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Identification and Ranking of Key Variables in AI-based Media Platform Management

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Abstract: In today's fast-paced digital world, the media landscape is continuously evolving, with new technologies and advancements shaping how information is disseminated and consumed. One of the most significant advancements in recent years has been the integration of Artificial Intelligence (AI) in media management. AI has revolutionized the way media organizations operate, from content creation to distribution, audience engagement, monitoring, control, and revenue generation. This paper explores the impact of AI on media management and how it is reshaping the media industry. The research is descriptive-inductive in nature, utilizing a qualitative (grounded theory) approach to discover, describe, explain, and model their characteristics. This research falls into the category of "exploratory qualitative research" concerning data collection methods. Since participants in qualitative research are not determined beforehand, the interview process continues until no new data is obtained and data saturation is achieved. In this study, interviews were conducted with 18 individuals until saturation was reached. All indicators obtained from the open coding phase were used to define categories at this stage, resulting in 15 main categories and 74 subcategories, from which a paradigmatic model was derived. The main categories include: national laws and regulations regarding the use of technology, user experience management and satisfaction, AI-based systems for addressing and solving management challenges, government support and backing, data and software infrastructure, public and social infrastructure, financial limitations, international communication sanctions, management of Iranian media platforms, marketing strategy via AI technology, smart advertising based on machine learning and data science, operational efficiency in Iranian media platforms, increasing audience and user numbers, media economic development, and the country's standing in the media market.

Keywords: Media Platform Management, Artificial Intelligence, Social Media, Technology and Information, Grounded Theory.

Introduction

Artificial Intelligence has transformed the media industry, enabling organizations to automate various tasks that were once time-consuming and labor-intensive. For instance, AI-based algorithms can analyze vast amounts of data in real-time to identify trends, patterns, and audience preferences. This data-driven approach allows media companies to customize content recommendations, optimize marketing strategies, and personalize user experiences. Using AI, media organizations can deliver relevant and engaging content to their audiences, leading to increased interaction and user retention (Guyendraj et al., 2023[4]). One of the key areas where AI has a significant impact is content production. AI-based tools can automate the creation of stories, videos, and interactive graphics in a fraction of the time it would take a human journalist or content producer. These tools use natural language processing (NLP) algorithms and machine learning to sift through vast amounts of data, identify key information, and create compelling narratives. This not only speeds up the content production process but also helps media organizations produce more personalized and targeted content for their audiences (Sutrisno et al., 2023).[5]

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AI is also transforming the way media organizations manage their digital assets. Media management involves handling a vast array of content, including images, videos, audio files, and documents. AI-based tools can automatically tag, categorize, and optimize media assets, making it easier for organizations to search, retrieve, and distribute content across various platforms. This not only improves operational efficiency but also enhances the overall user experience by ensuring that the right content is delivered to the right audience at the right time (Haleem et al., 2022).[1]

In today's fast-paced digital landscape, media management has become increasingly complex with the exponential growth of content creation and distribution channels. With the rising demand for personalized and relevant content, media organizations are turning to AI to streamline their processes and enhance their capabilities. This integration of AI and media management is revolutionizing how content is produced, delivered, and consumed (Sadiku et al., 2021).[2]

One of the key areas where AI has a significant impact on media management is content management. With the vast amount of content available online, finding relevant and engaging material can be a daunting task. AI-based algorithms can analyze data from various sources to identify trends, interests, and preferences, enabling media managers to curate content that resonates with their target audience. This not only saves time and resources but also helps deliver more personalized and targeted content to consumers (Gkikas & Theodoridis, 2019).[3]

AI is also being used in media management for content creation. From generating automated news reports to creating personalized video recommendations, AI algorithms are increasingly becoming skilled at producing high-quality content. By leveraging natural language processing technologies and machine learning, media organizations can automate routine tasks, freeing up human resources to focus on more creative and strategic initiatives (Resqi, 2022).[4]

Furthermore, AI is transforming how media companies manage their advertising and marketing efforts. By analyzing vast amounts of data, AI-based tools can optimize advertising campaigns, target specific audience segments, and measure campaign performance in real-time. This level of data-driven insight allows media managers to make informed decisions, improve campaign effectiveness, and increase overall return on investment (Krajčovič, 2024)[5].

In addition to content management, creation, and advertising, AI is also transforming media management through audience insights and engagement. By analyzing social media conversations, website interactions, and other forms of user data, AI can provide valuable insights into audience behavior and preferences. This data-driven approach enables media organizations to create more engaging content, tailor their messages to specific audience segments, and build stronger relationships with their viewers or readers (Davidson et al., 2023)[6].

While the integration of AI in media management offers numerous benefits, there are also challenges and ethical considerations that need attention. Data privacy, algorithmic bias, and transparency are some of the key issues that media organizations must address when implementing AI technologies. Adhering to ethical standards, complying with regulations, and prioritizing user privacy and trust are essential for media managers (Argan et al., 2022).[7]

In conclusion, the convergence of media management and AI is reshaping the media industry in profound ways. From content management to optimizing advertising and engaging audiences, AI is opening new opportunities for media organizations to innovate, grow, and stay competitive in a highly dynamic landscape. By harnessing the power of AI, media managers can streamline their workflows, offer more personalized experiences, and have a greater impact in the ever-evolving world of media and entertainment (Thormundsson, 2023).[8]

Another area where AI is transforming media management is audience engagement and monetization. AI-based tools can analyze user behavior, preferences, and interactions to deliver personalized content

[1] Haleem, A., Javaid, M., Asim Qadri, M., Pratap Singh, R., & Suman, R.
[2] Sadiku, M. N. O., Ashaolu, T. J., Ajayi-Majebi, A., & Musa, S. M.
[3] Gkikas, D. C., & Theodoridis, P. K
[4] Resqi, M.
[5] Krajčovič, P.
[6] Davidson, T., Warmsley, D., Macy, M., & Weber, I.
[7] Argan, M., Dinc, H., Kaya, S., & Argan, M. T
[8] Thormundsson, B.

recommendations and targeted advertisements. This data-driven approach helps media organizations increase audience engagement, boost subscription and advertising revenues, and build stronger relationships with their audience. Using AI, media companies can create more relevant and compelling content that resonates with their target audience, ultimately leading to increased brand loyalty and revenue generation (Gao et al., 2019)[1].

