

Research Article

THE ADVANTAGES AND DISADVANTAGES OF DIGITAL MEDIA AND BROADCAST CHANNEL PLATFORMS, AND HOW MESSAGING STRATEGIES INTERACT WITH THEM

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ABSTRACT

This essay discusses digital and broadcast media platforms, as well as the various messaging strategies used on these platforms. First, a digital media platform is defined and its characteristics itemized, followed by a listing of its advantages and disadvantages. Second, a broadcast channel platform is defined, and its features are enumerated, where its advantages and disadvantages are outlined. Third, a messaging strategy is defined, where its qualities are inventoried along with the purpose of a well-defined strategy. Fourth, the media strategies of digital media and broadcast channel platforms are catalogued. The essay concludes by noting that selecting a media strategy is no mean feat, as the advantages and disadvantages must always be considered. There are likely no right or wrong choices here, only good decisions and not-so-good decisions. In any case, the consequences will follow. The appropriate decision depends on the situation.

Keywords: Broadcast channel platforms, Digital media platforms, Messaging strategies.

INTRODUCTION

This essay discusses digital and broadcast media platforms, as well as the various messaging strategies used on these platforms. First, a digital media platform is defined and its characteristics itemized, followed by a listing of its advantages and disadvantages. Second, a broadcast channel platform is defined, and its features are enumerated, where its advantages and disadvantages are outlined. Third, a messaging strategy is defined, where its qualities are inventoried along with the purpose of a well-defined strategy. Fourth, the media strategies of digital media and broadcast channel platforms are catalogued. The essay concludes by noting that selecting a media strategy is no mean feat, as the advantages and disadvantages must always be considered. There are likely no right or wrong choices here, only good decisions and not-so-good decisions. In any case, the consequences will follow. The appropriate decision depends on the situation.

DEFINITION OF A DIGITAL MEDIA PLATFORM

A digital media platform is a “business model[] that use[s] online infrastructure to facilitate interactions between groups.”¹ A digital media platform permits digital content to be created, distributed, and managed by facilitating interaction between users and creators.² This platform can host various forms of media, including text, images, audio, and video, while providing the underlying system with content delivery, storage, and user management capabilities across multiple telecommunications networks.³ Examples of digital media platforms

¹Kate Gibson, Digital Platforms: What They Are & How They Create Value, *Harvard Business School Online* (May 8, 2024), available at <https://online.hbs.edu/blog/post/what-is-a-digital-platform>.

²Andy Patrizio, Digital Platform, *Tech Target* (Sep. 25, 2023), available at [https://www.techtarget.com/searchcio/definition/digital-platform#:~:text=This%20includes%20the%20database%2C%20storage,is%20needed%20on%20the%20platform](https://www.techtarget.com/searchcio/definition/digital-platform#:~:text=This%20includes%20the%20database%2C%20storage,is%20needed%20on%20the%20platform.).

³*Id.*

include Facebook, Instagram, YouTube, and LinkedIn.⁴ The key components and characteristics of a digital media platform are:⁵

- **Technology infrastructure:** Databases, servers, application programming interfaces (API), and user authentication systems;
- **Content hosting:** Spaces for users and creators to upload, store, and organize various digital media;
- **User interaction:** Facilitates communication, collaboration, and social networking by creating profiles, sharing content, and interacting with others;
- **Scalability and accessibility:** Handles large amounts of traffic and is accessible using different devices and diverse networks; and
- **Economic and social functions:** Organizational forms of economic commerce.

ADVANTAGES AND DISADVANTAGES OF A DIGITAL MEDIA PLATFORM

In this digital era, the use of digital media platforms indisputably encourages global connectivity, transcends geographical boundaries, reshapes communication, and brings people together.⁶ Seven advantages of utilizing digital media platforms include:⁷

- **Accessibility:** Online platforms are accessible anywhere that has an Internet connection;
- **Cost-effective:** Many online services are free or have a nominal cost;

⁴*Id.*

⁵*Id.*

⁶See generally, Rakesh Raghavan, Top 20 Advantages and Disadvantages of Social Media, *WAC* (Jul. 29, 2025), available at <https://webandcrafts.com/blog/social-media-advantages-and-disadvantages>.

⁷Assistant, What Are Some Advantages and Disadvantages of Using Online Platforms?, *Quora* (n.d.), available at <https://www.quora.com/What-are-some-advantages-and-disadvantages-of-using-online-platforms>.

