Analysis of New Media Technology Applications in Film and Television Media - Postprint

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Abstract

In recent years, the continuous development of Internet technology has propelled advancements in related technologies and industries, among which the evolution of new media technology stands as a quintessential exemplar. This development of new media technology can generate new opportunities for film and television media, promote the continuous satisfaction of audience viewing demands, and serve as a vital carrier for film and television communication. In the current social environment, public demand for the application of new media technology has gradually increased, and its utilization in daily life has become inseparable from the support of new media technology. In response to this phenomenon, this paper takes the analysis of new media technology application in film and television media as its primary research route, and further conducts an analysis of relevant elements in the application of new media technology within film and television media, aiming to promote the continuous application of new media technology in film and television media, satisfy people's developmental demands for film and television media, foster the healthy and sound development of film and television media in a positive direction, and meet the audience' s intrinsic spiritual viewing needs.

Full Text

Preamble

Analysis of New Media Technology Application in Film and Television Media

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Abstract: In recent years, continuous development of Internet technology has driven progress in related technologies and industries, with new media technology serving as a typical example. This advancement brings new opportunities to film and television media, promoting its evolution to meet audience demands

and establishing itself as an important carrier for related content dissemination. In contemporary society, people' s demand for new media technology applications continues to grow, and daily life increasingly relies on its support. In response to this phenomenon, this paper examines the application of new media technology in film and television media as its main research trajectory, analyzing relevant elements in its deployment to promote continuous integration of new media technology in film and television media. This integration aims to satisfy public development demands for film and television media, foster healthy development in the industry, and meet audiences' intrinsic spiritual viewing needs.

Keywords: Internet technology; film and television media; new media technology; demand; application analysis

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Film and television media, as the term suggests, represents a mode of media transmission that significantly influences film and television development. With the maturation and continuous application of new media technology, film and television media increasingly impact people' s daily lives, effectively addressing diverse intrinsic spiritual needs and satisfying viewing demands. Internet technology advancement has propelled new media technology forward, which in turn strongly promotes and improves film and television media to better meet audience needs [**?**]. Therefore, analyzing the primary influences and applications of new media technology in film and television media development holds substantial research value.

1.1 Overview of Fundamental Issues

For new media technology, conceptual positioning requires a comprehensive understanding of its media definition, which carries significant meaning. First, media serves as an information carrier with era-specific significance. Second, this carrier possesses communication functions and has become an important information dissemination tool, with information as its primary content. Third, media functions as a crucial tool for information transmission, representing a general term for such tools. Regarding contemporary new media technology, the "new" aspect continuously expands domain coverage while promoting innovative communication methods [**?**]. Additionally, its connotation now encompasses not only traditional "information" processing technology but also digital technology and network technology. Compared with traditional media, its extension has expanded to include digital television, advertising media, mobile networks, and

related platforms. The essential difference between new media and traditional media lies in its effective integration of traditional media forms.

1.2 Relationship Between New Media Technology and Film and Television Media

In current social development, new media technology continues to evolve and gradually applies to film and television media. This application has enabled film and television media to shed the limitations of previous "silent" video, facilitating the market establishment and development of sound films. This development yields matching visual effects and presents certain auditory effects, creating a strong psychological impact on the public. Moreover, it promotes mutual enhancement and organic integration of auditory and visual elements, which has become the optimal response to audiences' demand for emerging developments in cinema and satisfies their most authentic psychological viewing needs [**?**]. In recent years, continuous economic development and technological innovation have yielded rapidly evolving Internet achievements, promoting integration between computer technology and Internet technology. Meanwhile, the development and launch of smartphones, tablets, and related Internet processors have enabled people to easily enjoy movies and digital television through simple operations on mobile information carriers and Internet technology, bringing significant convenience to the public and meeting their demands.

