Research article

Digital native media in the Andean community: a view from their characteristics

Medios nativos digitales de la comunidad andina: una visión desde sus características

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Abstract

The advent of the Internet 30 years ago, has prompted the media to face new challenges and as a result we can observe a series of significant changes and a new way of conceiving the media that are on the web. Media and journalists have understood that the new ways to reach audiences are in digital environments. The objective of this study on digital native media in the Andean Community (CAN) is to analyze the characteristics according to their typology. The research is developed based on a mixed methodology that includes a literature review, the recording of a database for subsequent analysis and observation. The research design follows a descriptive, explanatory and exploratory model; initially, it seeks to identify the CAN cybermedia through variables that allow obtaining details of each of them. Subsequently, information is gathered on their evolution and characteristics. In conclusion, this study has shown that, the countries of the CAN, the development of online media, known as cybermedia, share several characteristics influenced mainly by economic, political and social factors, as well as by technological adoption despite the existing digital divide. From the data collected, Ecuador, Peru, Colombia and Bolivia register for this study a total of 74 digital native cybermedia.

Resumen: La llegada de Internet hace 30 años, ha impulsado a los medios de comunicación a enfrentar nuevos desafíos y como resultado se puede observar una serie cambios significativos y una nueva manera de concebir a los medios que están en la web. Medios y periodista han comprendido que las nuevas formas de llegar a las audiencias se encuentran en los entornos digitales. El objetivo de este estudio sobre los medios nativos digitales de la Comunidad Andina (CAN)es analizar las características según su tipología. La investigación se desarrolla a partir de la metodología mixta que incluye la revisión bibliográfica, el registro de una base de datos para su posterior análisis y la observación. El diseño de la investigación sigue un modelo descriptivo, explicativo y exploratorio; inicialmente, se busca identificar a los cibermedios de la CAN a través de variables que permitan obtener detalles de cada uno de ellos. Posteriormente, se recopila información sobre su evolución y características. En conclusión, este estudio ha evidenciado que, en los países de la CAN, el desarrollo de los medios en la red, conocido como cibermedios, comparten varias características influenciadas principalmente por factores económicos, políticos y sociales, así como por la adopción tecnológica a pesar de la existente brecha digital. De los datos alcanzados, Ecuador, Perú, Colombia y Bolivia registran para este estudio un total de 74 cibermedios nativos digitales.

1. Introduction

Communication, as a natural process of the human being, has adapted to its own evolution; a similar situation occurs with the mechanisms that allow the generation of mass communication, such is the case of the mass media. Among the main factors of incidence is the arrival of the Internet and the technological innovations that have progressively appeared. Undoubtedly, these accelerated technological changes generate disruptions in the contemporary media scenario (Pavlik et al., 2019), where cyberjournalism is at the same time shaped by new technologies and platforms (Steensen et al., 2009).

This radical change in the communication and information process has incorporated characteristics of the digital context such as interactivity, multimedia, updating and hypertextuality. These characteristics have been gradually assumed by the cybermedia, which have faced the challenge of combining the traditional print formula (linear narrative) with the potential of hypertext, interaction and multimedia format (Boczkowski, 2006). However, today we can see that social networks (Hermida, 2012; Varas and González, 2016; Al-Rawi, 2017) and mobile devices (Westlund, 2017) have meant very significant transformations that were not foreseen in the first definitions of cyberjournalism and, therefore, were discovered later and explored.

The emergence and development of digital natives in Latin America is a positive phenomenon, considering that it is a region in the process of development in the political, economic and social spheres (Zuluaga & Gómez, 2019). However, these cybermedia face challenges specific to each context, such as Internet penetration, connectivity levels, the digital divide, training of professionals, investment from the private sector, and others related to the regulatory environment. Therefore, the evolution and new media ecosystems (Canavilhas, 2015) has been subject to their ability to adapt and identify influential factors.

This study establishes a starting point to investigate the characteristics of cybermedia in Latin

American countries, specifically the CAN members: Ecuador, Peru, Colombia and Bolivia. Given its notorious and constant growth, an opportunity for future initiatives is envisioned, in addition to seeking which trends to address, which market niche to explore and the characteristics that, in this cyberspace, need to be analyzed.

