

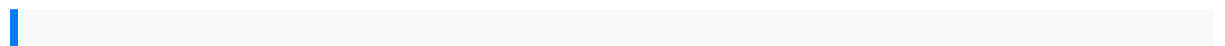
Audience evolution new technologies and the transformation of media audiences

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What is audience evolution for various media? The concept of audience evolution in this case refers to the notion that the dominant framework employed by media industry stakeholders (content producers, distributors, advertisers, media buyers, etc.) to conceptualize the audience evolves in response to environmental changes.

What are the 6 stages of media evolution? The analysis is based on a 6-stage, natural life cycle model of new media evolution, comprising birth (technical invention), penetration, growth, maturity, self-defense, and adaptation, convergence or obsolescence.

What is the five stages of the evolution of media? It divides the history of media into five major eras and discusses the major role of media in the globalization processes: (1) oral communication era until the 1450s, (2) written communication era until the 1870s, (3) electronic communication era until the 1950s, (4) digital communication era until the 2000s, and (5) ...



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