

CHAPTER 7

USE OF ICT IN GLOBAL MEDIA MANAGEMENT

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ABSTRACT

Internet and phone technology (ICT) has become very important in many areas of life over the last few years. There are big changes in the fast-paced world of media management because of this. This part talks about how ICT (information and communication technology) and media management can work together to make things better. The point of this study is to show how digital tools have completely changed how media organizations around the world work. At the beginning of the chapter, the history of the media business is looked at. It talks about both the change from traditional to digital media and the growth of media companies around the world. A lot more is said about the main ideas behind ICT and how important it is in changing the media scene. It talks about the main ideas that media companies should follow if they want to be great and important around the world. A broad sketch of a full method for controlling media around the world is given. Many people use Over-the-Top (OTT) services and global streaming platforms every day. This part shows how important digital platforms are for getting media out there. Technology for information and communication is used to study how things are made and shared. You should know what digital tools, cloud computers, and selling things across countries are for.

Some say that two important parts are getting the crowd interested and looking at the facts. This shows how important focused ads and customers are in the online world. Things like copyright, data privacy, and security become very important when following the law is the most important thing. It's very important for media managers to make sure that their companies follow the rules that media around the world follow. These rules change all the time. This part uses real-life cases to show how to deal with global media the right way. There is a lot we can learn about how big names in the field work from these events. These studies gave me thoughts for this part. We talk about new tools, how the world has changed since COVID-19, and the chances and problems that are likely to arise in the media management field. The last part of the chapter talks about how important it is to use information and communications technology (ICT) to deal with the media around the world. It also says we need to plan ahead for how to deal with a media landscape that is always changing. This part is very helpful for people who study the subject, work in the field, or are just interested in how IT and media management are coming together around the world.

7.1 INTRODUCTION

When it comes to television, things have changed a lot since the turn of the century. A big part of these changes has been computers and the Internet (ICT). Once upon a time, news only came from one country and reliable sources. There are now many complicated and related systems in the world of media. The way media companies use information and communication technology (ICT) has changed in this new model. This chapter will talk about those changes. It will also talk about how technology has changed the media business today. Media management used to be mostly about how the movie, radio, and print businesses worked. Where these businesses could be located was the main thing that stopped them. The rules of the game have changed since the beginning of the digital age. Now, everyone can get fast internet, scan things, and use them online. These changes have not only changed how people watch TV and movies, but they have also put old business models to the test. It's tough for media companies to stay up to date and beat their rivals. They need to change with the times and reach out to more people outside of their home countries. It's important to understand the major changes that have led

to this point before we look at ICT in global media management. We'll start by looking at the history of the media business, from the early days of print to the present day of digital media. We'll talk about the biggest changes and the most important ones. For this, its history will be looked at, from the time when it was mostly on paper to the present day. Also, we will talk about the main ideas behind ICT, which has changed media more than anything else. "Information and communications technology" (ICT) refers to a wide range of tools and methods. Things like the internet, smartphones, cloud computing, and data analytics show this. All of these tools and methods have sped up the process of making media, getting it to people, and letting them connect with it. Plan out everything you need to do to run the media around the world. This is one more goal of this part. which means you run the news around the world. What does that mean? How should media companies act in order to do well around the world? In what ways do they fail when they try to do this? These questions will be answered, which will make our study better. We will see some of the most important parts of digital media right now on this trip. We are going to talk about how digital platforms help spread media, how more content is being made and sent digitally, how to get people to watch, and why it is important to analyze data. We will also talk about the tough political and legal issues that media companies around the world have to deal with. Copyright, intellectual property, data protection, and how to follow global media rules are some of the things we will talk about. True stories from other times and places will help us learn what works and what doesn't in global media management. They will also give us good advice from professionals in the field. We will also talk about issues and trends that will happen in the future, such as how new technologies will alter our lives and how the media will be different following COVID-19. Today, there are many parts to keeping track of media around the world. All of them will be talked about in this part. We will talk about how IT has changed this never-ending business along the way.