The Andean Community was established on May 26, 1969, thanks to the Cartagena Agreement. Its integration includes countries such as Ecuador, Peru, Colombia and Bolivia, which share the same geographical location, but also similar conditions in political, economic, social and cultural areas. In these countries, the growth of cybermedia has been constant, reaching a significant number at present, which have been subject to the level of connectivity in each country, the existing digital divide, the professional training of journalists and even access to technology.

1.1 Cybermedia: definition and characteristics

In this new media ecosystem, as in the biological ecosystem, changes and adaptations of new species occur and are reflected in the new possibilities of generating mass communication and information. This implies the transformation of the functionality of the media which, when integrated into the network, modify their work dynamics and even assume new denominations; which for the purposes of this document are identified as cybermedia. According to Suárez-Sucre (2016), "cybermedia are part of a process of hybridization, the result of media convergence that starts from the digital processing of all types of information" (p.274). In other words, it refers to the media that have migrated to the digital environment, obtaining opportunities that were not possible in their original formats and media. Complementing this definition, García-Avilés et al. (2018) point out that this type of media has as its main characteristic the "distribution of its contents through multiple platforms and social networks" (p. 371), thus increasing the possibility of expanding the audience, positioning the brand and achieving interaction with users.

Cabrera (2010) emphasizes that the evolution of the media and professional training responds to "technological innovation, which allows convergence processes in the journalistic field" (p.11). Through technology, the Internet and the multiple existing platforms, initiatives have been consolidated that were not conceived decades ago. An example of this is the unification of traditional media formats in a single platform, eliminating the barriers of time and space. This allows content to be consumed regardless of geographic location and time of publication, and even allows the user to organize his or her own structure for browsing the information.

Navarro (2020) contributes to the study of the evolution of cybermedia, identifying several stages, which are described as follows (p. 139):

Stage 1: Webs with textual characteristics. It dates back to the beginning of the Internet (1994), when the characteristics and opportunities of this new environment began to be understood. In this stage, media websites replicate their traditional formats, marking the beginning of an evolution.

Stage 2: Incorporation of web features. The year 2000 saw significant changes with the integration of web features into media sites.

Stage 3: Content developed for the web. In this stage, contents are designed specifically for the web, although challenges related to user interaction and participation persist.

The emergence of cybermedia is a process that has been consolidated over time, requiring a series of adaptations and changes in both structure and content. According to Salaverría

(2021), the 1990s mark the emergence of the first digital media and, in the middle of this decade, "the media present on the Internet multiplied, with newspapers being the main drivers of journalism in cyberspace" (p. 24). Since then, digital media have achieved important updates and today's publications have been polished to give way to elements and "interactive functions" (p. 24). For this author, the stages of evolution of cybermedia respond to "pre-web, experimentation, homogenization, stagnation, priority in social networks and robotization" (p.25).

In addition, and according to Gil (2015), cybermedia go through different stages of evolution, also marked by media consumption, which "revolves around different media, traditional edition, web, social networks and mobile devices, which are multiple channels for content distribution" (p. 138). It is not news that many of the media that today have a digital version, began their journey by transferring the contents of the traditional format to the web. In this sense, aspects such as interactivity, multimedia and hypertextuality were offered in a limited way, to be later exploited as part of the main characteristics of cybermedia.

Based on this last aspect and as a complement, Navarro (2020) identifies several characteristics of cybermedia. The first is immediacy and updating, where published content must be instantaneous, taking advantage of current tools such as cell phones to meet users' demand for information in real time. The second characteristic is personalization, which allows each user to select information according to his or her interests, delve deeper into it and organize content according to his or her consumption preferences.

An essential characteristic of cybermedia is interactivity, which consolidates a bidirectional process in which sender and receiver assume similar roles in the generation and consumption of content, promoting direct contact with audiences through messages, comments and sharing. In addition, the link with social networks offers an unprecedented opportunity for the massification of content and networking, radically transforming the work of the media. This makes it necessary to adapt to a scenario where information is tripling, requiring effective strategies to capture and keep users. Complementing these characteristics, hypertextuality breaks the linear presentation of information, allowing a free navigation that enriches the user's experience through links that build a personalized narrative. Likewise, multimediality integrates various formats in the same support, allowing the media to project their content through images, videos, audios and texts, significantly expanding their possibilities of dissemination and engagement.

