

Abstract

In light of the new trends of global competition, the shorter product cycles, the changing customer needs, the advances in technology and the increasing stream of knowledge and digitalization, innovation is very essential for corporate success and businesses survival. (Noor & Pitt, 2009, p. 6)

This drive us to think about innovation and the applicability of it in different industries as the media industry!

This study is assessing the levels of innovativeness for the Palestinian media sector during the last three years in comparison with the innovation strategies that Deutsche Welle (DW), a leading media broadcaster in Germany, is following to cope with the challenging environment of media.

The results of this study has been abstracted from conducting face to face questionnaire with 38 media institute distributed over 4 main regions in the West Bank. Other interviews have also been conducted with three major Palestinian media clusters. The other part of the research was conducted in Germany and some interviews have been conducted with the department of distribution and technology of DW.

The research has concluded that marketing innovation is most significant types of innovations. It also mentioned that the Palestinian media organizations that are engaged in innovative activities are more innovative than those which do not. Besides Palestinian media organizations that have linkages and networks with the macro environment are more innovative than those who do not. And finally Palestinian media sector depend on clustering to foster innovations and sustain.

On the other hand, the results of the DW have showed that DW is following an in bounding open innovation model, that shows the contribution of internal and external macro environment stakeholders in fostering innovation to DW. Audience's engagement in the production process of DW online content is one example. Research and development is also one open innovative activity that DW has used to increase its use of external know how through engaging in different testing and validation of apps, software, tools and technology exchange.

Content distribution through a network of partners' platforms is another out bounding open innovation activity to external the packaging and distributing of DW media product.

Coproduction and strategic alliances are also essential in DW's journalistic work.