7.2 HISTORICAL OVERVIEW OF MEDIA MANAGEMENT

Since the early days of radio and print, that's a list of all the ways that media management has changed over the last 30 years. These days, ICT has changed the whole business. Many important events in the history of media management can help you learn more about it. Many people say that the start of media management was the rise of newspapers in the 1600s. Smith said in 2000 that newspapers were one of the first forms of social media. He also said that having a newspaper meant both making news and getting it to people. These were the most well-known forms of public media in the 1900s. The people who ran radio stations and planned shows

decided when and how long shows would run (Barnes, 2012). Globalization is moving faster, and there are now more satellites than ever before. This means that media managers can reach more people and serve them better all over the world. Picard (2014) says that in the 21st century, new problems and opportunities arose when different kinds of media came together. Two of these tools are TV and the internet. Click on the link to make changes. Since computers came out, many things have changed. Kung (2016) says that the growth of digital tools like the internet, cell phones, and social media has made it easier to make and share digital content and gotten more people engaged. It's important to share and get knowledge. Content management systems (CMS) and web-based tools have made it easier for people to share and get information. Sites like Netflix, YouTube, and social networks are some examples. Geshon says that since 2017, media management have changed to keep up with the times. Now, algorithms and user data make it easy for people to get material that is made just for them. How hard is it going to be? How likely is it? You can walk through tough spots and take chances. People who work in the media today have to follow the rules, keep information hidden, and protect original works. They also have a good chance because they use smart data, targeted ads, and can reach people all over the world (Franklin & Murphy, 2019). Changes in how the media business is run show how the media business has changed over time. There are pros and cons to every age. People who work in media are becoming more and more important as the business changes all the time.

7.3 ICT IN GLOBAL MEDIA MANAGEMENT:

ICT, or information and communication technology, is making a lot of changes in the area of Global Media Management. And now that we have ICT, news sites can talk to you and work in new ways. ICT (tech for communication and information) is very important in this area because of many important things. We handle digital information in a different way now that we have more tools and more ways to talk to each other. After this change, things will be made, given, and used in different ways. Because of this change, news sites now make and send news to people all over the world in very different ways (Kung, 2016). ICT (information and communications technology) has grown, which means that now different types of media can work together. What we call this is convergence. You can now mix movies, words, music, and playable things thanks to ICT. Now that these things are coming together, the news can reach more people (Jenkins, 2006). There are now more ways for press groups and the people who follow them to talk to each other. To engage with media, Bruns (2008) says that people can write about it and share their thoughts on blogs, social media sites, and mobile apps. The media can now

study and collect a lot of data about what their fans do and don't do thanks to advances in information and communication technology. In 2007, they said that "big data" and "analytics" are important for "personalizing content and optimizing advertising." . It's easier to send and keep info when you use cloud software. Marston, Li, Bandyopadhyay, Zhang, and Ghalsasi did the work in 2011. They learned that cloud-based tools help media companies grow and make more money. IT and phone systems have changed a lot in the past few years. Because of these changes, media companies can now make material that can be easily changed to work on a number of devices, such as cell phones and normal TVs. Picard (2014) says that if you post something on a lot of websites, it can reach everyone. These days, media companies can reach people all over the world through global marketing networks, made possible by better ICT. They say that the lines between countries are no longer needed because of the internet and smart phones.

7.4 GLOBAL MEDIA MANAGEMENT FRAMEWORK

Managing media operations around the world is hard and needs a well-thought-out plan to deal with the new problems and chances that appear. This is because the media world is always shifting. Press groups can do well all over the world if they have a clear plan.

- **Making plans for how to run the media around the world:**
The first thing that needs to be done before the plan can be used is to make rules for how to handle media around the world. This means finding out what kind of people the media company wants to reach and where they want to use each of those places. It also means making plans for growth and change all over the world (Kung, 2016).
- **Important rules for running media companies around the world**
To handle the media around the world well, there needs to be a clear set of rules. (2019) And Franklin and Murphy People who follow these principles always keep an open mind, accept other cultures, have high moral standards, follow the law and rules, and make sure that everyone else does too.
- **Problems with Dealing with Media around the World**
Media issues around the world are seen as an important part of the system and are dealt with as such. It's tough to communicate since we don't speak the same language, come from the same culture, and have to change information for each market. This is something that Picard (2014) says the people who run the media need to fix.