In summary, AI is revolutionizing media management by enabling organizations to automate tasks, personalize content, optimize digital assets, and enhance audience engagement. As AI technologies continue to evolve and mature, media organizations must adapt to and embrace these innovations to remain competitive in a rapidly changing industry. By leveraging the power of AI, media companies can unlock new opportunities for growth, innovation, and success in the digital age.

AI has a wide range of applications in the media industry. Among the most significant reasons for its use are the automation of activities, increased efficiency, content production, audience engagement, data analysis, content personalization, and offering personalized experiences for each user. AI helps media organizations produce better and more accurate content at a faster pace and meet the needs of their audience more effectively (Enehano, 2023).[2]

AI has transformed nearly every aspect of our lives, and the media industry is no exception. From content creation to audience engagement, AI is changing the way media is managed and utilized for maximum impact. One of AI's most important contributions to media management is content creation. AI-based tools can generate content like papers, videos, and images in a fraction of the time it would take to produce the same quality work manually. This not only accelerates the content creation process but also allows media companies to produce a larger volume of content to meet the growing demand of consumers (Asambla et al., 2023).

AI algorithms can also analyze data to identify trends and patterns that help media companies make informed decisions about content creation and distribution. By analyzing audience behavior and preferences, AI can recommend personalized content to individual users, thereby increasing engagement and retention (Surikova et al., 2022).[3]

In addition to content creation, AI is also used in media management for content moderation. With the rise of user-generated content on social media platforms, the need for effective moderation tools has never been greater. AI-based moderation tools can automatically detect and filter inappropriate or harmful content, ensuring a safe and positive experience for users (Nair & Gupta, 2021).[4]

Furthermore, AI is used to optimize content distribution across various platforms. By analyzing data on audience engagement and responses, AI algorithms can determine the best time to publish content, the most effective channels to use, and even the optimal length and format of the content for maximum impact. Audience analytics is another area where AI significantly affects media management. By analyzing data on user behavior, preferences, and interactions, AI can help media companies better understand their audiences and tailor their content to meet their needs. This not only enhances the user experience but also increases engagement and loyalty.

Overall, the use of AI in media management has the potential to transform the industry in profound ways. From content creation to distribution and audience engagement, AI is revolutionizing how media is managed and consumed. As technology continues to advance, we can expect even more innovative applications of AI in media management, further elevating the industry and creating new opportunities for growth and success. AI has revolutionized various industries, including media management. With rapid technological advancements, AI is used in various aspects of media management to increase efficiency, accuracy, and productivity. From content creation to distribution and audience engagement, AI plays a vital role in streamlining operations and providing valuable insights to media professionals (Koohang et al., 2024).[5]

[1] Gao, J., Bi, W., Liu, X., Li, J., & Shi, S.

[2] Enehano.

[3] Surikova, J., Siroda, S., & Bhattarai, B

[4] Nair, K., & Gupta, R

[5] Koohang, J.H. Nord, K. Ooi, G.W. Tan, M. Al-Emran, E.C. Aw, A. M. Baabdullah, D. Buhalis, T. Cham, C. Dennis, V. Dutot, Y.K. Dwivedi, L. Hughes, E. Mogaji, N. Pandey, I. Phau, R. Raman, A. Sharma, M. Σιγάλα, L. Wong,

One of the key areas where AI has a significant impact on media management is content creation. AI-based tools can generate papers, videos, and even music by analyzing data and patterns to produce compelling content. This not only saves time and resources for media organizations but also helps in creating personalized content tailored to the preferences of the target audience. In addition to content creation, AI is also used for content recommendation. Media platforms use AI algorithms to analyze user behavior and preferences to recommend related papers, videos, or products, thereby enhancing user experience and engagement. By understanding users' interests and behaviors, AI can offer personalized recommendations that drive engagement and retention (Thieme et al., 2023).[1]
Moreover, AI plays a crucial role in optimizing content distribution across different channels. AI algorithms can analyze data related to user engagement, audience demographics, and trending topics to determine the best distribution strategy for media content. Using AI-based tools, media professionals can reach their target audience more effectively and maximize the impact of their content (Kang & Lou, 2022).[2]

Research Objectives

- Identify key variables in AI-based media management.
- Identify components of AI-based media management.
- Design an AI-based media management model.

Research Questions

- What are the key variables in AI-based media management?
- What are the components of AI-based media management?
- What is the model for AI-based media management?