- **Wide Reach:** With online platforms, businesses can reach a global audience;
- **Real-time communication:** Instant messaging, video conferencing, and social media expedite immediate communication;
- **Diverse content:** Online platforms contain an enormous amount of content and resources;
- **Scalability:** Businesses can scale their online activities without adding more physical space; and
- **Data analytics:** Online platforms typically provide software tools to track user behavior, thereby helping businesses improve their offerings.

In contrast, seven disadvantages of employing digital media platforms are:⁸

- **Privacy concerns:** Users usually share personal information that can be misused or improperly secured, resulting in a privacy breach;
- **Digital divide:** Not everyone has equal access to the Internet or technology;
- **Information overload:** The volume of available information can be overwhelming, making it challenging to discover reliable sources;
- **Distraction:** Online platforms can be distracting, resulting in reduced productivity;
- **Dependence on technology:** Users can become overly dependent on technology, decreasing face-to-face interactions and critical thinking skills;
- **Cybersecurity risks:** Online platforms are susceptible to hacking, phishing, and other cyber threats, resulting in data risk; and
- **Quality control:** Online platforms can lead to poor quality control, thereby spreading misinformation and inferior products or services.

When evaluating the advantages and disadvantages of digital media platforms, care must be taken to see if the advantages outweigh the disadvantages. If so, then in a campaign, digital media is likely an effective approach.

DEFINITION OF A BROADCAST CHANNEL PLATFORM

According to Instagram, broadcast channels are a “public, one-to-many messaging tool for creators to directly engage with their followers at scale.”⁹ It is a digital technology that permits creators or organizations to transmit content or messages to vast numbers of followers or audience members simultaneously, using a one-way communication model via social media, traditional broadcast signals, or specialized digital platforms.¹⁰ These platforms can also enable

⁸*Id.*

⁹Instagram Staff, Introducing Broadcast Channels, a New Way for Creators to Deepen Connections with Followers, *Instagram* (Feb. 16, 2023), available at <https://about.instagram.com/blog/spark/announcements/introducing-broadcast-channels>.

¹⁰The Editorial Team, Everything You Need to Know About Broadcast Media, *Amagi* (Dec. 4, 2024), available at <https://www.amagi.com/blog/broadcast-media#:~:text=Broadcast%20media%20is%20a%20means,for%20the%20audience%20to%20consume>.

direct communication, content sharing, and interactive features such as polls.¹¹ Examples include Instagram Broadcast Channel, Netflix, Hulu, Amazon Prime, as well as traditional broadcast media such as radio waves, cable systems, or satellites that transmit television and radio signals. The essential characteristics of a broadcast channel platform include:¹²

- **Scalability:** Designed to reach a large audience at the same time;
- **Direct access:** Offers creators a direct line to their followers or subscribers; and
- **Versatility:** Sustains different forms of media by delivering information and attracting the audience.

ADVANTAGES AND DISADVANTAGES OF A BROADCAST CHANNEL PLATFORM

The advantages of a broadcast channel platform include:¹³

- **Wide reach:** A significant advantage of using a broadcast media channel is that many different individuals in different places can receive a company’s message at the same time;
- **High impact:** Broadcast media can ensure that an entity’s messages stand out by mixing sounds and pictures, resonating with the feelings of the audience;
- **Credibility through association:** By using a well-known channel, company messages can ensure that viewers trust the message, product, or service;
- **Immediacy and timeliness:** Broadcast media channels permit an organization to share its message immediately, by getting the message out quickly; and
- **Visual appeal:** Pictures, graphics, and video on a broadcast media channel ensure that a message is attractive because when something looks good, people are more likely to pay attention to it.

The disadvantages of a broadcast channel platform are:¹⁴

- **Costly investment:** Using a broadcast media channel is usually quite expensive, where at times television and radio commercials can cost millions of dollars;
- **Limited targeting:** Broadcast media does not permit messages to specific groups of people;
- **Limited control:** Broadcasters decide the schedule and where advertisements will be broadcast;
- **Intrusiveness and advertisement avoidance:** Broadcast media advertisements typically barge in on an individual’s television and radio time; and
- **Limited interaction:** There is not much of a chance that viewers or listeners can become involved with an advertisement.

