

# Tarun Trikha On The Slow Decline Of Print Media

*Tarun Trikha Has Always Insisted On Making Well-Timed And Smart Investments In Digital Media As Compared To Print Media And Now Tarun Trikha Is Reaping Rewards.*

MUMBAI , MAHARASHTRA, INDIA, January 6, 2021 /EINPresswire.com/ -- [Tarun Trikha](#) Has Always Insisted On Making Well-Timed And Smart Investments In Digital Media As Compared To Print Media And Now Tarun Trikha Is Reaping The Rewards Of His Smart Decision.

One would think that the decline of print media over the last decade has been obvious, but surprisingly it has been debated over and over again. Tarun Trikha being the entrepreneur that he is has always believed in moving ahead with the time. He believes that being stuck in the past and not willing to let go of something isn't really a clever move when it comes to making smart investment decisions. Multiple factors can be attributed to the decline of print media, some of them are as follows.

## Internet Access

After the Stone Age, the Bronze Age, and the Iron Age, this era that we are currently living in is rightfully called the digital or internet age. There is no denying the mammoth impact internet has had in all aspect of our lives. It has changed the way we look at the world around us and how we interact with it. It has become virtually impossible to imagine any area of life these days without the internet. Needless to say, this humongous impact of the internet could also be seen in the print media industry but many were quick to dismiss it.

Certain visionaries like Tarun Trikha could see a slow yet impact change coming in the world of print media when others were being completely oblivious to it. Their timely investment in other forms of media has made entrepreneurs like Tarun Trikha what they are today. This slow but steady change led to a lot of people to invest quickly in the digital world such as newspaper websites that were popping up everywhere. The change has been even more prominent in this last decade and now it is obvious that the decline of print media is inevitable and will continue to happen.

## Print Media Decline In The World Of Advertising And Marketing

Advertising and marketing are the two major areas where print media shines. Most of their

revenue comes from these two sectors and it has always been big money. Print media for the longest time was the primary way to advertise or market virtually anything. It could be for an individual, a brand, or a company's product or service. But as the world started becoming more digital in every manner, even advertising and marketing became very internet-oriented. The biggest ads were also on websites and blogs now instead of just newspapers and magazines. Tarun Trikha moved his investments to the world of digital advertising to keep up with the moving times. His well-timed decision made even his peers stop and rethink their own investments in print media.

## The 24 Hours News Cycle

With the world today constantly moving and changing, it's no wonder that people would want to be updated about the news 24\*7. All the happenings, locally, nationally, and internationally are available today on a device that fits in the palm of your hand. This in itself isn't short of a miracle. In comparison to this, print media, unfortunately, falls behind. No matter how updated they try to be, their speed is incomparable to the very fast and almost immediate pace of digital media. That is [why Tarun Trikha](#) insists on making decisions based on what is current and has a future. If it is obvious that print media sadly doesn't have much of a future and it wouldn't be the best decision to invest in it, no matter how big or small the investment.

## In Conclusion

As we move ahead in this digital age, the internet will continue to make its mark in all aspects of life and all the industries. Keeping that in mind, it is best to embrace this change as Tarun Trikha has instead of being in denial and fighting it. The quicker the world accepts all the wonders the internet has to offer, the quicker this society would improve.

Tarun Trikha

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