Research Background

- Kravchich (2024) in his paper titled The Impact of AI on Social Networks stated that AI has had a profound impact on various industries, including marketing and communications. Its use optimizes marketing activities and increases efficiency not only in large companies but also in small and micro-businesses. In social media, AI plays a critical role in content creation, post scheduling, campaign analysis, and other aspects. Implementing AI tools in social media management can be a key element in improving the performance and effectiveness of marketing communications. This paper examines the impact of AI on social media from the perspective of using AI in the SME (small and medium-sized enterprise) environment, analyzing the current state of the art, authors' perspectives, and the results of empirical studies. It concludes with recommendations for using AI-based tools that businesses can adopt in social media management.
- Joshua (2023), in his paper on AI in social networks, stated that AI is a branch of computer science that deals with a machine's ability to mimic intelligent human behavior. It has the potential to help tackle some of the world's most challenging social problems. Modern social media, also known as social networks, includes platforms like Facebook, Twitter, Instagram, Pinterest, and YouTube. AI is a fundamental component of how today's social networks operate. The use of AI in social media is growing at an unprecedented rate and continues to reshape social media. This paper explores various AI tools and their influence on social media companies.
- Kanok (2023), in his book titled *Media Management and AI: Understanding Media Business Models in the Digital Age*, stated, "This advanced textbook explores contemporary media business models in the context of AI and digital transformation. AI has dramatically impacted media production and distribution, from recommendation engines to artificial humans, from video-to-text tools to natural language models." When AI was asked about the subject of this book, a natural language generation model responded, "AI is truly a game-changer for the media industry. It will unlock incredible opportunities." This book seeks to explore those

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[2] H. Kang, C. Lou

opportunities. The media are examined in four sections. “Principles” outlines the business models and key AI tools. “Platforms” covers distribution channels in games, broadcasters, social networks, streaming, and digital publishing. “Producers” discusses content generation engines, including scripting, entertainment, reality, content marketing, creators, and music. Finally, “Pioneers” covers emerging sectors like podcasts, sports, the Metaverse, and other AI-driven innovations. Subsequently, each chapter applies a standard value-creation model, tracing a single sector through development, production, distribution, and monetization. Diverse case studies from India, Nigeria, South Korea, South Africa, France, the Netherlands, the United States, the UK, Denmark, and China are analyzed, focusing on creative entrepreneurship, revenue models, profit drivers, rights, and emerging AI tools.

- Philip et al. (2022), in their paper titled AI in News Media: Current Perceptions and Future Outlook, stated, “In recent years, news media have been heavily disrupted by the potential of technology-based approaches in the creation, production, and distribution of news products and services. AI has emerged from the realm of science fiction and become a very real tool that can help society address many issues, including the challenges faced by the news industry.” The pervasiveness of computing has become evident, showing the various approaches that can be achieved with AI. We analyzed the adoption of AI in the news industry across seven AI subfields: (i) machine learning; (ii) computer vision (CV); (iii) speech recognition; (iv) natural language processing (NLP); (v) planning, scheduling, and optimization; (vi) expert systems; and (vii) robotics. Our findings show that three subfields are most developed in news media: machine learning, computer vision, and planning, scheduling, and optimization. Other areas have not yet been fully established in journalism. Most AI news projects rely on capital from tech companies like Google, limiting AI’s potential to a small number of players in the news industry. We concluded by providing examples of how these subfields are being developed in journalism and offering an agenda for future research.
- John (2021), in his paper titled A Review of AI Adoption in Media, stated: AI is a transformative technology in the digital age and a critical business mindset for companies, especially for those in the media sector, dealing with a growing array of digital content products and advertising opportunities. Given the unique characteristics of the media market, it is unclear whether AI offers the same power and disruptive tools in the media sector as it does in other tangible goods industries. This review examines the applications of AI in the media industry, AI’s role within the value chain, and the challenges of integrating cognitive technologies in this industry. It was concluded that AI applications in media have occurred in eight main areas: recommendations/content discovery for audiences, audience engagement, enhanced audience experience, message optimization, content management, content creation, audience insights, and operational automation. Significant challenges exist in balancing effectiveness and efficiency with human judgment versus AI.

Research Methodology

This research is descriptive-inductive and uses a qualitative approach to discover, describe, explain, and model its characteristics. The first step of this study was conducted using the grounded theory method (involving editing interviews, summarizing them, and interpreting the concepts and terms) to identify the main and subcategories of the research. The qualitative analysis was conducted using MAXQDATA software. The target population of this study in the qualitative section consists of experts, including active media management professionals with a focus on AI in the country, referred to as the experts in this research. For expert sampling, non-probability and purposive sampling methods were proposed (Naderifar et al., 2017: 28). Hence, in the qualitative section of this study, purposive and non-probability sampling will be used to select the sample. The sampling process in this research continues until theoretical saturation is reached. Thus, the selection of experts is very limited, and the perspectives of several experts are used until achieving a theoretical saturation, according to the conditions listed in the table below.

Table (1): Determining the Research Sample

Qualifies expert	Condition	Symbol	Expertise Index
23	Over 10 years or $\alpha \geq 5$	α	The level of experience of experts
14	Postgraduate education (MA degree $\leq \beta$)	β	The extent and relevance of education
18	More than 10 years of experience and graduate degree	$\alpha \cap \beta$	Selection of final experts

In fact, the population studied in this research can be categorized into two main groups: the first group includes academic experts (scholars), and the second group includes specialists from Iranian and foreign media platforms. The sampling method in this research is indeed based on theoretical narrative sampling. Given the nature of the sampling method, the final sample size of this study will be determined by the experts who are accessible and willing to participate. The reason for using purposive non-random sampling – specifically judgment sampling – in this research is that individuals are selected who are in the best position to provide the necessary information. This type of sampling, common in qualitative research, is a form of purposive sampling. In fact, to develop the research model, which is extracted from the opinions of experts, the decision-making component identification tool and interviews using the grounded theory technique were employed. Grounded theory is useful for the "identification" and "screening" of the most important decision-making indicators. Utilizing organizational knowledge and the specialized viewpoints of a group is highly beneficial when making decisions on qualitative issues. In conclusion, the sample size of this research comprises individuals from the two groups in the statistical population who are accessible and willing to collaborate, and interviews will continue until theoretical saturation is reached.

