

The Media and Development



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The media 's contribution to development occurs simultaneously along five closely

intermingled influences: plurality and transparency, behavioral, infrastructure and platform, economic, and trade. The media are at the cutting edge of technological change, where the digitalization of content, Next Generation Networks, falling device and distribution costs, ever-increasing abundance and new business models are overturning the pre-existing order of markets and the media, though broadcasting, particularly radio, remain crucial in developing countries. This offers new development opportunities requiring new policy initiatives, and the realization of this by the development community. In many instances the media has yet to attain its appropriate status on the list of development priorities.

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