

Welcome to this issue of Communication and Media in Asia Pacific (CMAP), where we explore critical developments in communication, media, and technology.

The first article, “*Local Journalism in the Digital Age: Practices of Multimedia Journalists in the Philippines*,” examines how journalists adapt to the challenges of new media.

“*Exploration of Data Utilization in E-commerce: An Academic Inquiry*” highlights big data’s role in enhancing user experience and addressing ethical concerns in e-commerce.

“*The Assessment of the Social Media Marketing Skills of Entrepreneurs and Content Creators through Social Media Platforms*” evaluates how individuals use social media to drive online business success.

Finally, “*Cross-border Perspectives: Analyzing Online News Media in Bangladesh and India*” compares digital journalism practices in two neighboring countries.

We hope these studies inspire thoughtful discussion and further inquiry.

Happy holidays and best wishes for the New Year!

Warm regards,

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Editor-in-Chief