

Opinion: Our ‘media viability crisis’ (Part 1) – Is it getting worse? | Digital Rights Monitor

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“Later part of this decade could be extremely testing for the (news) media industry. We are looking at a massive decline in television advertisement revenue and it’ll affect all of us”, I said addressing a rather large crowd comprising mainly of broadcast journalists, at the launch of a research publication that I authored in February 2015.

This statement was a reflection of alarming indications I had observed during my research work.

The research report was the first of its kind study deconstructing and analysing structural issues within Pakistan’s media economy. It pinpointed the fault-lines, and suggested course-corrections to various stakeholders to minimise the fallouts from the impending implosion of the broadcast journalism industry — an unfortunate event that could impact all the stakeholders associated with it; working journalists included.

[...]

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