Since participants in qualitative research are not predetermined, the interview process continues until no new data is obtained and saturation is achieved. In this study, saturation was reached after conducting interviews with 18 individuals, both internally and externally.

Research Data Analysis

Axial coding is the second stage of analysis in grounded theory. This stage is aimed at establishing relationships between the categories developed during open coding. At this stage, by screening, removing duplicate codes, and integrating synonymous codes, the indicators extracted from the interview texts are categorized. The relationships between the categories and the central category can be defined across six dimensions: causal conditions, central phenomenon, strategies and actions, intervening conditions, contextual conditions, and consequences (Strauss & Corbin, 1998). Hence, all the indicators obtained from the open coding phase were used at this stage to define the categories, resulting in 15 main categories and 74 subcategories. These results are presented in separate tables.

After open coding, 1,506 initial codes were identified from the interviews. In the initial coding phase, after screening and eliminating duplicate and similar codes, 489 open codes were retained. The process continued by consolidating synonymous codes, and the extracted indicators from the interview texts were categorized. Ultimately, 15 main categories and 74 subcategories were identified from the indicators obtained in the open coding phase. These results are presented in separate tables (Tables 2-7).

Following axial coding (main categories), selective coding (core constructs) has to be conducted. In this step, the categories identified through axial coding (main categories) are grouped into six categories in the paradigmatic model. These categories include causal conditions, contextual conditions, intervening conditions, central phenomenon, strategic actions, and consequences.

Components of Causal Conditions

Causal conditions refer to the primary causes and drivers from which the phenomenon being explored (main category) arises.

Table (2): Causal Conditions

Open coding (Subcategories)	Axial Coding (Main Categories)	Main constructs
Eliminating unnecessary regulations	National laws and regulations for technology adoption	Casual conditions
Keeping pace with modern global technologies		
Removing ideologies, but not red lines		
Establishing supportive regulations for platforms and entering the global market		
Audience satisfaction experience	Management of user experience and satisfaction	
Personalizing content based on audience needs		
Reducing platform subscription costs		
Increasing internet speed in the country		
Producing series that cater to the needs of the Iranian audience		
Access to website content, social networks, and services		
Improving management processes	Analysis and resolution of management challenges through AI-based systems	
Enhancing management capabilities		
Assisting in attracting, retaining, and training human resources		
Supporting strategic decision-making		
Solving media-related challenges		
Offering creative and technological solutions to improve quality		
Material support for retaining human resources	Government support and backing	
Bank support and loan provisions		
Government and related institutions' efforts to develop technological infrastructure		
Government policies and programs supporting digital economy development		

Contextual Conditions

Contextual conditions refer to the circumstances under which strategies and interactions result in outcomes.

Table (3): Contextual Conditions

Open coding (Subcategories)	Axial Coding (Main Categories)	Main constructs
Expansion of technical and communication infrastructure	Data and Software Infrastructure	Contextual Conditions
AI infrastructure		
Research and development infrastructure		
Data infrastructure		
Cultural and educational infrastructure	Public and Social Infrastructure	
Financial and investment infrastructure		
Specialized human resources infrastructure		
Legal and regulatory infrastructure		

Phenomenon-based Conditions

The main requirement for success in this step of the analysis is to discover the core phenomenon in the context and subject of the research, by allowing repeated opinions to emerge from the themes and categories identified thus far .

Table (4): Phenomenon-based Conditions

Open coding (Subcategories)	Axial Coding (Main Categories)	Main constructs
1. Sharing infrastructures with each other	Central Phenomenon Conditions	**Phenomenon-based**
2. Dynamic traffic in communication networks		
3. Processing power and service capabilities		
4. Optimal use of CDN (Content Delivery Network) distribution		
5. Network communication management at the access layer		
6. Efficient resource allocation based on the business model		
7. Management of copyright and intellectual property rights		
8. Implementation of innovative strategies		

Strategic Approaches and Actions

Strategies and actions refer to the behavioral approaches and methods that actors adopt due to causal conditions. These include methods and measures that are employed in response to the given circumstances.

Table (5): Strategies and Actions

Open coding (Subcategories)	Axial Coding (Main Categories)	Main constructs
Use of various AI tools	Marketing Strategy through AI Technology	**Strategies and actions**
Automated content production tailored to different user characteristics		
High-speed and accurate user data analysis		
Regulation enforcement and content monitoring		
Privacy and data protection		
Cost savings for the platform		
Systematic audience segmentation		
Use of chatbots to guide users		
Simultaneous and multi-platform streaming	Smart Advertising Based on Machine Learning and Data Science	
Dolby support		
Offering a wide range of choices to users		
Predicting audience retention and churn		
Marketing of series and predicting their success		
Targeted advertising		

Intervening Conditions

Intervening conditions refer to circumstances that influence and modify the adopted strategies and interactions.

Table (6): Intervening Conditions

Open coding (Subcategories)	Axial Coding (Main Categories)	Main constructs
Rising dollar prices and the instability of sanctions	Financial limitations	**Intervening Conditions**
Limited access for a media manager and foreign media platforms		
Limited ability to sell translated films		
Limitations in platform and media technology		

Insufficient conditions for strengthening technological infrastructure	International communication sanctions	
Restrictions on laws and regulations of global conventions		

Categories of Outcomes

Ultimately, the outcome of this research and the combination of causal conditions and adopted strategies lead to various effects and consequences.