2.1 Digital Media Technology

For wired digital television signal transmission, the primary technical method employed is digital technology. The effective reception of every image, accurate creation of each program, and final information transmission of television signals are all efficiently completed through digital means. Digital television signal transmission ultimately relies on satellite transmission, with primary distribution methods being wired or wireless broadcasting, while received signals typically require decoders for efficient restoration. This decoding approach facilitates effective recovery of images and audio [**?**]. This method can significantly increase both the quantity and quality of television programs while reducing signal waste and maximizing efficient signal reception. For digital media technology, the primary digital processing objects focus on effective processing of television and film information technology, using cable as the transmission medium to disseminate information to millions of households. Through set-top box processing in home digital appliances and television display screens, this application technology enables perfect presentation of film and television media through lossless transmission. In other words, this transmission method means that transmission distance does not affect program clarity for viewers [**?**]. Additionally, the continuous development and application of this technology have facilitated comprehensive dissemination of industry high-definition and Blu-ray resources through digital media technology, substantially improving audience

viewing experiences and satisfying demands for high-definition and Blu-ray content in film and television media.

2.2 Mobile Multimedia Broadcasting Technology

Mobile multimedia broadcasting primarily refers to providing broadcast services for multimedia information on mobile devices. In current social development, common mobile devices encompass a wide range, with typical representatives including mobile phones, laptops, and vehicle display equipment. Contemporary mobile multimedia broadcasting services cover nearly the entire nation while enabling comprehensive implementation of mobile Internet for information transmission.

2.2.1 Mobile Device Signal Reception

Analysis of current mobile devices reveals that their primary characteristics typically include small size and portability. Generally, as long as they are in areas with mobile signals, they can easily and quickly receive relevant broadcast and television signals. This signal reception typically employs mobile multimedia broadcast signals realized through satellite reception, which actually meets signal quality requirements.

2.2.2 Data Cost Savings

For mobile multimedia broadcasting technology, signals can be efficiently transmitted via satellite radio while information is delivered in digital form. This transmission method typically does not generate network traffic and provides relatively clear image display on mobile terminals, effectively saving data costs.

2.3 Interactive Network

Research on interactive Internet television reveals that it primarily connects various digital media services of the Internet based on cable television. This connection method mainly targets home television users and belongs to a new category of television services. Compared with traditional television, this connection method offers several advantages.

2.3.1 Achieving Interactivity

Traditional television represents a one-way broadcasting behavior, with results typically showing inability to effectively interact with television users. Program suppliers cannot understand users' actual needs, interests, or opinions through this method. Even when uninterested in such programs, users have no better alternatives. This approach actually wastes resources for program suppliers while failing to meet television audiences' intrinsic spiritual needs [**?**]. However, for interactive mobile network television, relevant digital media information publishers can use this platform to timely understand user needs, continuously

strengthen effective interaction methods, actively respond to major user reports, upgrade systems accordingly, and continuously provide high-quality information services.

2.3.2 Complete Functionality

Interactive network television comprehensively compensates for conventional television' s defect of being able to play only one program at a time. In addition to possessing numerous programs, interactive network television also features web browsing, video calls, email, educational guidance, entertainment, and CD-ROM playback, combining broadcasting with other functions. These functions and programs of interactive network television can better provide users with high-quality services featuring smooth images.

3 Application of New Media in Film and Television Works

Since the advent of the Internet, it has gradually become an indispensable information demand for era development, promoting continuous expansion of new media development space. In 2013, China' s total television drama issuance exceeded 15,800 episodes, yet relevant surveys revealed that important works accounted for only one-fifth of total broadcasts. During that same period, average daily television viewing time was approximately 30 minutes, whereas current research shows that average daily television viewing time has reached approximately 2 hours. This increase in viewing time is actually related to new media development and its comprehensive social application, as film and television works have officially entered the Internet era, which provides a larger development platform for new media.

