can change in a country and its people when different types of media work together. The idea used in this study is called "Mutai Danshen" which describes how the Chinese media show Chinese cultural ideals. This trend has influenced South Koreans' views on marriage and singledom. People believe that cultural identity can be changed through media integration. This view is widely held in the industry. (Liang & Hyun, 2025). In emergent communication, social media promotes the behavioral type that is essential for effective disaster management during crises. Archetypes such as detectives, mourners, and helpers clearly influence crisis communications, demonstrating the undeniable impact of social media on crisis management (Mirbabaie et al., 2020).

Overall, media convergence in the digital age creates a rich environment for cultural exchange, where cultural norms and practices are preserved and developed (Jensen, 2022). To fully grasp its potential impact on society and culture, this convergence highlights the importance of ongoing interdisciplinary research in this field. In today's economy, having more than one way to make money is a necessity. Digital advertising is particularly appealing to advertisers because of its ability to provide more precise measurement tools. This aligns with theories of media economics and digital business models. It seems that the old ways of advertising are no longer effective for media companies. Traditional advertising is limited in this regard. Therefore, companies are exploring alternative revenue-generation strategies, particularly in the digital landscape. Digital advertising offers the most cost-effective approach. It provides better ways to measure things (Almestarihi et al., 2024). Ad evaluation is easier on digital platforms by assessing the customer lifetime value, transactions, and spending. (Evans, 2009) claims that this helps companies enhance their marketing plans. In the rapidly changing media landscape, the transition from traditional to digital advertising is not only beneficial but also absolutely necessary. With new methods and shifts in the market, this transition is being led by digital advertising. Without it, success in this field would be impossible. Owing to the precision and practicality of modern technology, digital advertising has a significant impact on business strategy. These uncommon concepts can give companies an advantage over their competitors and lead to increased worker participation and productivity. This strategy will help media companies make more money and better meet the wants and needs of their customers (Doyle, 2002).

The convergence of digital media and platforms is increasing rapidly in the advertising industry on the Internet. These modifications are not simply an extra advantage; they are driving this increase. They utilize multiple digital media types to create a complex system that keeps people interested and increases their audience size. Consequently, they have become increasingly influential in the advertising industry. The media industry is also growing rapidly.

Publishers have gained new revenue sources as a result of this expansion, including sponsorships and user agreements. (Chakraborty & Jain, 2022). New consumer data and predictive skills enhance digital and revenue generation. The emergence of numerous new radio stations has led to changes in their marketing strategies. Digital advertisements are causing radio advertisements to lose their revenue. The 2021 study by (Olsen et al. (2024) was relevant. Digital advertising should be considered in business strategy. Some experts believe that this might create new types of ads, such as influencer marketing and performance-based measures. These changes might alter how the media industry makes money and helps it to survive in the future. (Truong et al., 2010a). As media companies adapt to digital environments, it is essential to explore new sources of revenue and stay informed about ongoing technological and financial developments in the media industry (Fan et al., 2007).

(Almestarihi et al., 2024) argue that advertising on multiple websites enables companies to interact with a broader audience and track their performance. Because there are so many streaming services and individual podcasters, the media business is becoming increasingly competitive. To survive in this fast-paced world, one must constantly generate new ideas. This guide provides the necessary information and a step-by-step plan. Follow these expert tips to stay up-to-date on the news. It is important to create shows and other materials that are specific to certain groups. Many people have stopped watching TV and listening to the radio to succeed. Utilize expert-backed methods to stay informed about changes in the media. It is important to create shows and other materials that are specific to certain groups. Many people stop listening to old-fashioned media such as radio and TV because there are too many ads and the content is boring. New formats, such as podcasts, make it easier to create engaging and individualized materials. Knowing what different demographic groups like helps them determine the optimal time for listening. According to (Crofts et al., 2005), independent podcasters employ social media and forums to cultivate strong relationships with their listeners. This strategy enables them to extend the reach of their podcast episodes beyond their audience's. In a competitive market, listeners need to feel like they belong to a community and are devoted to the content providers, which many believe this connection will help them achieve. With no time or location restrictions imposed by radio schedules, content producers are trying out a wide range of subjects and approaches (Saarikko et al., 2020). Podcast sites such as Podium exhibit this trend. Increased creativity leads to a greater variety of original and specialized content that is distinct from conventional media. (Sellas & Solà, 2019). Content producers are changing the way content is produced. This book encourages readers to think more deeply to generate new ideas and changes. Owing to new technology, the streaming industry is growing rapidly, benefiting both podcasters and listeners. The creation of podcasts has become simpler, leading to a greater number of opportunities for innovation in this field. According to (Rime et al. (2024), both streaming and paid subscriptions can be beneficial and detrimental to independent podcasters. These approaches can boost revenues and visibility. Podcasters must balance maintaining creative control and incorporating advertising (Adler Berg, 2022).