1.2 Current trends in cybermedia journalism

Studies such as Guamán et al. (2018) highlight that trends emerge from "the convergence of cutting-edge technologies and digital journalism" (p. 327), generating a particular interest in communicators on the various ways of presenting and structuring content. These trends seek to respond to the interests and needs of current generations in terms of content consumption, taking advantage of the potential of information distribution through different media and formats. In this context, the authors mention trends such as "immersive journalism, data journalism, mobile journalism, drone journalism and mashup journalism" (p. 327), each of these with their implications and opportunities for audiences.

Rivera (2011) points out that trends in cyberjournalism face challenges that require "new knowledge, languages and professionals" (p. 83). He stresses the importance of information and communication professionals understanding the new technological scenarios and tools. Trends in cybermedia include the redesign of interfaces, the projection of content to users, audience feedback and participation, the diversification of multimedia content and media convergence. This requires trained professionals who understand the new technological

contexts and challenges, and possess innovative tools, which modify the media, formats and routines of information gathering.

The objectives established for this research are:
Objective 1. Map the digital cybermedia of the Andean Community and investigate the characteristics they have adopted in response to the new digital development scenarios.

Through this objective, it is intended to draw up a map of digital cybermedia in the Andean Community, including their main characteristics, as well as their work methodology and permanence over time.

Objective 2. To know the levels of updating, hypertextuality, hypermedia, interactivity, use of social networks and digital tools, as well as the opportunities that arise when adapting them in the formulation of contents.

To guide the analysis of the results, the following hypotheses were proposed, which will be contrasted or refuted at the end:

Hypothesis 1. The cybermedia of the Andean Community have a different evolution from the cybermedia of other regions of the world, considering differentiated characteristics apart from more advanced technological and journalistic ecosystems, as well as the professional preparation in specific areas from the universities.

2. Methodology

The objective of the study was to analyze the digital native media of the Andean Community in terms of their history and characteristics. To this end, a mixed methodology was used, which included a bibliographic review, the registration of a media database for subsequent analysis, and observation.

The research design was based on a descriptive, explanatory and exploratory model. First, we sought to understand the CAN's cybermedia through variables that allowed us to obtain specific details, and then we gathered information on their evolution, trends, growth, modalities, among other aspects.

To record the information, a database was constructed based on the models proposed by Rodríguez-Martínez et al. (2010) and Palacios and Díaz-Noci (2009). Information was collected from 278 cybermedia.

Once the information had been collected, the sample consisted of 74 cybermedia that are exclusively digital natives, that is, media born in these network environments. Digital native media, as organic models, have a capacity for adaptation (Salaverría, 2021). Although they may face difficulties in their economic sustainability, it is also true that they have managed to consolidate themselves through important projects.

For the coding of these 278 records, a spreadsheet developed with Google Sheets was used. For each cybermedia, the document consists of 74 columns corresponding to the specific variables.

3. Results

According to data collected by Salaverría (2016) from the member countries of the Andean Community, he mentions that in Bolivia, Ecuador and Peru digital journalism is conceived in 1995, while, in Colombia, a year later, with the publication of the first digital media. Bustos

(2010) insists that the media in the Andean Community:

> They constitute the pillar that sustains public opinion in the life of countries. They play a multiple role that includes informing, encouraging, guiding, applauding, and criticizing the institutions and individuals responsible for managing certain resources and directing human groups, including States. (p. 3).

Once the information has been consolidated and considering the dynamics of cybermedia in the countries of the Andean Community (CAN), it is pertinent to present the results of this study. In general terms, the media have undergone a series of transformations that cover their structure, formats and supports for content generation, new business models, and new forms of user participation. These adaptations have made it possible to respond to each stage of their evolution.

According to Martínez et al. (2020), technology has been one of the factors driving the most transcendental changes, generating "significant changes in terms of productive processes and work models". In addition, it has facilitated the incorporation of "different digital devices, the expansion of Internet access, the establishment of high-speed networks, the use of multiple devices and the expansion of a digital world" (p. 12).

This study has shown that cybermedia in the countries of the Andean Community (CAN) share several characteristics, mainly influenced by economic, political and social factors, as well as by the technological incursion that contrasts with the existing digital divide. According to the data obtained, 278 cybermedia from Ecuador, Peru, Colombia and Bolivia have been registered for this study, including those that have migrated from the traditional model. In this way, the map of cybermedia of the CAN is established, standing out as a pioneering study, given the scarcity of previous information on the subject and the need to make visible the achievements attained.

