

TSN becomes country's media trendsetter

As the electronic media deploys new technologies in the industry, there is enough evidence that print media's audience is rapidly shrinking. In order to maintain their share of readership, the latter is now striving to cope with the emerging alternative mass media communication technologies.



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A good number of newspapers in the country are now read online, which means that even those who are in areas where they can not get daily papers, they can now be informed. However, competition is becoming intense each day. Media houses have to go extra miles to be ahead of others in the game.

Basically, this is what has propelled TSN to embrace one of the latest communication technologies, the streaming video. According to TSN managing editor, Isaac Mruma, the paper's internet audience started enjoying the service since July 28, this year.

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