

Vol. 01 | June 2025

# *The* DIGITAL PULSE

Exploring the Digital World  
of Content Publishing

# TABLE *of* CONTENTS

## From Ink to Interface 04

---

A welcome message and the purpose behind this issue.

## Print vs Digital: Turning the Page 05

---

A feature article comparing traditional publishing with the rise of digital platforms

## Astro's Shift to Digital Publishing 07

---

An inside look at how Astro Malaysia transformed through OTT technology and content streaming

## Top 5 Tools for Digital Creators 09

---

Your go-to-guide for free and powerful tools used in modern digital publishing

## The Pulse of Publishing: Then vs Now 11

---

A timeline infographic tracing the evolution of publishing from ancient scrolls to AI-generated content

# TABLE *of* CONTENTS

## Student Creator Spotlight

12

---

A short Q&A with our own student editor sharing their creative process and publishing insights

## Stay Tuned, Stay Digital

13

---

A closing message, credits, and a QR link to our full project presentation

# FROM *Ink* TO *Interface*

Welcome to The Digital Pulse,  
a mini magazine proudly created by Group 5.

In a world that's constantly evolving, so is the way we share stories. From printed books to mobile screens, publishing has taken a bold digital leap—and we're here to explore it. This zine captures that shift, showing how students like us can create, design, and publish using the tools of today.

Through this project, we discovered that publishing isn't just for professionals anymore, it's for anyone with an idea and internet access. We hope our magazine inspires you to start your own creative journey, whether in print or pixels.

Editor-in-Chief

*Group Five*

# PRINT VS DIGITAL

## TURNING THE PAGE

Once, the rustle of newspaper pages or the spine of a hardcover book symbolized knowledge and creativity. But today, screens dominate how we read, write, and publish.

Print pros include tactile experience, collectability, and no screen fatigue. But digital media wins in speed, cost-efficiency, and accessibility across the globe.

Still, print isn't dead. It's just evolving. Digital doesn't replace the page, it turns it.

Which do you prefer, ***paper or pixel?***



Photography by Francois Mercer

Reading and publishing have changed a lot over the years. Before, we relied on print such as books, newspapers, and magazines. People loved holding something real in their hands, flipping pages, and keeping their favorite books on shelves.

But now, we also have digital publishing. We read stories on our phones, watch videos, scroll through blogs, and even listen to audiobooks. It's faster, easier to share, and anyone can publish something online.

### **Print is still important.**

It doesn't need internet, and it gives your eyes a break from screens. Many people still enjoy the feel and smell of real books. Some even say reading print helps them focus better.

### **Digital is powerful.**

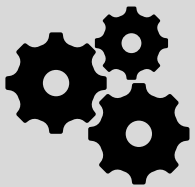
It saves money, reaches more people, and updates instantly. You can add videos, pictures, links, and more. It's great for creators who want to share their work with the world.

So, which is better?

The truth is ***both are great in their own way.***

Print gives a personal touch. Digital brings more tools and access. They don't compete. They work together.

# ASTRO'S *Shift to* DIGITAL PUBLISHING



When we think of Astro, many of us remember flipping through TV channels or seeing the iconic satellite dish on rooftops. For years, Astro Malaysia was known as the country's top provider for satellite television. But as the world became more digital, ***so did Astro.***

---

In recent years, Astro has made a major transformation, moving from traditional broadcasting to digital-first content delivery. This shift wasn't just a trend, it was a smart and necessary step to stay relevant in the fast-changing media world (Astro Malaysia Holdings Berhad, 2024).

## Why Did Astro Go Digital?

Consumer habits have changed. People want to watch content anytime, anywhere. They expect personalized recommendations, no long contracts, and access across devices.

To meet these needs, Astro started using cloud technology, mobile-friendly platforms, and even AI to improve user experience.

Going digital also allows Astro to compete with global giants like Netflix, YouTube, and Disney+. Instead of fighting the wave, Astro joined it and localized their content to attract Malaysian viewers.

## Enter: OTT Platforms

One of the biggest moves Astro made was launching its own OTT (Over-The-Top) platforms. These are online streaming services that deliver content over the internet, instead of through satellite or cable.

Examples include:

- **Astro GO** – lets users watch live channels and on-demand shows from any device, anytime.
- **Sooka** – targets younger audiences with affordable, flexible streaming plans focused on sports, drama, and entertainment(Astro, 2024).

With these apps, Astro has expanded beyond the TV screen. Now, people can stream their favorite shows on smartphones, tablets, or laptops whether at home or on the go.

