


AI in Broadcast Media Management: Opportunities and Challenges

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1. Round 1

1.1 Reviewer 1

Reviewer:

"The objective of this study is to explore the opportunities and challenges of implementing Artificial Intelligence (AI) in broadcast media management."

Comment: Please specify the theoretical framework or models that guided your exploration. Clarifying the theoretical underpinnings will strengthen the foundation of your study and provide a clearer context for your findings.

"AI's role in content creation and management is multifaceted. It includes automated editing real-time analytics and the use of AI for generating immersive experiences."

Comment: This paragraph should include specific examples or case studies illustrating AI's role in content creation and management. Detailed examples will enhance the reader's understanding of AI applications in this field.

"Participants were selected using purposive sampling to ensure a diverse representation of professionals..."

Comment: It would be beneficial to include more details on the purposive sampling criteria. For instance, how were diversity and representation ensured? Providing a more rigorous explanation of the sampling strategy will add to the study's validity.

Comment: The table would benefit from a clearer distinction between categories, subcategories, and concepts. Consider using different formatting or colors to visually differentiate these elements, making the table easier to interpret.

"AI tools have revolutionized our editing process making it quicker and more efficient."

Comment: Include direct quotes from interviewees to provide richer qualitative data and support the themes identified. Direct quotes add depth and authenticity to the findings.

"AI has allowed us to understand our audience better and deliver ads that are more relevant to them."

Comment: Include examples of successful AI-driven advertising campaigns. Quantitative data on the improvement in ad performance due to AI integration would provide strong evidence for your claims.

"The complexity of integrating AI systems with our existing infrastructure is a major hurdle."

Comment: Offer potential solutions or strategies to overcome technical complexities. Providing actionable recommendations will be valuable for practitioners facing similar challenges.

"The cost of AI technology is high and continuous updates add to the financial burden."

Comment: Discuss possible funding models or financial strategies to mitigate the high costs of AI implementation. This will provide a practical perspective for organizations considering AI adoption.

"Ensuring data privacy and obtaining user consent are critical issues we face with AI."

Comment: Elaborate on the specific privacy concerns and how they can be addressed. Discussing regulatory frameworks and best practices for data privacy will enhance the practical relevance of your findings.

Author revised the manuscript and uploaded the updated document.

1.2 Reviewer 2

Reviewer:

"AI technologies have been instrumental in identifying new opportunities in various industries including healthcare..."

Comment: The introduction would benefit from a more comprehensive literature review specific to AI in broadcast media. While the mention of AI's impact on healthcare provides context, including references to seminal works on AI in media will better ground your study in the relevant literature.

"Data collection continued until theoretical saturation was achieved."

Comment: Describe the specific process used to determine theoretical saturation. Including details on how and when saturation was assessed during the study will improve the transparency and replicability of your methodology.

"The collected data were analyzed using NVivo software a powerful tool for qualitative data analysis."

Comment: Outline the coding process in more detail, including how initial codes were developed and how themes were identified and refined. Providing a clear and detailed description of the data analysis process will enhance the study's credibility.

"The study revealed several key findings regarding the opportunities and challenges of implementing AI in broadcast media management."

Comment: Provide a more detailed synthesis of how your findings compare with existing literature. Highlighting similarities and differences will place your study within the broader research context.

"Firstly the sample size of 15 participants although sufficient for achieving theoretical saturation may not fully capture the diversity of experiences..."

Comment: Suggest specific ways future research can address these limitations. For example, recommend a larger sample size or the inclusion of quantitative methods to complement the qualitative findings.

"The use of AI-driven chatbots has transformed how we interact with our viewers..."

Comment: Expand on how AI-driven chatbots improve audience engagement. Providing specific metrics or case study results will strengthen the argument for AI's effectiveness in this area.

"Automated scheduling has reduced our workload allowing us to focus more on creative aspects."

Comment: Discuss the potential drawbacks or limitations of relying on AI for operational efficiency. Addressing counterarguments will present a more balanced view and enhance the rigor of your discussion.

Author revised the manuscript and uploaded the updated document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.