Figure 1:
Registered cybermedia in the Andean Community (N=278)
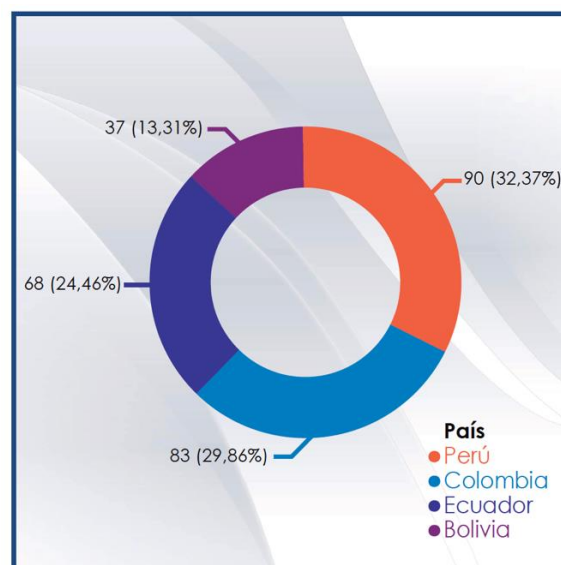
Source: Results of the analysis of the Andean Community's cyber media
Own elaboration (2024).

In terms of distribution, the cybermedia of the Andean Community are distributed in the

following order: Peru leads with 90 cybermedia, followed by Colombia, where there are 80, then Ecuador with 68 and finally Bolivia with 37 (Figure 1). A notable growth of these media is projected, which is related to the arrival and expansion of the Internet, and the need for traditional media to adapt to these new digital environments, generating new proposals, specifically oriented to the web.

As mentioned above, the total number of cybermedia did not originate exclusively on the Internet, but also includes those media that have been adapted from the traditional format. According to Martínez-Costa et al. (2021) "the first digital media promoted mostly by print publications and audiovisual media inherited forms and contents from those non-digital media" (p. 230), which subsequently allowed the emergence of native publications on the web. In the case of CAN's cybermedia, it is projected that 52.5% of digital native media, followed by newspapers, radio, television, magazines and agencies.

According to information from the Andean Community (CAN, 2021), this growth responds to several factors, including connectivity levels, access to technology and society's need for channels to obtain information. In addition, technological infrastructure, including telecommunications and information and communications technologies, has made great strides in the Andean countries in recent years (CAN, 2021). The situation in Ecuador, Bolivia, Peru and Colombia reflects a broader trend in Latin America, where cybermedia "are an example of taking advantage of the opportunities offered by the Internet, which are gradually struggling to open up space in information markets" (Salaverría, 2016, p. 30).

The experiences consolidated by these countries also show that their development is not an isolated effort, but involves work carried out by the public and private sectors. According to Salaverría (2017), this duality in ownership allows the existence of various possibilities. Those cybermedia that belong to the public sector, evidence "from websites of large international, national or regional corporations, to small digital media of municipalities"; and as for those of a private nature there are "digital publications of multinational companies, to commercial ventures of varying scale" (p. 26). In the CAN, most of the cybermedia belong to the private sector, with a smaller percentage in the public sector. These results show that many initiatives depend on those who can inject resources for their maintenance, offering freer editorial lines and opportunities for democratic access to information. In contrast, public media tend to follow a political and ideological line dictated by the authorities in power.

The use of social networks is also one of the characteristics of these new media, since they offer the possibility of connecting with new audiences. For Parra and Onieva (2021) social networks "are part of the daily life of an important group of people, who are increasingly accustomed to the use of devices" (p. 103); while for the media "a new distribution platform is obtained, producing a chain effect among the members of the network and improving their results" (p. 104). Thus, the CAN cybermedia use Facebook, X (Twitter), Instagram and YouTube, with greater incidence in Facebook, which has reached 2,449 million users and in the case of Latin America has also achieved great popularity (Matassi & Boczkowski, 2020).

Part of this analysis also insists on incorporating those variables that allow marking the difference between the traditional media model and cybermedia, we refer to hypertextuality, interactivity, constant updating and new trends that go hand in hand with the professional profile. Regarding hypertextuality, Gonzales et al. (2018) presents it as "the connection or links of informative contents with others, which are merged through links that redirect to more information, so that the user deepens his analysis" (p. 126).