Table (7): Consequences

Open coding (Subcategories)	Axial Coding (Main Categories)	Main constructs
Innovative and flexible company approach	Operational efficiency approach in Iranian media platforms	Consequences
Customer-centric approach		
Creating interaction between governmental and state systems		
Improving platform services and operations		
Facilitating film production processes and planning		
Increasing market share in the media industry		
Influencing users' decisions to watch films and series	Increasing the audiences and users number	
User data management		
Retaining and maintaining users		
Enhancing the country's position in the global media market		
Turning negative audience perceptions into positive ones		
Transformation in the animation and music industries due to the presence of media platforms		
Increasing competitiveness for revenue generation	Economic development of media	
Bringing in foreign currency and increasing national income in the global market		
Profitability from platform subscription sales		
Creating payment systems and revenue models tailored to the Iranian economy		
Increasing revenue through automated and self-learning optimization		
Brand creation and revenue generation through targeted advertising		
Elevating the status of national productions in the global media market	The country’s position in the global media market	
Transformation in the animation and music industries due to media platforms		
Creating payment systems and revenue models tailored to the Iranian economy		
Increasing market share in the media industry		

Summary of the Qualitative Section and Presentation of Paradigmatic Model

In grounded theory, the integration of data is highly important. After collecting, analyzing, and interpreting the data during the research process, it is time to present the model, conclude, and summarize the research. The paradigmatic model of the research is presented in Fig. 1.

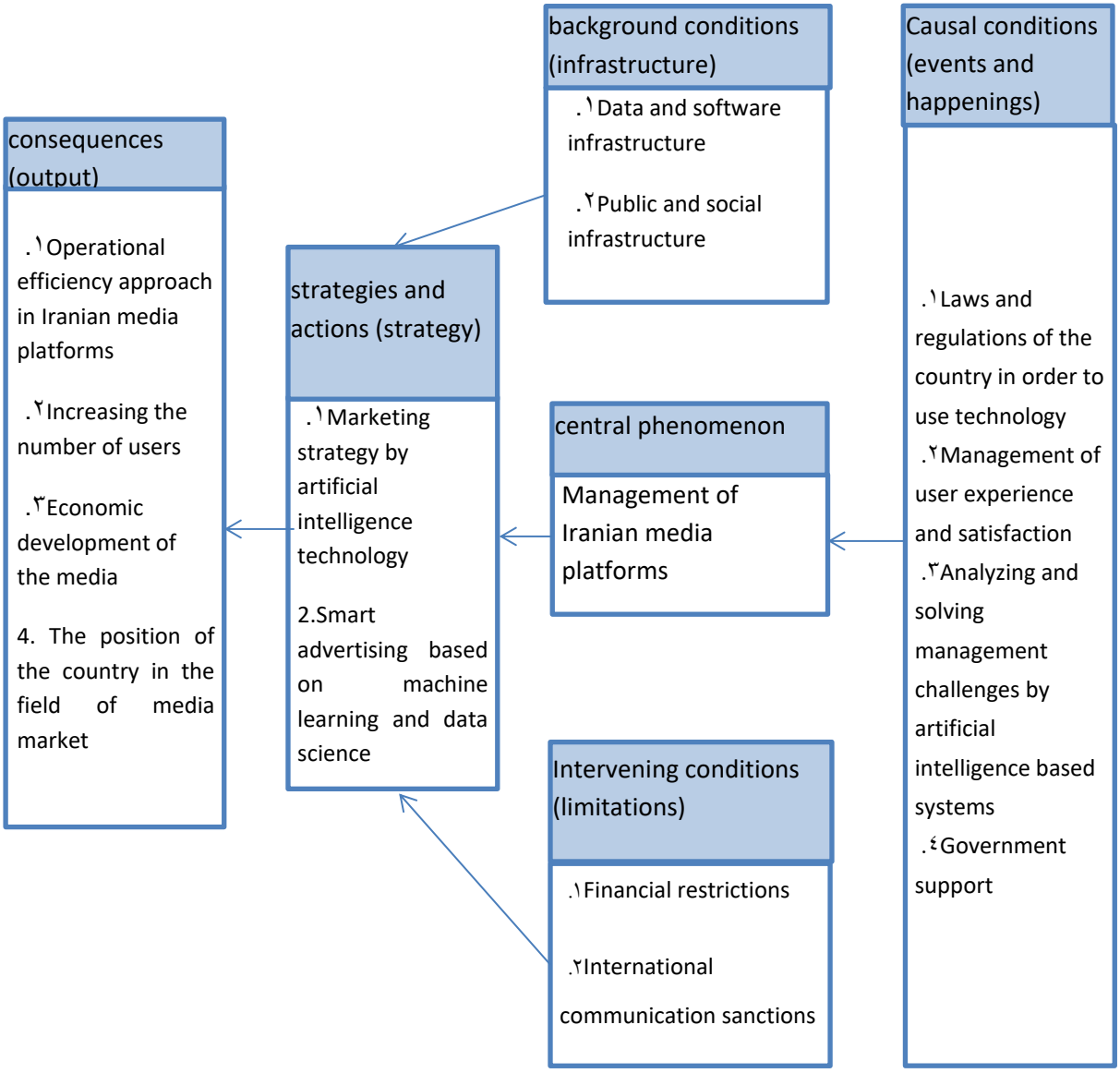

Fig (1): Paradigmatic Model

Discussion, Conclusion, and Recommendations

Based on the paradigmatic model of the research, it was determined that 15 main categories influence the management of Iranian media platforms. Causal conditions (national laws and regulations regarding the use of technology, user experience management and satisfaction, AI-based systems for analyzing and solving management challenges, and government support) impact the central phenomenon (management of Iranian media platforms). This phenomenon, along with contextual conditions (data and software infrastructure, public and social infrastructure) and intervening conditions (financial limitations and international communication sanctions), influences the strategies and actions (AI-based marketing strategies and smart advertising based on machine learning and data science). Finally, strategies and actions lead to outcomes (operational efficiency in Iranian media platforms, increased audience and user numbers, media economic development, and the country's standing in the media market). The identified categories, along with suggestions based on their subcategories, are presented below:

