

An Assessment of the Digital Transformation of Radio

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Abstract : Developments in information technologies have caused significant changes in terms of radio and television broadcasting. With these changes in terms of production format, transmission techniques and service delivery, the distinction between traditional media and New Media has emerged. The viewer/listener, who was in a passive position before, is now in an active position and has a say in many matters, including content production. Visual and auditory data transfer has diversified and become easier thanks to the convergence phenomenon. These transformations and developments also affected one of the oldest electronic communication tools, radio. In this study, in order to adapt to the new era that emerged with the digital age, the change in radio broadcasting and the factors that led to this change were tried to be explained.

Keywords : Internet, radio broadcasting, digital transformation, Internet broadcasting

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