

A quick glance: The ugly truth of radio migration in Malaysia

ABSTRACT

With the advent of television, radio lost its dominant position in many countries due to globalisation and convergence, leading to the rise of digitalisation. However, digitalisation has overshadowed traditional analogue technology. Instead of coexisting, analogue and digital technologies are now in direct competition, with digital alternatives such as podcasts and online radio posing significant challenges to analogue technology. As a result, the radio industry is currently facing severe problems to stay relevant. We conducted a study examining political economy influencing radio migration in Malaysia along with its relationship to government actions and plans. Our research reveals that the political economy perspective strongly impacts radio migration in the country. To ensure a successful radio migration, we propose the implementation of a neo-liberal perspective within Malaysia's broadcasting sector.