3.1 Film and Television Production Requires Both Technical and Artistic Participation

Film and television production generally requires highly complex craftsmanship research and solid professional competence. Ordinarily, as ordinary people, it is difficult to comprehensively and effectively express one' s ideas or content through specific methods. However, due to continuous Internet development and information technology progress in contemporary society, new media technology has achieved a series of innovative development results. This continuous progress in new media technology has gradually promoted production and development of the film and television industry, involving the effective popularization of digital cameras and mobile applications [**?**]. Due to post-production and comprehensive application of film, telephone, and television, alongside the proliferation and rapid development of 3G and 4G mobile networks, and with the maturation of 5G technology, computer technology continues to advance, enabling more people to quickly participate in industry development and application. As new media technology matures, people can produce and complete excellent film and television works without complex equipment or professional

technical talent. Using only a digital camera combined with a computer and some simple editing software, individuals can shoot, edit, and process relevant film and television works to form systematic productions. For current television and film production development, combining traditional film and television production methods with new media technology can effectively promote rapid development of modern film and television. It is this rapid development of photography and electronic information technology that gradually brings modern film and television into a brand-new era. Analysis of the current film and television industry reveals that many media companies gradually adopt this method to research web dramas, with research scope even involving web microfilms and web adaptive animations. For these network-functional film and television works, they can demonstrate original, interesting, and distinctive unique character to relevant audiences [**?**]. In the current field of new media film and television production, well-known directors and related performers are also relatively popularized. For example, research on Park Chang-yu' s "Wave" reveals that this classic horror suspense film, with a duration of only 30 minutes, was unimaginably shot entirely with two mobile phones. The enthusiasm for various online microfilms and new media development, along with people' s passion for new media film and television works, has attracted increasing numbers of media enthusiasts to participate in film and television development, gradually transmitting innovative development ideas to more media enthusiasts and attracting audiences.

3.2 Digital Era Turns Dreams into Reality

The arrival of the television media era is correctly reflected through the form and development of digital technology. Regarding film technology development, two important revolutionary developments have occurred in the past: first, the transition from silent to sound films; second, the transition from black-and-white to color films. In response to this phenomenon, this paper argues that current media digital technology can be considered the third revolution in human film history. Early films primarily used simple light projection methods and audience visual effects to interpret work content, whereas modern film and television production impacts possess more realistic significance. For example, during film processing, computer processing methods can be used to obtain desired visual effects, and even digital technology can be employed to create unimaginable film effects, which actually plays a crucial role in modern digital technology development [**?**]. In a certain sense, extensive digital technology can provide significant development space and infinite possibilities for relevant film art creation.

3.3 Film and Television Work Forms Under New Media Technology

During the continuous development of new media technology, its auxiliary role has helped film and television works generate many new production methods. These works primarily use traditional film and television as their foundation, incorporating new functions of new media film and television programs. Under

this background, they can effectively respond to various developments. In the market economy context, most film and television works can be roughly divided into documentaries, primarily focusing on unconventional creative films. "Kung Fu Rabbit" and "Food Bandog" are animated film and television works whose production methods concentrate on using new media technology to shoot real objects, thereby stopping real people' s activities [**?**]. In fact, they represent effective fusion between humans and cartoon characters, manifesting as complete comedies that have won the honorary title from the China Cultural Arts Government, receiving the first animation award for Best New Media Animation Work. The plot of this animation possesses certain novelty and interest, characterized by active thinking patterns and extremely brief, clear content that effectively echoes today' s fast-paced lifestyle and the era' s demand for rapid information dissemination and updates. This film and television work has gradually gained audience affection, actually indicating that more forms of relevant television and film will certainly emerge in future development to continuously satisfy audiences' intrinsic spiritual needs.

Through the above analysis, since the birth of new media technology, it has continuously provided new development momentum and technical support for media production and dissemination, making information dissemination more extensive and detailed while promoting diversified channels for people to obtain information. For film and television media, continuously strengthening new media technology application during development provides significant assistance for media propagation and rapid development, while satisfying audiences' needs to watch their favorite and desired programs through more channels. Extensive application of new media technology in film and television media not only enhances audience viewing experiences but also substantially promotes film and television media development, providing more possibilities and bringing greater development opportunities.

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