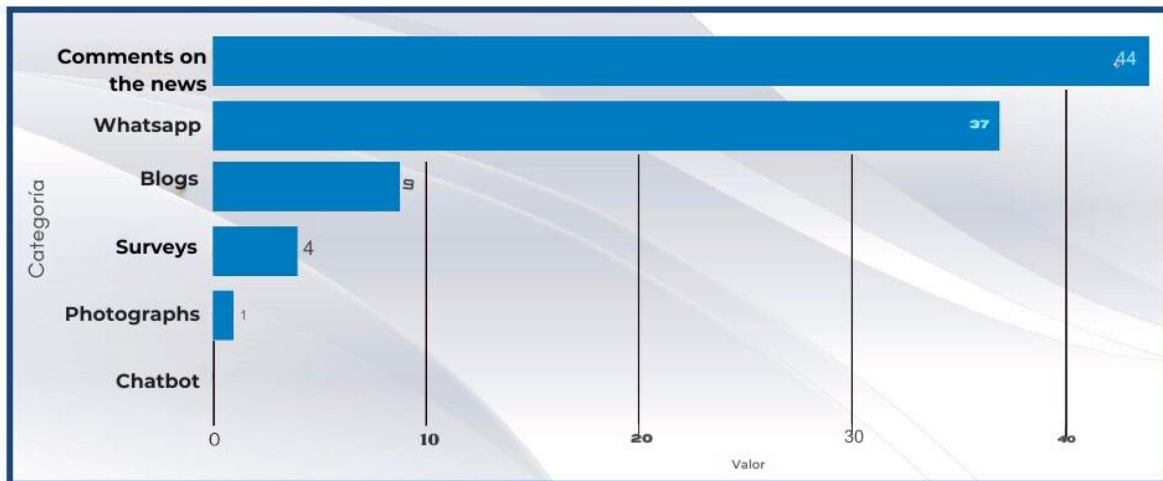**Figure 2:**

Hypertextuality in the CAN's cyber-media
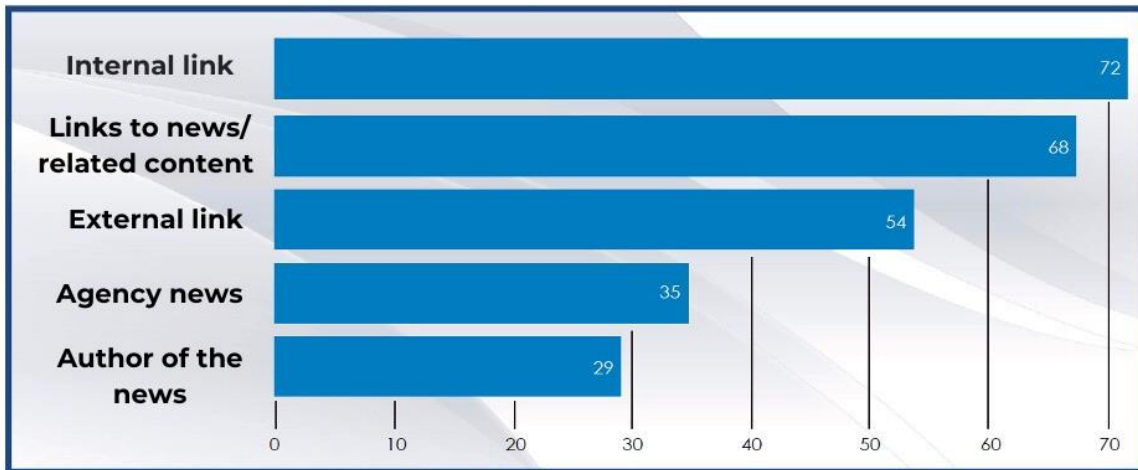
Source: Results of the analysis of the Andean Community's cyber media
Own elaboration (2024).

The results are shown in Figure 2, which shows that out of 74 cybermedia, 72 have internal links, 68 have links to news or related content, 54 have external links, 35 have links to news agencies and 29 include the author of the information. Based on this, the hypertexts or links do not have a single source or are directed to a single type of content, but rather diversify according to the objective and needs of the person presenting the information. Based on this, a wide range of possibilities can be seen in the incursion into hypertextuality, allowing a particular experience for the user, according to his or her interests.

