

# Chapter 12

## Attitude of Local Radio Broadcasters Towards Digital Radio Broadcasting in Türkiye

**Tahsin Eren Sayar**

 <https://orcid.org/0000-0002-6057-2989>

*Yalova University, Turkey*

### **ABSTRACT**

*The purpose of this study is to learn the attitudes and perspectives of local radio broadcasters in Türkiye towards digital radio broadcasting, digitalization and changing broadcasting culture in line with the technological developments. In the study, in-depth interviews were conducted with local radio broadcasters in Yalova Province in the Marmara Region of Türkiye. The data were subjected to descriptive analysis and processed under the problem themes of low-budget broadcasting and reduced costs, glocalization, the power of interaction, the formation of different broadcast formats, advertising revenues and earnings and adaptation. As a result of the study, it was concluded that local radio broadcasters in Türkiye have largely adapted to the digital broadcasting process, consider digital broadcasting as a future and profitable area and see internet broadcasting as an advantage.*

### **INTRODUCTION**

Even before and after television, radio, which dominated the market for a long time, continues to serve as an important mass communication tool. Radio, which is still a preferred position all over the world, has a weekly reach of approximately

DOI: 10.4018/979-8-3373-1459-4.ch012

82 percent among adults in America (Leu, 2024a). In Europe, according to a survey conducted in 2016, approximately 47 percent of Europeans stated that they listen to the radio almost every day, while this rate goes up to 65 percent in Germany and Ireland (Leu, 2024b). In Türkiye, the Radio Listening Trends Survey of the Radio and Television Supreme Council (RTÜK) shows that the average daily radio listening time is 1 hour and 43 minutes (RTÜK, 2020).

In today's world, where the number of radio listeners is still at a remarkable level, internet radios and new technologies that emerged through digitalization also have a big share. For example, in the United Kingdom, 6 out of 10 adults over the age of 15 listen to the radio on a digital platform every week, and the habit of listening to online radio is increasing day by day (Cunsolo, 2024). While digital radios still maintain their power in the market, local radios, which are lagging behind national radios, are working to keep up with new technologies. Local radio has evolved with the emergence of new types of broadcasting such as social media technologies and podcasts. Thus, it has undertaken important tasks in conveying the ideas and thoughts of local people to the masses and disseminating developments in local areas to the national press.

Research conducted in Türkiye shows that there are 952 local radio stations that have applied to RTÜK for a license as of 2022 (Cesur, 2022). According to research conducted by RTÜK in 2019, trust in the broadcasts of local radios and the habit of getting news from local radios in Türkiye are at 55 percent (RTÜK, 2019, p. 91). All these figures show that interest in radio is still fresh in Türkiye and people continue to see local radios as an important mass communication tool. From this perspective, it is important to examine the current situation of local radios in Türkiye. However, it is also useful to determine the position of local radios, especially after digitalization, and to explain what the attitude of local radios will be towards digitalization.

In this context, the study was prepared to determine the perspectives of local radio broadcasters on digital radio after technological developments and to reveal their attitudes towards the changing broadcasting culture. In the study, research was conducted on topics such as the rate of adaptation of local radio broadcasters to innovations, how they were affected by the process and what their ideas for the future would be.

A data analysis set was created from the data obtained from interviews with local radio broadcasters in Yalova province in the Marmara Region of Türkiye. The study also aimed to determine the perspectives of local radio broadcasters on digitalization, to draw attention to other studies that can be done for the future of national and regional radios, and to increase awareness of the opportunities offered by digital radio broadcasting.

30 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/attitude-of-local-radio-broadcasters-towards-digital-radio-broadcasting-in-trkiye/386513](http://www.igi-global.com/chapter/attitude-of-local-radio-broadcasters-towards-digital-radio-broadcasting-in-trkiye/386513)

## Related Content

---

### Pushing the Right Buttons?: A Critical Exploration into the Effects of Social Media as an Innovative E-Entrepreneurship Method of Recruitment for Enterprises

Anthony Lewis, Brychan Thomas and Gwenllian Marged Sanders (2014). *Digital Arts and Entertainment: Concepts, Methodologies, Tools, and Applications* (pp. 1238-1259).

[www.irma-international.org/chapter/pushing-the-right-buttons/115071](http://www.irma-international.org/chapter/pushing-the-right-buttons/115071)

### Analyzing the Digital License Reselling Problem and Its Impact on E-Commerce

Tarek Gaber and Ning Zhang (2014). *Digital Arts and Entertainment: Concepts, Methodologies, Tools, and Applications* (pp. 577-597).

[www.irma-international.org/chapter/analyzing-the-digital-license-reselling-problem-and-its-impact-on-e-commerce/115035](http://www.irma-international.org/chapter/analyzing-the-digital-license-reselling-problem-and-its-impact-on-e-commerce/115035)

### The Future of Fake News

Halima Kazem-Stojanovic (2022). *Redefining Journalism in an Age of Technological Advancements, Changing Demographics, and Social Issues* (pp. 23-35).

[www.irma-international.org/chapter/the-future-of-fake-news/299600](http://www.irma-international.org/chapter/the-future-of-fake-news/299600)

### Decoding Signs: Using Infographics to Enhance Semiotics Learning in the Digital Age

Sara Cerqueira Pascoal and Rosa Mesquita (2026). *Effects of Education Communication in Digital Learning Environments* (pp. 151-182).

[www.irma-international.org/chapter/decoding-signs/388194](http://www.irma-international.org/chapter/decoding-signs/388194)

### Exploring the Effectiveness of Storytelling in Advertising Through Eye-Tracking

Luis-Alberto Casado-Aranda, Juan Sánchez-Fernández and Arminda Paço (2021). *Handbook of Research on Contemporary Storytelling Methods Across New Media and Disciplines* (pp. 158-179).

[www.irma-international.org/chapter/exploring-the-effectiveness-of-storytelling-in-advertising-through-eye-tracking/267594](http://www.irma-international.org/chapter/exploring-the-effectiveness-of-storytelling-in-advertising-through-eye-tracking/267594)