

REVIEWER'S REPORT

Manuscript No.:IJAR-54384

Title: News Business in Contemporary Framework: How digital platforms disrupt traditional media workflows in Tanzania

Recommendation:

Accept as it is YES

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*).....

Rating	Excel.	Good	Fair	Poor
Originality	yes			
Techn. Quality	yes			
Clarity	yes			
Significance	yes			

Reviewer Name: Dr. Himanshu Gaur

Date:19/10/2025

Detailed Reviewer's Report

The study titled “*The Impact of Digital Platforms on the Mainstream Media Industry in Tanzania*” is a well-structured, insightful, and academically sound work that effectively examines how digital platforms have transformed traditional media operations in Tanzania. Grounded in the **Diffusion of Innovation Theory**, it presents a balanced integration of quantitative and qualitative methodologies, using data from 182 reporters and several editors across five major media houses—TBC, IPP Media, Clouds Media Ltd, TSN, and MCL. The research design is coherent, the theoretical framework is aptly applied, and the findings are clearly articulated, demonstrating strong analytical depth and contextual relevance. The study successfully highlights how digital platforms have influenced news gathering, production, and dissemination, and its conclusions logically align with the presented data and theoretical grounding. The writing is clear, precise, and follows a logical flow, while the discussion reflects a nuanced understanding of the challenges facing mainstream media in the digital era. Overall, the paper makes a significant contribution to media and communication scholarship in developing contexts, and it is **accepted without revision** for its methodological rigor, theoretical coherence, and practical relevance to the evolving media landscape.