

## The Dimensions of Convergence in the Media Industry

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**Abstract:** *The media convergence is an ever-evolving phenomenon that involves assimilation and the merger of old and new media forms which is fundamentally facilitated by economic interests and the advancing digital technologies. There is reasonable scholarly disagreement in the field of media studies regarding the definition and the subsequent explanation of the concept of media convergence. The generally agreed conceptualization of media convergence explicates it as an interconnection of information and communication technologies, digital networks and the media content. The media convergence can't be simply justified by the notion that it is a mere replacement of old media with new media rather it is an evolving interaction between various existing and emerging media forms and formats. Media convergence has been largely attributed to the revolution in digital technology which led to the merger of otherwise diverse media forms. So, the digitization of media content and advancement in internet technology can be considered as the main facilitators for the ongoing media convergence in developing as well as the developed nations. Media convergence has transformed the commercial as well as technological dynamics in the media industry and has enabled entirely new forms of media content to emerge across newly evolved multimedia platforms. This paper discusses how the technological transformation and the economic equations in the existing media business have emerged as the two main factors responsible for the convergence in the contemporary media industry.*

**Keywords:** *Media convergence, digital media, media industry, corporatization, media ownership*

### 1. INTRODUCTION

The digital advancement that led to the transformation in information and communication technologies, has revolutionised the media industry in the last two decades. The convergence in media industry relates to the assimilation and the merger of old and new forms of media. This convergence involves the interconnection of information and communication technologies, advanced internet networks and the digitized media content. The media industry itself has undergone a massive transformation due to the convergence of media technology and the content. Jenkins (2006) defined media convergence as the merger of different tools and equipment for the production and distribution of the media content. He argues that since the media audience today have become the content producers and distributors, the refore, the media convergence must be understood from the perspective of social as well as technological transformations within the human society. The interconnection of various media formats is the essential and fundamental characteristics of the media convergence. Deuze (2008) argues that the media convergence is the 'cooperation and collaboration' between diverse media forms which were previously unconnected (p. 5). Media convergence has blurred the boundaries between various media forms and assimilated the m is distinctive digital forms that are universally accessible to all the existing types of audience. Burnett and Marshal (2008) have defined media convergence as the blending of the media, telecommunications and computer industries (p.5). Under the rapid convergence which is happening in the contemporary media industry, various media formats- television, print, radio, and online media sources, facilitated by portable and interactive digital technologies. The scholars in the field of media studies have tried to develop a the oretical understanding of the concept of media convergence. The noted journalist and academic, Mike Gasher (2014) explained the two dominant perspectives of the media convergence; technological and economic media convergence. Media convergence is a product of advanced media technology and the digital revolution that has led to the merger of various media forms. Besides this, from the economic perspective, the change in ownership patterns, the evolution of corporate collaboration and cross-ownership in the context of rapid digitization in the media industry has facilitated the media convergence.

### 2. TECHNOLOGICAL CONVERGENCE IN MEDIA

The advancement in media technologies and the sophisticated ways in which the news information is transmitted across communication networks has been one of the most powerful driving forces behind the convergence in the