When examining the advantages and disadvantages of a broadcast channel platform, similar care must be taken when evaluating them. If a broadcast channel platform is selected, then it is essential to

¹¹*Id.*

¹²*Id.*

¹³GFG Staff, Broadcast Media: Meaning, Advantages, Disadvantages, Working and Types, *Geeks for Geeks* (Jul. 23, 2025), available at <https://www.geeksforgeeks.org/marketing/broadcast-media-meaning-advantages-disadvantages-working-and-types/>.

¹⁴*Id.*

remember that the disadvantages come with the advantages. The disadvantages should be mitigated or even minimized, whereas the advantages should be highlighted and exploited.

DEFINITION OF A MESSAGING STRATEGY

A messaging strategy is a “plan that outlines how a business communicates its key messages, values, and unique differentiators to its target audience.”¹⁵The strategy warrants that all communication is consistent and clear across every channel.¹⁶The communications may consist of marketing materials to customer support emails, building brand awareness, and relating to customers.¹⁷ Examples of a messaging strategy are Nike’s “Just do it” slogan, Apple’s “Think different” motto, and Tesla’s initial focus on early adopters. The key characteristics of a messaging strategy are:¹⁸

- **Key messages:** Critical ideas that a business desires to communicate regarding its brand, products, or services;
- **Brand values:** Underlying principles and beliefs that direct a business's actions and communications;
- **Unique differentiators:** Specific characteristics that differentiate a business from its competitors;
- **Target audience:** The segment of the population that a business desired to reach with its messages;
- **Communication channels:** Various platforms and methods employed to deliver a firm's messages; and
- **Tone of voice:** The style and personality of a communication.

The purpose of a well-defined messaging strategy is to assist a business in:¹⁹

- **Building brand** customers on a subconscious level;
- **Differentiating from competitors:** Communicating why a company is unique; and
- **Achieving business goals and objectives:** Leading an audience towards purchasing the firm's product by developing brand loyalty.

MESSAGING STRATEGIES AND DIGITAL MEDIA PLATFORMS

The messaging strategy depends on the media employed. For social media, interactions should be authentic by having users generate content and thus build communities of like-minded individuals. The content must be consistent with the platform. For example, visual content for platforms such as Instagram and professional articles for LinkedIn can be employed.²⁰ With email and short messaging

¹⁵Clay Staff, *Messaging Strategy*, Clay (n.d.), available at <https://www.clay.com/glossary/messaging-strategy/#:~:text=A%20messaging%20strategy%20is%20a,awareness%20and%20connect%20with%20customers.>

¹⁶*Id.*

¹⁷*Id.*

¹⁸*Id.*

¹⁹*Id.*

²⁰Maddy Watson, *Integrating Social Media into Your IMC Strategy: A Comprehensive Guide*, West Virginia University (Feb. 29, 2024), available at <https://marketingcommunications.wvu.edu/professional-development/marketing-communications-today/marketing-communications-today-blog/2024/02/29/integrating-social-media-into-your-imc-strategy-a-comprehensive->

services, communications should be direct and personal, including targeted promotions and periodical newsletters.²¹ Finally, for website and content marketing, the communication should demonstrate authority and deliver value by educating potential customers. Videos and infographics can be utilized to present complex information.²²The best practices for digital messaging include:^{23,24}

- **Maintaining and consistency:** A brand's voice, visual identity, and fundamental messages should be uniform across all digital platforms;
- **Being authentic and conversational:** Speak to the audience realistically and not employ promotional language;
- **Using visual content:** Utilize images, videos, and infographics to make messages easier to understand and well-remembered;
- **Monitoring and iterating:** Track, reach, and decide how public relations activities drive desired outcomes (also known as a conversion rate) to refine and improve a campaign strategy and performance; and
- **Providing value:** Offer tips, tutorials, or insightful commentary to generate trust and prove one's expertise.

MESSAGING STRATEGIES AND BROADCAST CHANNEL PLATFORMS

According to Salahuddin, broadcast channel marketing involves distributing “messages to a broad audience without disclosing individual recipients.”²⁵ This methodology enables direct communication with a large audience by efficiently conveying information, promotions, or updates.²⁶ A successful messaging strategy for broadcast channel platforms utilizes a plan that is consistent with a firm's goals, focuses on a specific audience, and has an unfailing brand voice.²⁷ Broadcast channels, such Mailchimp or Sakari, permit a channel to communicate with a large audience without disclosing their identities.²⁸ The essential elements of a messaging strategy for a broadcast channel platform include developing permission-based contact lists, crafting clear and concise messages, thoughtfully scheduling broadcasts, and analyzing the results.²⁹

guide#:~:text=Use%20social%20media%20analytics%20and,an%20achieve%20your%20marketing%20objectives.

