

REVIEWER'S REPORT

Manuscript No.: IJAR-54498

Title: Innovation and Platform Integration Models for Competitive News Gathering, Production, and Distribution in the Tanzanias Mainstream Media.

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

Detailed Reviewer's Report

The research paper titled “Innovation and Platform Integration Models for Competitive News Gathering, Production, and Distribution in Tanzania’s Mainstream Media” offers a timely and insightful exploration of how Tanzanian media organizations can adapt to the rapidly evolving digital landscape. The study effectively addresses the critical “missing link” of innovation and platform integration as key determinants of media sustainability and competitiveness. Employing a mixed-method approach that combines survey data (n = 174) with qualitative interviews (n = 18) across five leading media houses, the research provides strong empirical grounding and a balanced perspective on both organizational practices and industry-wide challenges. The findings are clearly articulated and contribute meaningfully to the discourse on media transformation and digital disruption in Sub-Saharan Africa. The paper stands out for its clarity, methodological rigor, and practical implications for media practitioners, policymakers, and scholars seeking sustainable strategies in the digital age. Overall, the manuscript is well-structured, relevant, and original, making it highly valuable to the field and recommended for acceptance without revision.