As the media landscape continues to evolve, producers must find new ways to transmit content that is creative and relevant to consumers. The increasing popularity of streaming services and specialized podcasts is changing the way people consume music and movies, which is significant because of the crucial importance of innovation in the field. In this context, success is measured by the number of new ideas prioritized to create content specific to the intended audience. Creating market segments is important for a successful marketing strategy. This method allows companies to personalize their messages and develop the most effective strategies to reach different target demographics. In media research, the active audience theory believes that individuals are more inclined to consume information and media that they participate in, a commonly understood concept. Cluster analysis facilitates the identification of markets that are more profitable, more targeted, and have a greater degree of segmentation. This accuracy is beneficial and essential for increasing interaction and conversion, which are crucial to modern marketing approaches. (Nur & Siregar, 2024).

The audience theory that is active states that people favor the messages and media they consume. They do not simply consume information; they also have an emotional and intellectual response to it, which is allied with their information consumption. contributes to the creation of meaning, addition of value, and participation in public conversations. When marketers utilize market segmentation along with active audience theory, they can concentrate on specific individuals and craft messages according to the audience. This allows them to maximize their effectiveness in the field. This strategy resulted in increased engagement. Marketing is more successful when it leverages the audience's preferred media and is tailored to their expectations. By segmenting the audience into distinct groups, companies can better target individuals who are more interested in their products and services. By proceeding with caution, companies can maintain their competitive advantage and customer satisfaction. These businesses will consistently provide what customers want and adapt quickly to changing trends. Brands can better understand their customers and build stronger relationships with them. This helps advertising perform its job better. The study states that radio stations are offering a wider range of programs, such as podcasts. Research by BBC Radio 4 supports the success of this strategy (Daniela Schlütz & Imke Hedder, 2021).

In the following section, we discuss the limitations of the study and make suggestions for possible areas of future research. Although we were able to acquire several important pieces of information, it is essential to emphasize that the management team at Suara Surabaya Radio was the sole focus of our investigation. Notwithstanding the station's relative significance, this strategy has certain disadvantages. Indonesia provides a precise description of the radio industry in the country. The data might not be useful in other situations since they were only contributed by one radio expert. It is possible that the study will not reveal how different social and racial groups listen to the Indonesian radio. Future studies should involve more Indonesian city radio stations to address these issues. More precise and valuable results will improve the business picture. The study only looked at Surabaya, so the results may not apply to other places. Research conducted in different locations is important for scientific progress. We need to check our results to determine whether they work in different scenarios to ensure that they

are correct. A long-term research plan may also be helpful in future studies. This would make it easier to look at results over a longer period, which is not possible for this study because it only lasted for a short time. To be sure of these results, we could conduct more in-depth qualitative or quantitative research, or we could look at case studies of commercial and non-commercial radio stations and compare them. For the radio industry to remain relevant, it must adapt to the digital age; otherwise, it faces the threat of discontinuing operations. Radio stations must successfully combine a range of media types, create innovative revenue-generating techniques, and develop appealing programming concepts to remain relevant and competitive in the long run. Only after that will they be able to remain relevant.

Although there have been adaptations, the radio industry faces significant challenges. Radio stations are struggling against pure-play digital giants like Spotify, YouTube, and social media, which offer superior audience targeting and flexible advertising costs compared to radio. Many traditional radio stations and creative teams still lack the digital expertise necessary to create and sell fully integrated ad campaigns. Despite these enhancements, traditional radio still has difficulty providing audience and attribution information (the effect of advertising on purchases) that is comparable to digital media. Overall, the survey results indicate that the radio industry is attempting to transition from being a pure media company to a cross-platform provider of audio and marketing solutions to remain relevant and attractive to advertisers in the digital age.

CONCLUSION

The radio industry is confronted with a fundamental problem that causes the advertising budgets of stations to shift towards more direct and specific digital media; however, the industry is still not stationary but is evolving through the combination and diversification of revenue models. The radio industry has adopted a new identity as a broadcaster-over-the-air (OTA) platform for media solutions. This adaptation is demonstrated in media convergence, where broadcast content (audio) is transferred to the digital realm via streaming, podcasts, and visual content on social media. The objective is not only to retain listeners but also to create a new advertising pool that extends beyond the traditional frequency range. The future of radio is not solely dependent on the frequency it chooses, but instead on its capacity to become a holistic audio solution that aggregates the benefits of traditional broadcasting while also providing sophisticated digital targeting and measurement.

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