National Laws and Regulations Regarding Technology Adoption

Social media can be considered a technology-driven ecosystem—but not entirely technological—where a diverse and complex set of behaviors, interactions, and exchanges involving various actors

(individuals, companies, organizations, and institutions) are interconnected. Social media is pervasive, widely used, and culturally relevant. This view offers a deliberately broad definition because we believe that social media has essentially become everything—content, information, behaviors, people, organizations, and institutions—that can exist in a connected, networked digital environment where interaction is possible. The reality is that social media is widespread across societies (and geographic boundaries) and is culturally significant on both local and global levels, engaging a large portion of the population.

The current landscape of social media has two key aspects. First, there are platforms—major and minor, established and emerging—that provide the underlying technologies and business models forming the industry and ecosystem. Second, there are use cases, which demonstrate how and for what purposes various individuals and organizations use these technologies.

In this regard, it is recommended to eliminate unnecessary regulations and develop programs to align with modern global technologies by relevant managers. This goal can be achieved by removing ideological restrictions (while preserving essential red lines) and, importantly, establishing supportive laws and regulations for platforms to enter the global arena.

User Experience Management and Satisfaction

With the significant increase in the use of social media channels and the subsequent large investments in social media marketing, there is certainly a need to reconsider marketing relationships. The geographical diversity of online communities allows for the sharing of experiences among various cultural and ethnic groups. This distinctive feature is expected to inspire new dimensions in the decision-making process. As a direct consequence, a noticeable change is likely in users' perceptions, expectations, and levels of satisfaction, especially when exposed to better and more diverse commercial practices. In such circumstances, word-of-mouth recommendations between users and customers on social media platforms hold a powerful influence.

It is suggested in order to explore audience satisfaction by personalizing content based on the needs of the audience. One of the key factors in gaining their satisfaction is reducing subscription costs on the platform and increasing internet speed in the country, both of which can be achieved through the efforts of relevant managers. Besides, producing series that align with the interests of the Iranian audience and increasing access to website content, social networks, and services can also help enhance audience satisfaction.

Analysis and Resolution of Management Challenges through AI-based Systems

A significant focus on external communication – such as advertising, public relations, etc. – helps companies create a distinctive image for Iranian media, allowing them to stand out in an increasingly crowded market. This image is critical because stakeholders base their communication choices on it, determining whether they will form positive or negative sentiments towards the media. On the other hand, the role of internal communication and training in building Iranian media brands has received less attention in the literature. Internal communication deserves considerable focus because employees may be the most important audience for organizational communications and media branding efforts. Employees are considered one of the most reliable sources of information about Iranian media since they embody the brand. The interactions between employees and external stakeholders communicate the media's brand values, just as much – if not more – than traditional marketing communications. Furthermore, AI can assist in media management by analyzing user data to segment audiences based on interests, behavior, and other characteristics. It can further aid in creating personalized and targeted campaigns. Since AI can analyze media data, it helps identify which content performs best and optimize media strategies accordingly. By using AI, you can automate workflows and streamline time-consuming tasks like content scheduling.

In this regard, it is suggested to improve management processes and enhance management capabilities using AI. Moreover, by providing support in attracting, retaining, and training human resources, AI can assist in addressing media challenges and making strategic decisions. Encouraging active human resources to propose innovative and technological solutions to improve quality is also of paramount importance.

Government Support and Backing

The development of economic infrastructure, reforming consumption patterns, changing lifestyles, supporting domestic production, focusing on production quality, and other economic and political fields in the country will not be possible without the intelligent and innate participation of the people and elites. In today's world, media and discourse tools bear the primary responsibility for developing economic and political policies. A glance at the vast network of satellite and digital communications worldwide reveals a strategic, process-oriented, and intelligent effort in expanding dominant discourses globally. In other words, any economic or political decision or activity without government support will inevitably fail. Regarding social media, two roles may be considered for governance. In the first role, the government acts as an external overseer, controlling social media. This control includes activities such as regulation, filtering, and similar actions. The second role the government plays is as a user of social media, utilizing these platforms as tools for governance. Therefore, in this context, two metaphors can be applied: 1. Government as a Regulator and 2. Government as a User.

It is suggested that by securing material support and maintaining human resources, the path to achieving the goals of Iranian media platforms can be facilitated. In this context, the need for banking support and loan provision is essential, and the governments and related institutions' efforts to develop technological infrastructure are of great importance. Additionally, formulating government policies and programs that support the development of the digital economy is also a key pillar in government support.

Data and Software Infrastructure

Beyond responding to and engaging with user feedback, social media can also serve as a platform for broadcasting information and running campaigns during special events. For example, Facebook is an online platform that allows for the creation of marketing campaigns aimed at followers with appropriate exposure, awareness, and motivation, provided that the followers and their behaviors are thoroughly analyzed. Similarly, YouTube is another platform for entertainment, generating electronic word-of-mouth (eWOM) and attracting new users by producing and uploading high-quality videos for targeted audiences. Since users tend to find each other's content more authentic and trustworthy, it can have a stronger impact on potential users. Thus, strengthening and providing data and software infrastructure to increase user engagement in Iranian media platforms is crucial.

