

RADIO TRENDS ONLINE AS SUPPORT FOR STRATEGY CONSTRUCTION OWN FOR THE MIDDLE.

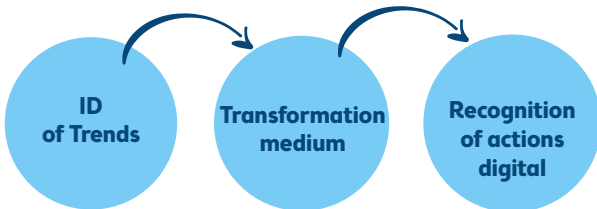
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RESEARCH

This research presents, through the literature review, the analysis of trends that impact radio at the digital level to facilitate the strategic formulation of online stations.



OBJECTIVE



Posing the categories facilitates the process of gathering trends and information for their corresponding application.



TOOLS

The methodological proposal was developed through the MICMAC (Matriz de Impactos Cruzados Multiplicación Aplicada a una Clasificación método, in spanish).



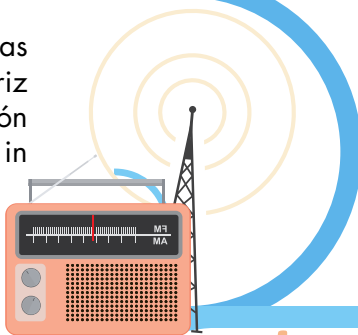
UTILIZATION FROM SOURCES HIGH SCHOOLS

3 CATEGORIES

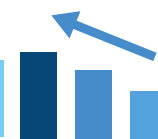
Characteristics of the radio as a medium broadcast

Strategies digital of consumption

The relationship of the audience With the medium.



RESULTS



As a result of applying the matrix, three trends were found that impact radio at the digital level. These trends explored in a real context facilitate the strategic approach by supporting new technologies for the environment.



3 TRENDS

AUDIO PROGRAMMATIC

MIX OF PROGRAMMING

BRANDED CONTENT RADIOPHONE