

# Why Alternative Media is the Future

Abstract topic: Entrepreneurship within media sectors

## Abstract

*Alternative and cross-innovative media outlets are growing as Americans are increasingly looking for options that appeal to their ideological preferences and avoid perceived media bias. The news media have historically been known as the “Fourth Estate,” part of the system of checks and balances for keeping corruption out of the government, but many are perceiving mainstream media compromise related to coverage of political issues and are searching for alternative media options. This large audience segment should be of interest to media business researchers and developers.*

*While Fox News broadcast company has long held a strong conservative base of viewers, Fox's ratings quickly dropped in the week following the 2020 election as many viewers publicly noted on Twitter that they perceived Fox's coverage of the contested election results as beginning to lean toward the liberal viewpoint, and that they were turning to new or alternative news outlets instead, such as The Epoch Times (“The fastest-growing independent news media in America”), Newsmax (a conservative multi-platform news and health network targeting the “45+ audience demographic”), One America News Network (“A family owned and operated, independent media company”) and Parler (“A free speech social network” and “an unbiased social media”).*

*This variety of cross-innovative and multi-platform alternative news media choices is notable to reveal what the target segment of conservative viewers may be looking for in content, with the potential for alternative broadcast and online news organizations to continue to increase in size and scope by providing content that targets, or is important to, the conservative audience.*

*This qualitative study involved semi-structured in-depth interviews with conservative Americans throughout the United States to gain further insight into what conservatives may be looking for in searching for alternative media options, to reveal the motivators that may potentially drive the growth of alternative media platforms tomorrow as well.*

**Keywords:** alternative media, conservatives, cross-innovation, business strategies.