It is recommended that alongside expanding the country's technical and communication infrastructure, there should also be a focus on enhancing AI infrastructure. Employing IT specialists to upgrade these infrastructures will be impactful and can help address certain related challenges. Furthermore, paying attention to research and development (R&D) infrastructure and data infrastructure will also facilitate the achievement of the goals of Iranian media.

Public and Social Infrastructure

When categorizing social media, two theoretical frameworks in media research should be considered: media richness and social presence, as well as self-expression or self-disclosure processes. Media richness, as proposed by some researchers, refers to a medium's ability to convey information. They suggested that people prefer to use the richest communication medium available to achieve the most effective understanding of each other. The more complex the communication, the richer the medium must be. The concept of public and social infrastructure, along with the theory of social presence, was first introduced by Short, Williams, and Christie in 1976. They argued that different forms of communication involve varying levels of social presence. Based on this theory, various types of communication can be classified as 1) non-social or social, 2) non-emotional or emotional, 3) warm or cold, and 4) personal or impersonal. Therefore, social presence refers to the level of interpersonal contact and the sense of intimacy experienced during communication.

It is recommended to enhance the cultural and educational infrastructure by providing relevant training on social media. Additionally, by encouraging investors and offering them incentives, steps can be taken to improve financial infrastructure and investment. Hiring and appointing human resources based on competency will help enhance the infrastructure of specialized human capital. Strengthening the legal and regulatory infrastructure is also possible by consulting with experts in media laws and regulations.

Financial Constraints

For a long time, extensive filtering of the country's virtual space has significantly limited users' access to major popular platforms and social media networks. Furthermore, the removal of Iranian apps from Google Play, the main source for Android applications, has added an additional burden on Iranian users. These sanctions affect access to foreign media for communication, marketing, and sales.

Despite the rising dollar and sanctions' economic instability, strategies should be adopted to circumvent sanctions and reduce the pressures resulting from them. The removal of restrictions on access to foreign media platforms can be achieved through international negotiations, which would also positively affect the sale of films with English translations.

International Communication Sanctions

According to Kim Richard, international communication sanctions should be distinguished from other types of diplomatic sanctions. He highlights two characteristics: first, international sanctions are imposed in response to misconduct; second, their intent is punitive. Economic sanctions may be seen as a sign that the "target" government is being coerced into action, and as such, can be viewed as precursors to war. However, imposing international communication sanctions does not always result in military action. In summary, based on this perspective, economic sanctions are considered a kind of non-military force or coercion, utilizing economic measures to achieve political objectives by imposing hardship.

To lift restrictions on platform and media technology, efforts should be made to attract IT experts and prevent their emigration. Furthermore, removing these restrictions necessitates fostering international connections and implementing clear strategies in this area. Besides, lifting restrictions on the laws and regulations of global conventions can be reached through consultations between senior organizational managers and the directors of global conventions. Otherwise, if strategies are developed based on the existing limitations, the results will not be fruitful.

Management of Iranian Media Platforms

AI is altering audience insights and media management. By analyzing vast amounts of data, AI tools may provide valuable insights into audience behavior, preferences, and trends. Media organizations can employ this information to adjust their content strategies, optimize advertising campaigns, and improve audience engagement. AI-powered analytics platforms can also predict trends and forecast audience behavior, helping media experts make informed decisions and stay ahead of their competitors.

In this context, content creation plays a crucial role. A content strategy refers to the strategic principles that define a business's path from its inception to its target goals. Each business's content strategy differs and it cannot be standardized across the board. It is shaped by the business's goals, financial resources, human capital, and other factors. For instance, one business may aim to attract a broad audience from all social classes, while another may focus solely on young males aged 18-28. Therefore, setting a clear content strategy is essential because without it, content creation lacks direction. The produced content has a specific audience, and it must follow concepts and patterns tailored to that audience. Content strategy essentially refers to managing and guiding content, regardless of its format. It forms a part of the business's content marketing plan and continuously reflects the business's status and future aspirations.

Recommendations: First, sharing infrastructure between platforms is essential. In Iranian platforms, the dynamic nature of traffic in communication networks, as well as processing power and service capabilities need to be analyzed by experts. Efficient use of CDN (Content Delivery Network) distribution, supported by network access infrastructure management, is critical in managing Iranian media platforms, too. In addition, efficient resource allocation based on the business model, along with implementing copyright management and intellectual property rights, may help achieve the objectives of managing these platforms.

AI-Powered Marketing Strategy

Across all platforms through the history, the dominant business model has traditionally revolved around generating revenue from users (audiences) by offering advertising services to those looking to engage with digital content and marketing communications aimed at these audiences. Previous studies have explored the utility of social media for marketing purposes. For instance, specific types of social

interactions on social media can influence critical marketing phenomena like attracting new customers or auctions. More recently, the value of advertising on social media, as well as its interplay with other media forms like television, has become a focal point.
On the other hand, AI technology provides a powerful database and analytical support, allowing managers to move away from mechanical tasks and focus on more valuable work. In human resource management, using AI technology can bring greater economic benefits. Enhancing the efficiency of HR management through AI has become an important trend in the future development of human resource management. However, in the research field of human resource management, there is still no comprehensive practical AI framework including specific HR dimensions for analyzing its specific application.
It is recommended to use various AI tools for automated content generation tailored to the unique characteristics of different users, of course besides analyzing user data with high precision and speed. The enforcement of regulations, content oversight, and particularly privacy and data protection are critical factors in content production. Moreover, cost savings for platforms should be one of the significant objectives for managers, which may be achieved through proper financial planning. Moreover, segmenting audiences systematically and utilizing chatbots to guide users are part of the AI-driven marketing strategies.