- **Plans to expand internationally:**

A big part of the plan goes over the different ways that things that happen in the media can be shared around the world. According to Sreberny and Khiabany, this could mean working with local media, opening offices in other countries, or getting permission to use material from those places.

- **Setting aside money and resources:**

In order for global acts to go smoothly, manager must set aside money and resources. Kung (2016) says that media companies need to figure out the best way to use their money, people, and technology if they want to do well all over the world.

- **Evaluation and Measurement:**

The framework also includes steps for figuring out how well efforts are working in the global media and how to measure that success. This can be done by following the steps under "measurement" and "evaluation." This is what Davenport and Harris (2007) say you should do to see how well the global plan is reaching people, keeping them excited, and making money. Set KPIs and keep an eye on them.

7.5 DIGITAL PLATFORMS AND DISTRIBUTION IN GLOBAL MEDIA MANAGEMENT

In the last few years, the way news spreads around the world has changed a lot. Computers and other tech tools are now very important to this. ICT has made it easier for media companies to reach out to people all over the world in a lot of different ways. A lot of things have changed around the world because of these changes in how people share information. In the past few years, digital sites have grown in importance as a way to share news. Digital platforms come in many forms, such as social networks, systems for watching videos, and networks for delivering videos. It's easy to meet people from all over the world with these tools. Over-the-top (OTT) services have made old ways of sharing information useless. OTT services are things like Disney+, Amazon Prime Video, and Netflix. People without cable or satellite TV can use these sites because they let people send movies to each other over the internet. Global streaming services are being used by more and more people to watch movies, TV shows, and unique works. There's a lot of math that goes into making sure they give users what they want. People are more interested and have more fun watching it. We call the process of making something work in more than one language or place "localization." It's simple to make digital systems work in various languages and places. A lot of people around the world can better understand and use what they've learned after it has been translated.

There are many ways to make money on the web, such as through fees, pay-per-view, and ads. All of these are available. News site owners can pick the best ways to make money and get their news out to as many people as possible. Cross-platform release methods need to be used by people in charge of media to make sure that material can be seen on PCs, smart TVs, smartphones, and tablets, among other things. This is possible with cross-platform ways to talk. People can reach you in different ways, so you need to be able to work on more than one site. Picks that are based on facts are known as "data-driven." There are tools on the web that news sites can use to learn more about their fans and what they like. You can make ads and content ideas that people will be more interested in with this method because it is based on data. took care of deals for license and distribution all over the world. It's more important than ever to do a good job with deals that happen all over the world. Lawyers and government workers often make things tough for people in charge of the media. They have to talk about who can share information where as part of their job. Getting better and meeting more people around the world Digital tools have helped media companies all over the world grow. You can now talk to people all over the world thanks to the internet and satellites. A lot of the news these days comes from internet tools and ways to get news from around the world. Media groups can now talk to a huge number of people all over the world in ways that weren't possible before. But the media bosses need to learn how to trade rights, use new tools, and make changes to stay current. A lot of the media around the world now use digital tools and services. People from all over the world can now get and enjoy information in many different ways thanks to these sites.

7.6 CONTENT PRODUCTION AND DELIVERY

Learn how to make and send digital content. The way we make and send content has changed a lot since we live in the digital age. All over the world, this has changed how news organizations work. There is a technology called ICT that helps people make things and send them quickly and easily to many people all over the world. There are a few key ways to talk about how news is made and spread in global media management. These are:

- **Making digital things and taking care of them:**
Making things has changed a lot since computers came along. It's now much easier to make and share all kinds of movies. Digital content that you can connect with, like news, blogs, videos, and web content, is now made by news organizations. These are on the web. People take good care of these electric

things so they can be used well. CMSs make it simple to save, arrange, and find data, which is how this is done.

- **How to Use Tech in the Online World:**

The cloud is now a very important way to share and learn. Anything that a media company stores in the cloud can be accessed from anywhere, and employees can also see it. This can help everyone work together better and make things go faster.

- **Licenses for works that span borders:**

People who run global media need to know how to deal with issues that arise when they try to sell material in different countries. In this step, you need to make sure that sharing material is legal in other countries and that you know and follow the rules and licenses for intellectual property in each one.

