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## Postprint: Interconnected Development of Television Media and New Media in the Context of Media Convergence

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### Abstract

In the past, Chinese media were primarily concentrated within television media groups, with television media dominating the release of almost all media information. However, as technology develops and the era progresses, computer internet has gradually become the main platform for disseminating information and news. Various novel media tools and methods have continuously emerged, and video portal websites and platforms have also impacted the traditional media market. Under such circumstances, to achieve vigorous development and diversified growth of China's cultural media industry, the gradual integration of television media with internet-based new media has become imperative.

### Full Text

## Research on the Interconnected Development of Television Media and New Media under Media Convergence Background

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**Abstract:** In the past, China's media primarily congregated under the umbrella of television media, with almost all news and information dissemination dominated by television. However, with technological advancement and societal progress, computer-based internet has gradually become the main arena for information and news dissemination. Various novel media tools and methods continue to emerge, and video portals and platforms have impacted the traditional media market. In this environment, to achieve vigorous and diversified development of China's cultural media industry, the gradual integration of television media with new media internet has become imperative. In recent years, China has vigorously developed internet and computer technology,

propelling national technological and developmental progress toward big data, internet, and new networks. Under the coverage of the big data era, increasing amounts of media information are spreading rapidly among the public. In modern society, the speed of information acquisition holds significant meaning for development across all industries and fields. Since information dissemination now has new media and channels, which positively expand media power and advance the media industry, China's news media industry should, under the premise of various media convergence developments, achieve interconnected development between traditional television media and new media, complementing each other to promote overall progress and modernization of the entire media industry. Based on this background, this paper primarily discusses the relevant concepts of new media and media convergence, as well as the pathways and significance of interconnected development between new media and television media.

**Keywords:** Television Media; Internet New Media; Network Communication; Development Research

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## 1. Media Convergence and Network Communication

Network communication primarily relies on a powerful, extensive, and pervasive network environment. In recent years, China's computer internet era has continuously advanced, achieving significant progress and universal penetration among the entire population. Most people now use smartphones to access various online platforms for information acquisition, opinion expression, and entertainment activities. China's most common information dissemination technologies in the past were primarily newspapers, television, and radio, which tended toward one-way information output. As the fourth emerging communication method, network communication has fundamentally changed this situation by enabling audiences to express their ideas and suggestions, thereby expanding media functions and deepening the significance of media existence.

### 1.1 Media Convergence

First, we describe the concept of media convergence, which emphasizes integration. It places the two subjects requiring fusion and interaction at opposite

ends of the convergence process, using appropriate technologies to merge their characteristics and advantages as thoroughly as possible. Through proper adjustment and transformation during this process, a new system and environment is established. Understanding the meaning and function of network communication is an important prerequisite for achieving media convergence between television media and internet new media. Through analysis and research of various materials, this paper summarizes the following characteristics of network communication.

First, massive and publicly accessible data. The internet era is built upon an enormous data foundation. All information appearing on internet platforms—including images, text, videos, and audio—is compiled, converted, and disseminated in data form. Every information processing procedure generates substantial data, and the aggregate data produced across various fields, industries, and formats in daily processing can be described as massive. To process, analyze, and manage this vast data, big data technologies and platforms have emerged. Serving as crucial carriers and foundations for media information, these platforms organize the data under unified management and open access, enabling all who need it to obtain, improve, and disseminate the information. This data also records and advances human civilization.

Second, exceptional timeliness. A crucial reason why internet new media rapidly swept through people's daily information channels in a short period is their mastery of the most timely information sources and content. In this information-centric era, the newest and most cutting-edge information determines whether one can stay ahead. Network communication leverages this key factor, continuously impacting people's attention with its strong timeliness, helping them sense the changes of the times and obtain first-hand information. Network communication content can typically be acquired immediately when events occur, then processed and released instantly. Over time, network communication has become the preferred information acquisition channel in people's daily lives.

Third, multimedia functionality. Alongside the development of internet technology, corresponding hardware and software facilities are needed to support adaptation to the internet era. Consequently, multimedia technologies and devices, which emerged almost simultaneously with the internet era, have become the preferred choice. Multimedia technology has now developed diverse capabilities, capable of vividly integrating various information carriers—including images, sound, and text—and dynamically presenting them to audiences, creating a more lively atmosphere and approachable tone for the media industry.

Fourth, strong interactivity. Among various media forms, internet platforms arguably offer the strongest audience interaction. Every user can register a personal account on the platform and immediately publish their thoughts upon receiving information. Simultaneously open to all users, these platforms allow audiences to interact not only with the platform itself but also with other users, narrowing social distances between people. While preserving and promoting individual characteristics, this strong interactivity represents the fundamental

feature and rationale for network communication as a new media frontier.

## **2. Impact of Internet New Media on Television Media under Network Communication**

The emergence of new styles, formats, and characteristics inevitably impacts existing traditional forms to varying degrees. The advent of network communication and internet new media has similarly affected television media. By examining the current state of the media market, this paper identifies the following primary impact areas.

### **2.1 Audience Range Reduction**

Network communication offers high timeliness and relatively high entertainment value, naturally holding greater appeal for young people who readily accept new things. Consequently, while television media's original audience may have spanned all age groups, the emergence of network communication has significantly reduced its attractiveness to young people, thereby shrinking its corresponding audience range.