²¹Intuit Staff, *Key Components of an Effective Messaging Strategy*, Intuit (n.d.), available at <https://mailchimp.com/resources/messaging-strategy/>.

²²Ky Shaw, *Digital Marketing Messaging: Crafting Impactful Communication*, Demand OS (Sep. 13, 2024), available at [https://www.demandos.com/post/digital-marketing-messaging-crafting-impactful-](https://www.demandos.com/post/digital-marketing-messaging-crafting-impactful-communication#:~:text=The%20Role%20of%20Visuals%20in,in%20a%20visually%20compelling%20way.)

communication#:~:text=The%20Role%20of%20Visuals%20in,in%20a%20visually%20compelling%20way.

²³Maddy Watson, *supra*, note 20.

²⁴Ky Shaw, *supra*, note 22.

²⁵Harris Salahuddin, *A Comprehensive Guide to Broadcast Channel Marketing*, Evolve Dash (Nov. 15, 2023), available at [https://evolvedash.com/blog/broadcast-channel-marketing-](https://evolvedash.com/blog/broadcast-channel-marketing-guide/#:~:text=Broadcast%20channel%20marketing%20entails%20the,%2C%20promotions%2C%20or%20updates%20efficiently.)

guide/#:~:text=Broadcast%20channel%20marketing%20entails%20the,%2C%20promotions%2C%20or%20updates%20efficiently.

²⁶*Id.*

²⁷*Id.*

²⁸Erica Schneider, *Messaging Strategy: How to Win with Effective Messaging*, CXL (Jul. 20, 2024) available at <https://cxl.com/blog/messaging-strategy/>.

²⁹See generally, Harris Salahuddin, *supra*, note 25.

The framework for an effective messaging strategy when broadcast channel platforms are involved includes:³⁰

- **Understanding your audience:** Create a message to improve engagement and understanding;
- **Defining goals:** Decide whether broadcast messaging is used to share information, promote a product, or provide updates;
- **Maintaining brand consistency:** The tone, style, and essential messages should be consistent across all channels to build trust;
- **Crafting compelling messages:** Ensure messages are clear, concise, compelling, and timely to prevent overwhelming the audience; and
- **Planning content flow:** Balance the amount of content and stagger messages over time to avoid an overflow of information.

The critical considerations when developing a successful messaging strategy for a broadcast channel platform are:³¹

- **Permission:** Always obtain consent from the audience to send them broadcast messages;
- **Analysis:** Track delivery, open rates, and engagement to continually enhance strategy and enrich results; and
- **Consistency:** Use one main broadcast channel to share links to content to ensure that the audience does not receive the same information from different platforms.

CONCLUSION

In conclusion, digital media and broadcast channel platforms are both excellent mechanisms for communicating with an audience. The discussion above suggests that the messaging strategy will likely determine which platform to employ. Even so, because of their history, some audiences may prefer one platform over another. For example, some individuals may be uncomfortable working with computers and other technology. For them, the breadth of the technology may be beyond their familiarity. In these instances, it is probably best to use broadcast channels, provided the expense is not excessive or exceeds the campaign's budget. If a campaign has limited financial resources and the audience prefers broadcast media over digital media, the campaign will either have to accept a suboptimal communication strategy or find or allocate the money needed to reach these individuals. There is no royal road here. Decisions must be made, and the consequences will follow. The perennial question is what is appropriate for a campaign, given its inherent constraints. It is a difficult question to answer, that is for sure.

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Donald L. Buresh earned his Ph.D. in engineering and technology management from North-central University. His dissertation assessed customer satisfaction for both agile-driven and plan-driven software development projects. Dr. Buresh earned a J.D. from The John Marshall Law School in Chicago, Illinois, focusing on cyber law and intellectual property. He also earned an LL.M in intellectual property from the University of Illinois Chicago Law School (formerly, The John Marshall Law School) and an LL.M. in cybersecurity and privacy from Albany Law School, graduating summa cum laude. Dr. Buresh received an M.P.S. in cybersecurity policy and an M.S. in cybersecurity, concentrating in cyber intelligence, both from Utica

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