Review of: "Innovation in Local Digital Media: The Case of Sevilla Directo"

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Potential competing interests: No potential competing interests to declare.

1. The manuscript addresses timely issues by exploring the role of innovation for a digital native news media. The case study of Sevilla Directo seems relevant as it is a local medium that was pioneering in its context. Besides that, the authors combine several research techniques to further our understanding of the adaptation process of emerging digital media.

An insightful background is offered on topics such as technological change, business models, and the situation of local news. The structure with different theoretical sections is clear, but maybe some of them can be joined to facilitate the reading of the text.

The paper poses as a hypothesis that the initial approaches are not being conducted as presumed, and the formulas to monetize audience indices are also insufficient. However, research questions could be more helpful since this research is exploratory. On this matter, the particular case study research strategy makes sense.

2. The results examine the innovation of Sevilla Directo in terms of business organization, production and distribution, and business models. The findings are noteworthy, allowing us to know the workings of the news media. Nevertheless, sometimes it is difficult to assess where some data comes from (for instance, data on Sevilla Directo's visits). I would suggest reinforcing the methodology or explaining throughout the results what the data sources are.

3. Regarding academic soundness, the results are exposed in a little way in the conclusions. Actually, this section should be expanded by fostering a proper discussion in which the findings are linked to prior scholarship, as well as to acknowledge future lines of research.

4. The list of references is vast and appropriate, but the authors can consider checking these recent contributions on innovation and the relationship between local journalism and the audience:

-Heiselberg, L., & Hopmann, D. N. (2024). Local journalism and its audience. *Journalism*, *0*(0). https://doi.org/10.1177/14648849231173226

-Lewis, S., Hermida, A., & Lorenzo, S. (2024). Jobs-to-Be-Done and Journalism Innovation: Making News More Responsive to Community Needs. *Media and Communication, 12*, 7578. https://doi.org/10.17645/mac.7578

-Weber, M. S., & Mathews, N. (2024). Explicating Local: An Audience- Based Framing of Local Community and Local News. *Digital Journalism*, 12:1, 28-47. https://doi.org/10.1080/21670811.2022.2142629

5. In short, this paper represents a first valuable step to understand how innovation is managed in a digital native medium. The particular case study research strategy enriches the analysis, but the present work may be expanded by giving details on how the information was collected. Moreover, it would be interesting in future versions of this study to enlarge the discussion.