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Innovating Converged Media Monetization Models: Constructing a New Operational Development Framework for Municipal Broadcasting Media Groups ### Abstract With the rapid development of digital technology and new media platforms, traditional municipal broadcasting media groups face unprecedented...

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Abstract

Purpose: This study investigates strategies for enhancing the monetization capabilities of municipal radio and television media groups amid accelerated media convergence development.

Method: Innovating monetization models for municipal converged media and expanding market share constitute critical approaches for the operational development of municipal radio and television media groups.

Results: In recent years, Nantong Radio and Television Media Group has dedicated itself to establishing an integrated operational model combining “news + government services + business services,” achieving notable success. This initiative has forged a new pathway toward constructing a novel operational development paradigm for municipal radio and television media groups.

Conclusion: Innovating monetization models for municipal converged media and increasing market share represent the foremost priorities in the operational development of municipal radio and television media groups.

Full Text

Conclusion

Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and thoroughly implementing the central, provincial, and municipal

opinions on accelerating deep media integration development, municipal radio and television media groups must prioritize news communication as their primary responsibility while deepening institutional reform, innovating converged media monetization models, and constructing new operational development frameworks. This represents the inevitable path toward building regionally influential new mainstream media (converged media) characterized by strategic positioning, deep integration, strong dissemination capacity, robust business operations, and excellent teams, as well as a sustainable integration development model that aligns with the distinctive features of municipal radio and television media.

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