## More Than Just TV

Astro's shift wasn't only about entertainment. It also includes digital news and radio. Platforms like Astro Awani offer 24/7 online news updates and live coverage. Astro Radio stations now stream online too, reaching millions through apps and websites.

In short, Astro is no longer just a TV company—it's a digital media powerhouse.

## What Can We Learn?

Astro's journey teaches us that adapting to change is key. Even big companies must listen to their audience and evolve with technology.

For student creators and future media professionals, it's a reminder:

- Be flexible.
- Think digital-first.
- Use the tools around you to reach people creatively.

“Astro shows us that the future of publishing isn't about letting go of the past. It's about building something better with new tools.”

Sources:

Astro Malaysia Holdings Berhad. (2024). Annual Report 2023: Building a Future-Ready Media Company. Retrieved from <https://corporate.astro.com.my>

Astro. (2024). Astro GO & sooka: Watch Anytime, Anywhere. Retrieved from <https://product.astro.com.my>





# TOP 5 TOOLS FOR DIGITAL CREATORS



---

## 01 Canva

Design stunning graphics, social media posts, and presentations with drag-and-drop simplicity.

---

## 02 Notion

Organize your ideas, manage content calendars, and collaborate with your team--all in one workspace.



---

## 03 Grammarly

Write with confidence. This tool helps spot grammar errors, improve clarity, and elevate your writing tone.

---

## 04 Anchor by Spotify

Want to start a podcast? Record, edit, and publish audio content from your phone or desktop---free.

---

## 05 Substack

Your platform for newsletters. Share articles, build a subscriber list, and even monetize your writing.

These tools aren't just free---they're powerful. The digital publishing world is wide open, Dive in!

# THE PULSE OF DIGITAL PUBLISHING: THEN VS NOW



From ancient scribes to AI-driven blogs, publishing has undergone a radical transformation. Here's how:

## **Then:**

Clay tablets, scrolls, Gutenberg's press--publishing once relied on physical materials, slow processes, and limited audiences. The printed word ruled for centuries.

## **Now:**

A few clicks. A strong Wi-Fi signal. Today, anyone can create and distribute content worldwide in seconds. With platforms like Medium, TikTok, or YouTube, the audience is global—and instant.

## **What's Changed?**

- 📄 **From fixed to flexible:** Printed pages are permanent; digital ones are editable.
- 🌍 **From local to global:** Distribution is no longer bound by geography.
- ⚡ **From elite to inclusive:** No printing press needed—just your phone and an idea. Publishing today is interactive, multimedia-rich, and creator-friendly. The story isn't dying—it's just changing formats.

# Student Creator SPOTLIGHT



Meet Jasmine, a student editor with a passion for storytelling and design. We sat down with her to talk about process, passion, and the future of publishing.

**Q: What inspired you to join The Digital Pulse team?**

A: I've always loved writing and visual storytelling. This was a chance to explore how the two come together digitally.

**Q: What was your biggest learning moment?**

A: Realizing that design and writing need to support each other. Good content needs good visuals to shine—and vice versa.

**Q: Any tips for aspiring digital creators?**

A: Don't wait to be an expert. Use the tools available. Experiment, learn as you go, and just start creating.

STAY *Tuned*

STAY *Digital*

As we close this issue of The Digital Pulse, we want to thank you, our readers, for joining us on this journey through the world of digital publishing.

Creating this magazine has taught us so much not just about design and storytelling, but about how fast the media world is changing. From paperbacks to podcasts, typewriters to touchscreens, publishing has evolved into something more dynamic, accessible, and creative than ever before.

We hope this mini magazine gave you a fresh look at how ideas travel in today's digital age. Whether you're flipping real pages or swiping through a screen, one thing remains true: stories connect us.

This project started as a class assignment but it became something more. It became a way for us to explore our creativity, express our voices, and show what students can do when given the tools and the freedom to create.

So, what's next?

This isn't the end, it's just the beginning.

You, too, can start your own digital magazine, blog, or creative platform.

You already have everything you need.

Your ideas, your voice, and your digital tools.

Scan the QR code below to view our full project online. You'll find bonus content, our brochure, and our poster.

Thank you for reading.

Thank you for scrolling, swiping, and supporting.

And most of all,

Stay curious. Stay creative.

Stay tuned. Stay digital.

— From all of us at Group 5



POSTER

Never miss an issue!



BROCHURE

Never miss an issue!