

The growth of Digital Media in Northeast India:

The act of sharing is often for the purpose of making a better or more informed choice. To share information, mankind has used all means from sending messages on horseback to twitter of today.

It is true that Northeast has developed in recent years but still Local Tv channels & newspapers could never reach the worldwide Assamese diaspora. However, digital media is now filling this gap. Digital media is an emerging field. With everything becoming digitized and even our government wanting us to try everything online, we are witnessing revolutionary steps in imparting news sharing.

We sleep in a fast-paced world where people are busy and are often short on time to watch tv or read newspaper. The digital-media industry has emerged to assist deal with this issue. They have made access to news easier and with their user-friendliness and low cost social media tools we are few clicks away to know what is happening around the world. Though Digital media has been around for sometime, it's from 2017 that we are noticing it's remarkable growth and a serious credit goes to a budget and fast data from the telecom companies.

Some popular digital media companies in Northeast are: TNEC, GPlus, Tripura News Live, Guwahati times, INSIDENE, TIME8, EastMojo, etc. The North Eastern Chronicle is one such digital media company. Founded in 2017, TNEC is one among the foremost well-known digital news source. It's audience is usually the younger crowd, and thus, it's very fashionable on the social media app Instagram. With over 50k followers, TNEC not only curates news for its followers, but also keeps them entertained by movie reviews, sports bits, poems, and therefore the like. Similarly INSIDENE is another famous media company covering the news from the whole Northeast region. INSIDENE is special because it has not limited itself to digital platform only. But repeatedly has organised Youth Conclaves, which have given it the special status.

Because of this growing popularity of Digital media in Northeast, mainstream media companies like NewsLive, DY365, etc have also started maintaining online source of the news and are also available on social media platforms and with this we now witness that Digital media has established it's importance and hold on media industry in Northeast India. Nevertheless, the social media journalism too comes with certain opportunities, threats and challenges to worry about.

References :

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