Among the variables investigated, it has been considered necessary to refer to those hypertexts linked to the content of news agencies (national and international), which offer content and services through the network of collaborators in the world. The fact that the CAN's cybermedia publish information from news agencies means that these sources of information with wide coverage and specialised topics in different fields contribute to and complement the information system. It is difficult for the media, due to a lack of economic resources or personnel, to gather information from outside their borders, which is why having information from a structured agency makes it possible to present other types of content that address other contexts. In the cybermedia studied, it has become clear that they have some international agencies as a direct source, as is the case of Agencia EFE, Reuter, among others.

Figure 3:
Most used resources in the CAN cybermedia.

Source: Results of the analysis of the Andean Community's cyber media
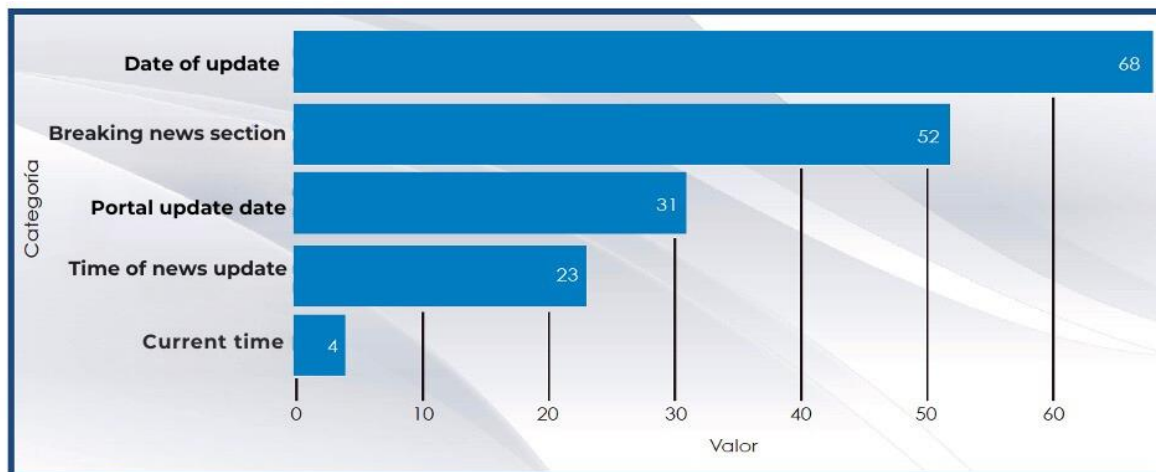Own elaboration (2024).

Figure 3 shows the results of the CAN countries in terms of their incursion into interactivity, indicating that 44 of the 74 cybermedia in the sample have incorporated news comments as an interactive option; 37 have incorporated the use of the WhatsApp messaging platform; 9 use blogs; 4 use surveys; 1 uses forums; and none has ventured into chatbots, which is not an option for this sample of cybermedia.

Of all the options available, the one with the highest incidence is the incorporation of comments in the news. Although the cybermedia offer this possibility, it has not yet been effectively implemented due to the low participation observed. This tool could be much better exploited, allowing users to have more resources for interaction and providing the media with valuable feedback on the acceptance of their publications. This would make it easier to adjust content to the demands of current consumption.

As for the messaging platform WhatsApp, it has gained ground among users due to its ease of use. The use of WhatsApp in general news media presents a significant opportunity for journalism, given its widespread use by users with diverse characteristics. It also offers the possibility of massifying information and reaching a larger number of people.

Also, in relation to interactivity, Limia et al. (2013) point out that this is conceived as "one of the primary and defining characteristics for the identification of a cybermedia" (p. 187), which allows obtaining feedback from users and breaks the linear scheme of traditional media.

Figure 4:
Updates in the CAN cybermedia.