- **Putting Content on a Lot of Platforms:**

Content is put on a lot of platforms, from old ones like radio and TV to new ones like websites, mobile apps, and streaming services. Are you aware of what standard media are? TV and radio. Media groups can get their message out and find out more about what people around the world want in a number of ways. g. Content Made by Users: Publications often use content made by users as part of their work. People who have read, watched, or used social media have shared things on this page. People's posts can make the group bigger and interest more people, which are both good things.

- **Content Updates in Real Time:**

Content changes that happen right away Things can be changed at any time since they are all digital. The media can respond quickly to breaking news, public views, and changing trends. Being able to see things as they happen makes what you learn more useful and faster.

- **How to Get People to Take Part and Give Feedback:**

Social media, comment sections, and other fun tools made it easier for people to take part and give feedback. A media company might ask their viewers for feedback and respond to it to make those viewers feel like they are part of a group and build trust among them.

- **Making choices based on facts:**

How facts help people choose what to do: When we use data gathering tools, we can learn important things about people, like what they like and buy. This helps people in charge of the media decide what to show, how to sell it, and how to keep people interested. When it comes to world media, they are unique because they can change what is made and how it gets to people. Now that we live in a digital world, the media needs to keep making new things that people

from everywhere will enjoy. They also need to make sure that people can get that information on a variety of devices in the best way possible by using technology. These new tools have changed how the news business works. With the help of global media management, information is made and shared very quickly. More people can see and interact with material, but it's harder to change, license, and get people to connect with it. Besides that, it's given me new chances.

7.7 AUDIENCE ENGAGEMENT AND DATA ANALYTICS

Getting more people interested in managing world media Public contact has grown a lot since the start of the digital age. It is now an important part of running media around the world. Information and communication technology (ICT) has made it easier for media companies to really connect with the people who watch their shows. This brings people together and keeps them coming back. In the past few years, comment sections, social media sites, and other interesting parts have become important ways to get people to talk to each other. Content managers change things to fit what people want to see or read by paying attention to what people say and responding to what they want. This makes sure that the information is helpful and also helps the group connect with people all over the world who watch their shows. It does this by giving people a way to talk to each other that makes them feel important and heard, which makes sure they are heard. As a key part of running media around the world, data analytics In the last few years, data analytics has grown into one of the most important parts of managing media around the world. Tech companies create a lot of data that media companies can use to learn a lot about their users, like what they like to watch and how well their content does. When media managers use data to help them decide what to do, they can make their plans even better. The process of making content, sharing content, and getting people involved are all made better by this. Data analytics helps media companies give more personalized content ideas and make sure their ads reach the right people. People who watch will have a better time, and it will also make more money. Media companies can be quick to adapt to new trends and news events thanks to data analytics. This is very important in the fast-paced world of global media. News groups can change their material right away to reflect these events. In the digital world we live in now, data analytics and public contact go hand in hand. This creates a link that is good for both of them and helps media groups all over the world do well. Today's media world moves quickly and is always changing. To make a global media management plan work, you need to involve the audience and use data-driven ideas.

7.8 CONCLUSION

ICT (information and communication technology) is being used by more people. The rules of the game are always changing for people who work in media management. With tools on the internet, you can now work with media groups from all over the world. Over time, these tools will get better. To deal with world media, you need a well-thought-out plan. First, write down everything that people around the world do and everything that they want to achieve. The first thing that needs to be done is this. To be great, you need to have good morals, like being careful around other countries and following the rules. But you should know what can go wrong when you're popular all over the world. Having trouble speaking and having to learn new things are two of these issues. You need to use digital tools and market your message if you want it to reach people all over the world. Over-the-top (OTT) and worldwide streaming platforms have made things very hard, so media managers need to quickly come up with plans for delivering material across all platforms. Computers have changed how things are sent and made. They let you send a lot of different things across foreign lines. Making decisions based on facts and making them more useful to the area is a better way to deal with the media. To make better business plans, media companies are putting more and more public involvement and data research at the heart. It's done this way so you can talk to your readers more and use the information to make your writing better. More and more, these things are very important to keep people from all over the world safe. Taking care of issues with the law and the government is the most important part of running a news source around the world

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