Smart Advertising Based on Machine Learning and Data Science

Social media can definitely be viewed in several ways. In their practical sense, social media refers to a collection of digital technologies based on software – typically offered as apps and websites –providing users with digital environments where they can send and receive digital content or information through some form of online social network. From this perspective, social media can be seen as key platforms, with features like Facebook, Instagram, and Twitter. We can also view social media as another channel for digital marketing through which marketers can connect with customers via advertising. However, we can think of social media more broadly – not just as specific digital technologies or services but as digital spaces where people conduct significant parts of their lives. In this sense, social media is less about particular technologies or platforms and more about what people do in these environments. Another significant application of AI in media management is in the field of image and video analysis. AI-powered tools can analyze images and videos to detect objects, faces, emotions, and even identify falsehoods and misinformation. This capability is crucial for media organizations to verify content accuracy, ensure ethical practices, and maintain their credibility with their audiences.
It is recommended to offer users a wide range of choices by utilizing simultaneous and multi-platform streaming and supporting technologies such as Dolby. The crucial thing in smart advertising based on machine learning and data science is the ability to predict audience attraction and churn that can be achieved through marketing series and predicting their success. It should be noted that targeted advertising is a fundamental aspect across all Iranian and global platforms, and greater attention should be paid to it.

Operational Efficiency Approach in Iranian Media Platforms

In terms of operational efficiency, social media platforms are observed as environments where people create networks and share information and/or emotions. Social media, with its distinct nature as “dynamic, interconnected, egalitarian, and interactive organisms”, has brought about fundamental changes in the market. Social media enables companies and users to communicate in ways that were previously impossible. In this context, “social communications” and “social connections” are created, i.e. the outcomes of the operational efficiency approach in Iranian media platforms.
Indeed, given the significant rise in internet usage in our country and technological advancements, particularly for retailers looking to grow and improve their social commerce, it is essential to focus on the factors affecting social media marketing to strengthen this modern form of commerce. Effective activity on social media requires an operational framework that has not yet been fully addressed. Therefore, it is recommended to adopt an innovative and flexible company approach and a customer-centric approach to achieve the goals based on the operational efficiency approach in Iranian media platforms. This requires creating interaction between governmental and state systems, which will lead to improved service delivery, platform operations, and the facilitation of film production planning.

Increasing Audience and User Numbers

Social media is used by billions of people worldwide quickly becoming one of the defining technologies of our time. For instance, Facebook has reported that by 2025, it is expected to have 2.38 billion monthly active users and 1.56 billion daily active users. Globally, the total number of social media users is projected to reach 3.29 billion by 2025, accounting for 42.3% of the world's population. With the massive potential audience available, spending hours each day on various social media platforms, it is no surprise that marketers have embraced social media as a key marketing channel. From an academic research perspective, social media has also been widely embraced, with a vast body of research conducted on social media marketing and related topics, such as online word-of-mouth advertising and online networks. Despite the research and knowledge gathered by academics and business professionals over the past 15 to 20 years on this subject, due to the rapidly evolving and constantly changing nature of social media – and how users interact with it – the future of social media may not merely continue as we have seen before.

In order to increase the number of audiences, careful attention must be paid to the impact on users' decisions to watch films and series, using precise user data management. Retaining users by changing their negative perceptions to positive ones is the key to transforming potential users into actual ones.

Economic Development of Media

Monetization in a media company occurs either through direct revenue from content creation (direct content purchases) or through advertising sales (sponsorship of created content, as seen in newspapers and magazines). For a non-media company, content is created not for direct profit but indirectly by attracting and retaining customers. In all other aspects, content production activities in both types of companies are generally identical. This understanding is important because non-media brands compete with traditional media for attention and retention, just as brands compete with their traditional rivals in different industries. Furthermore, AI's role in transforming productivity and the global economy's gross domestic product (GDP) has made it one of the most important areas for strategic decision-making in countries worldwide. Companies are looking to increase labor productivity through AI technologies by automating certain tasks and roles. Studies show that by 2030, AI is expected to generate $15.7 trillion in revenue within the global economy.

The economic development of media is linked to increased competitiveness in revenue generation, attracting foreign currency, and boosting national income in the global market, as well as generating profit through platform subscription sales. This positive outcome is the result of the establishment of Iranian media platform management, which also leads to increased revenue through automated optimization and machine learning, the creation of a brand, and revenue generation through targeted advertising.

The Country's Position in the Global Media Market

The development of modern media involves four parallel processes: globalization, explosive scale, fusion, and convergence. Globalization, in its broadest sense, forms the phenomenological environment of the media industry. The globalization of media represents a complex set of modern cultural, economic, and communication changes. In this regard, many scholars believe that globalization itself must be globalized! The nature of economic and media globalization represents a qualitatively new phase in the international organization of economic, political, cultural, and media life. In general, media such as cinema, television, radio, and the internet act as bridges connecting nodes within the global network, breaking down absolute boundaries in space. In this context, economic objectives hold great significance in the capitalist system for establishing a global economy. Today, the internet is quickly becoming central to both national and international communication systems, providing an unprecedented opportunity to participate in global networks.

Managing Iranian media platforms will enhance the country's position in the global media market and lead to transformations in industries such as film animation and music, driven by the presence of media platforms. Besides, positive outcomes like the creation of payment systems and revenue models tailored to the Iranian economy, along with increased market share in the media industry, are expected from the establishment of Iranian media platform management.

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