Source: Results of the analysis of the Andean Community's cyber media
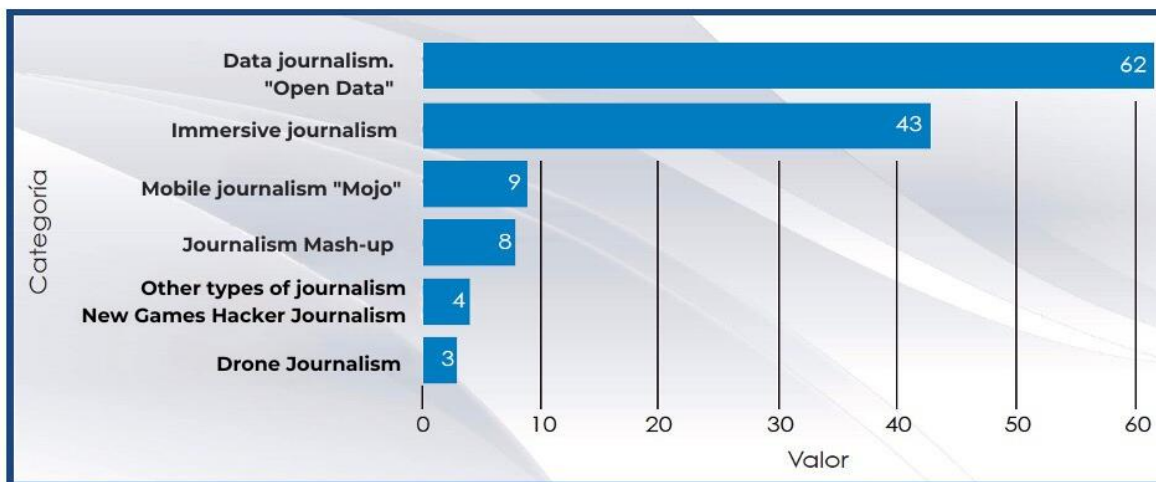Own elaboration (2024).

On the other hand, the permanent updating of information is also visible, being the periodicity (Figure 4) another of the differentiating elements of these new media, since with the Internet information is constantly generated. For Navarro (2020) "access to cybermedia is instantaneous, considering that only with a device and Internet connection information can be obtained immediately" (p. 144). In addition, this characteristic also influences the work of journalists and their work routines, where they must include live coverage mechanisms to reach users in real time. A professional in journalism or cyberjournalist with multiple skills and knowledge is required, which is part of the requirements in the CAN countries, where universities must meet these needs and provide training for these new media.

The results in Figure 4 refer to the updating mechanisms of the sample of CAN cybermedia, showing that, of 74 media, 68 have the date on which the news item is updated; 52 have the 'last minute' section; 31 have the date of update (portal); 23 have the time of update in the news item and only 4 have the current time. This action also responds to a need for consumption, in which users no longer expect an edition a day later or with a more distant periodicity; 'at present, the majority of cybermedia when they update their pages indicate the exact time' (Navarro, 2020, p. 145), even considering that, as it is immediate information, it could remain in development and be subject to new milestones during the course of the day or week.

In the case of the former, i.e. those with the date of update, it is practically the most widely accepted option, since it is essential to place the day on which the publication is made, and although in cyberspace the contents are immediate, it is necessary to have the period to which it corresponds. A second option, which is highly valued, are those cybermedia which have a last minute section, in which the information is updated immediately and is presented as a list placed on one of the sides of the web page, and the headlines of recent information appear continuously.

The time of update of the news item is another of the options presented, which allows users to know at what time of the day the news item had a change. This option is mostly linked to the journalistic genre of the news item, considering that this type of content tends to change according to its context.

Figure 5:
Trends in the CAN's cyber media

Source: Results of the analysis of the Andean Community's cyber media
Own elaboration (2024).

Finally, with regard to current trends in journalism (Figure 5), it follows that, as it is involved in the digital ecosystem, it is obliged to continuously modify itself and seek strategies for the diversity of users. Pérez-Serrano (2021) points out that journalism is an area of knowledge, which is precisely in a constant transformation, so it presents "continuous challenges both in the objects of study, in business models, in narratives and techniques, resulting in several trends, which arise from rich experiences, rigorous in substance and form" (p. 435).

Based on this, the information for the CAN countries is dominated by data journalism, which makes use precisely of the abundance of information to reach users, followed by immersive journalism that generates a new opportunity for the user to consume information, including through formats such as virtual reality. Talking about trends implies to venture into a series of elements, whose origin is in the web and that over time are adapted to the needs and demands of consumers, who by the way are also producers. In addition to this, there are other parameters such as the forms of sustainability of the media, seeking accessible business models that allow its validity, which in the case of CAN is still the model of traditional media, where advertising is the center of the business model.

