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Digital Media and Marketing Interactivity

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Do you receive marketing communications using digital technology such as a smart phone, a tablet, a computer? Then you are a consumer of digital media. Digital media is an example of a *disruptive technology* (Bower & Christensen, 1995). A disruptive technology transforms the way that business is conducted within a sector, and digital media have transformed communication industries such as television broadcasting, film, journalism, publishing and music. For example, the digitisation of music has reduced the demand for records, cassettes and CDs, and has resulted in music sales taking place online rather than through physical stores. More recently, technologies like generative AI are disrupting how media is created, and it brings new challenges and opportunities for marketing practice. One of the most urgent questions that organisations are asking themselves today is: “How do we make sure that we are using digital media to the best effect within our marketing communications?” What follows is an overview of the core knowledge areas that will help you navigate this exciting new communications landscape.

Defining digital media

Digital media can be audio, video, written or image-based material that has been digitally compressed (encoded), transmitted and then decoded (activated) upon a digital device. Analogue or ‘traditional’ media such as print and broadcast media differs from digital media in terms the ease and the degree to which it can be accessed, shared, modified and stored. Analogue media is ‘push media’, where communications are broadcast to a passive audience of viewers, readers or listeners (Jørgensen & Knudsen, 2022). Digital media is ‘pull media’, or a form of ‘inbound