

# 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.

## Comments to the Author

### Literature Review:

The literature review could benefit from a more extensive critique of existing frameworks in local digital media. Establishing clear research gaps will help articulate the unique contributions of your study. A comparison with past theories will strengthen your argument.

### Methodology:

More details are needed regarding your research design. Clarify how the survey or interview questions were formulated and how they relate to your research objectives. Justifying your sampling method will also help address potential biases.

### Results & Analysis:

The results are presented, but the analysis lacks depth. It's crucial to interpret the statistical findings and relate them to your research questions and hypotheses. Discuss how Sevilla Directo's strategies impact local media consumption and innovation.

### Discussion:

While you mention practical implications, these require more concrete examples and recommendations for stakeholders in local media. The limitations of your study, particularly regarding its generalizability, should be acknowledged to provide a balanced perspective.

### Structure & Style:

The overall structure needs to follow a more standard empirical research format. Some sections may require reorganization for logical flow. Additionally, the writing style should be polished for grammatical accuracy and coherence. Several references seem to be missing in-text citations, which should be rectified to uphold academic integrity.