4. Discussion

The results of the research reveal that cybermedia in the Andean Community of Nations (CAN) are mostly composed of digital native media, which emerged initially in Peru, followed by Ecuador and Colombia, and finally in Bolivia, due to the late arrival of the Internet in the latter country. The evolution of digital native media in the CAN shows a progressive adaptation to new consumer trends and needs. In the beginning, these media replicated traditional formats, but over time they have developed more innovative communicational structures adapted to current demands. This evolution is driven both by advances in the professional field and by the adoption of new business models, thus ensuring their relevance in the dynamic digital environment.

Hypertextuality has become a central feature in the structure of the Andean Community's cybermedia. Of the 74 cybermedia analyzed, 72 use internal links, 68 links to related news or content, 54 external links, 35 link to agency news and 29 identify the author of the information. This diversification of links allows users to deepen their analysis and access more information. Furthermore, hypertextuality facilitates the organization of both linear and non-linear discursive structures, enriching the narrative and offering greater depth of information. The

incorporation of this feature not only improves usability and user experience, but also increases the credibility and richness of the content presented. Thus, the CAN's cybermedia have successfully adopted hypertextuality to respond to the demands of contemporary digital consumption, highlighting the use of documentary links and the integration of content from international news agencies to complement and expand their news coverage.

The results of the research highlight that journalism in the Andean Community of Nations (CAN) has adopted various trends to adapt to the new realities and demands of digital consumption. Among the main trends, data journalism is the most predominant, followed by immersive journalism. These trends reflect the need for cybermedia to use advanced technological tools to present information in a more attractive and understandable way. While these trends have been consolidated, other forms of journalism, such as mobile (Mojo), mashup and drone journalism, are also present, albeit to a lesser extent. These innovations demonstrate the ability of CAN's cyber media to adapt and evolve in an ever-changing digital environment.

5. Conclusions

The development of cyber media in the Andean Community (CAN) has been remarkable, with a significant increase in the number of media that have moved to the digital environment or were born directly in it. This trend responds to the multiple advantages offered by the Internet, as well as the need to adapt to new forms of consumption and the characteristics of audiences, who not only consume content, but also produce it. This study has made it possible to map for the first time the cybermedia in the CAN, identifying their profiles, characteristics and new modalities. Despite the technological and political challenges, journalists and media in the region have made significant efforts to remain relevant in digital environments.

The CAN's cybermedia show a constant growth over time, with a significant number of digital native initiatives or those that were conceived on the web, according to parameters related to technological innovation, the growth of the information society and the expansion of connectivity in the territory. In response to this approach, Rivera et al. (2016) state that part of this growth includes a continuous evolution of CAN cybermedia, and with it, the opportunities for interaction with users, in terms of media that allow participation in content through comments or simply by evaluating it.

The CAN's cybermedia have evolved permanently, attending to new models and initiatives, according to the possibilities of each jurisdiction, directing their efforts mainly to trends related to data and narratives involving various formats. In addition, they have managed to understand different aspects of the digital ecosystem, such as the use of multimedia resources, which is essential to attract the attention of users who prefer this type of elements. Gonzales et al. (2022) point out that the use of these resources allows building new narratives, exploring trends and positioning.

The CAN's cybermedia have been modified to meet the characteristics of the web such as interactivity, hypertextuality, constant updating, multimedia, in such a way that mechanisms such as live coverage and real-time information have been introduced. Part of the construction of these new routines implies recognizing the new devices and supports for the consumption of contents; therefore, Navarro (2020) specifies that access to cybermedia must be instantaneous and, for this, the use of these resources. The reality of the Andean Community is not alien to other countries and although there is a significant digital divide, there is also a significant growth in the access and use of devices for content consumption.

According to hypothesis 1, the cybermedia of the Andean Community has a different evolution from the cybermedia of other regions of the world; their differentiated characteristics respond to technological and journalistic processes of the region. The evolution of the CAN cybermedia is constantly growing, with a greater number of media that are conceived from these digital platforms. Its development is marked by political, economic, social and mainly Internet endowment, since, although the penetration of the Internet in the population is growing, there is still a significant digital divide, with a population that does not have connectivity, media and even adequate literacy, depriving them of the consumption of digital content.

This study aims to give a general overview of the CAN's cybermedia; however, future research could delve deeper into aspects such as production routines and business models of cybermedia.

Finally, the conclusion synthesizes the most important findings of the study, highlighting its contribution to advancing knowledge in the field and proposing specific recommendations for practice, policy, or future research. This section reflects the added value of the study, encouraging reflection on potential future directions that research could take based on the results and discussions presented.

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