### **2.2 Ratings Decline**

Network communication and television media face the same world of information; the difference lies only in their processing methods and efficiency. Internet new media under network communication adopts a "short, flat, and fast" processing approach, enabling faster information release that more easily captures people's immediate attention, thereby reducing audience expectations for television media and causing ratings to decline from past levels.

### **2.3 Promoting Self-renewal and Re-creation of Television Media**

As internet new media under network communication continuously introduces various creative methods and interactive activities to capture audience attention, television media must respond to the call of the times, perceive societal changes, and innovate its concepts and approaches to maintain its vitality, enhance its presence, and adapt to the era, society, and diverse audience demands.

## **3. Current Status of Media Convergence between Television Media and Internet New Media**

China's major television media have demonstrated keen sensitivity to social development, quickly and accurately grasping changes in audience aesthetics, reception channels, and interests. They have also promptly investigated and analyzed emerging internet new media groups, understanding their advantages and disadvantages. After consultations on development trends across the entire media industry, both parties have jointly embarked on the process of media

convergence. Understanding the current extent of this convergence is essential for planning and arranging methods and directions for the next stage. Therefore, this paper summarizes this convergence status, with specific explanations provided below regarding video portal websites and television station website operations.

### 3.1 Development of Video Portal Websites in China

Video portal websites, simply put, are platforms that broadcast television dramas, variety shows, and similar programs like major television stations, such as iQiyi, Youku, and Tencent. Unlike traditional television media, these websites are not limited to television broadcasting, offering greater flexibility in program scheduling without strict time slot constraints. In recent years, particularly since 2011, China's video portal websites have matured increasingly toward high-definition and paid subscription models, leading to growing audience dependence and interest. In response to this trend, television media have successively established their own video portal websites based on their television station networks, such as Mango TV. This approach effectively maintains traditional television station network operations while catering to current audience interests and demands for video portal websites, representing a primary manifestation of media convergence.

### 3.2 Operation of Television Station Websites

The term "television station website" itself represents a major manifestation and symbol of media convergence, encompassing both the traditional connotations of television stations and the agility of network communication. It serves as the primary method for most influential television station entities to adapt and transform in the new era. Specifically, the content sources for television station websites are divided into two categories.

First, content from the affiliated television station. Every traditional television station possesses unique operational characteristics and signature programs, along with a stable base of loyal viewers. Such resources provide significant assistance in helping television station websites quickly establish themselves in their initial stages. Additionally, this has spawned a new on-demand format where audiences can simultaneously watch live television broadcasts on mobile station websites. This content is typically not licensed to other video portal websites, thus representing exclusive copyright. For example, during the 2020 Tokyo Olympics, all competition livestreams were broadcast simultaneously on CCTV's comprehensive channel, sports channel, and event channel. Citizens could choose to watch on television or download the CCTV website application for viewing.

Second, resources from other websites. All innovative programs on television station websites draw inspiration from information aggregated across comprehensive websites and resource platforms.

### 3.3 Rise of IPTV

IPTV, commonly known as interactive network television, represents a comprehensive integration of computer internet, communication media, and other multi-domain knowledge. To a certain extent, it combines all features of DVD players, computers, mobile phones, and televisions, enabling the implementation of commonly used internet media technologies and interactive formats while watching videos. IPTV breaks down the carrier barriers between television media and internet new media, marking an iconic outcome of media convergence development.

## 4. Suggestions and Measures for Co-development of Television Media and Internet New Media

After thoroughly understanding the concept of media convergence, the characteristics of network communication, and the current status of integrated development between the two, the next step requires careful analysis of how to sustain this path and achieve leapfrog development. Through summarization and analysis, this paper proposes the following two specific measures.

### 4.1 Focus on Multi-dimensional Integration and Multi-angle Development

For more effective and smoother media convergence between television media and internet new media, multi-dimensional and comprehensive approaches are required, focusing on three dimensions of media convergence: content convergence, network convergence, and terminal convergence. Content convergence involves promptly synchronizing traditional advantageous program content on new media platforms or the station's own website, forging signature projects and stabilizing a loyal audience base. Network convergence requires actively promoting the integration of telecommunications networks, internet, and broadcasting networks to permeate various aspects of daily life, enabling rapid network dissemination to showcase distinctive features most quickly. Terminal convergence means achieving integration across terminals such as televisions and mobile phones, breaking down barriers between them. Fixed and mobile terminals are essentially the same and should not be governed separately; instead, their integration should be promoted and facilitated.

### 4.2 Shape Positive Image and Forge Noble Values

The media industry must particularly emphasize its image and reputation, with every program and piece of news requiring sufficient refinement and careful crafting. Both traditional television media and internet new media should consistently uphold healthy and positive operational characteristics, transmit positive social energy, and promote national spirit, ensuring their image and reputation continuously earn public recognition and acceptance. Simultaneously, they must develop distinctive features, whether serious or lighthearted, and finding

the most suitable tone for their development is crucial. In this process, regional characteristics can serve as references. For example, Henan Satellite TV has successively released numerous promotional videos of traditional Chinese culture on social platforms, gaining tremendous attention, embedding cultural characteristics deeply in audiences' hearts, and shaping its own cultural confidence.

The internet era has significantly impacted all industries, and the media industry is no exception. Television media, in particular, stands at a critical stage of transformation and innovation under these waves of change. Achieving media convergence with internet new media represents the best approach, provided the correct methods are mastered. This paper has elaborated in detail on the concept and current development status of media convergence and provided corresponding suggestions and measures, hoping to contribute to the integrated development of the media industry.

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*Note: Figure translations are in progress. See original paper for figures.*

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