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Practical Paths for Live Streaming on Local Websites in the Media Convergence Era: Postprint

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Abstract

In the context of the converged media era, media convergence has exerted a tremendous impact on the development of online live streaming operations for local websites. This paper analyzes the development positioning of local websites and the practical pathways for online live streaming in the converged media era, with the aim of promoting the high-quality development of online live streaming for local websites.

Full Text

The Practical Path of Live Webcasting for Local Websites in the Era of Media Convergence

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Abstract: Against the backdrop of media convergence in the era of integrated media, the integration of traditional and new media has profoundly impacted the development of live webcasting initiatives for local websites. This paper analyzes the positioning of local websites and the practical pathways for live webcasting in this media convergence era, aiming to promote high-quality development of local website live broadcasting.

Keywords: local websites; website positioning; live webcasting; practical path; experience summary

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As information technology continues to advance and media convergence becomes the dominant trend, local websites must actively explore new models for live webcasting development to seek new growth directions and enhance their overall influence. By achieving organic integration between traditional and new media, they can generate a broadcast-driven effect and create greater impact. In this new era, promoting the development of local websites requires formulating rational development plans, constructing new live webcasting models, enhancing the influence of online broadcasting, and accelerating the comprehensive development of news websites.

1. Positioning of Local Websites in the Era of Media Convergence

Local websites possess distinct regional characteristics and must identify their positioning based on local features to develop a personalized style. In the context of media convergence, they should improve and innovate their communication models, enrich broadcast content from broader perspectives, and present information more completely and authentically to audiences, thereby creating distinctive advantages and highlighting comprehensive broadcast effects. Local websites can leverage webcasting platforms to stream vibrant local topics and influential events as broadcast material. For instance, Hefei Online has conducted live broadcasts featuring local scenic attractions such as “Holiday Hefei: A Ten-Thousand-Year Appointment” and “One City, One University: Cherry Blossoms Across the City.” These broadcasts attracted over 1,000 simultaneous viewers at peak times, with audiences spanning all provinces and autonomous regions in China, as well as some international viewers, demonstrating tremendous impact and effectiveness as representative events for local cultural dissemination.

In particular, the special live broadcast “One City, One University: Cherry Blossoms Across the City,” co-hosted by Hefei Online and the University of Science and Technology of China (USTC), employed a web video streaming model but extended its content appropriately. With the thematic concept of “History + Aesthetics,” the broadcast not only emphasized beautiful and classical visual production but also integrated historical traces and profound historical depth into the footage, capturing audience attention. Beginning with cherry blossoms as the entry point, the broadcast unfolded from this perspective to narrate USTC’s historical development. This broadcast achieved excellent results, enabling more people to understand both USTC and Hefei’s developmental history, creating a cultural promotion effect that significantly impacted regional culture and economic development.

2. Practical Exploration of Live Webcasting for Local Websites

In the media convergence era, local websites must reposition their development goals and models. By analyzing live webcasting schedules and formulating rational implementation plans, they can demonstrate the value and function of webcasting and drive innovative development objectives. The following presents a detailed analysis of practical explorations in local website live webcasting within this context.

2.1 Broadening Horizons and Expanding Live Broadcasting Space

Local website live broadcasting differs significantly from radio and television station webcasting. During website-based broadcast activities, positioning should emphasize content novelty and interactive features. Regarding broadcast content, local websites should maintain a relatively open perspective, appropriately expanding and extending the broadcasting space to select higher-quality content that promotes regional characteristics and creates communication advantages. During implementation, they can adopt a continuous single-shot approach to break the boundaries between front-stage and backstage activities, satisfying audience curiosity and creating an attention-grabbing broadcast model. This demonstrates that exploring live webcasting requires improving and innovating communication models, enriching content from broader perspectives, and presenting information more completely and authentically to form distinctive advantages and highlight comprehensive effects.

2.2 Technological Innovation and Improving Broadcasting Models

Under media convergence influences, technological innovation in live webcasting profoundly impacts broadcast operations, particularly as audio-visual communication formats create infinite possibilities for development. In this context, local websites should follow social development trends, continuously explore technological innovations and broadcast model reforms, demonstrate flexibility and dynamism, and enhance comprehensive broadcast influence. In practice, they should 挖掘 content reflecting local characteristics to design broadcast activities, maximizing the development of local website functions and optimizing broadcast models.

For example, Hefei Online adopted “Holiday Hefei: A Ten-Thousand-Year Appointment” as its thematic concept, establishing a “live commerce” activity that used cameras to lead viewers through different locations, creating a novel broadcast model. The broadcast also emphasized technological innovation by incorporating “empty shot” filming techniques, enabling audiences to feel immersed during viewing and effectively capturing their attention. Viewers highly recognized the performance of the street party secretary during the live commerce segment, resulting in excellent broadcast effects and creating tremendous cultural and economic influence that provided strong support for work resumption

and economic development in Hefei during the pandemic.

2.3 Commercial Planning and Highlighting Broadcast Benefits

In the media convergence era, local website live broadcasting contains enormous industry development potential. Therefore, systematic analysis from a commercial planning perspective is essential. For most live broadcasting activities, the underlying business development model involves aggregating traffic and then converting it into concrete economic benefits through economic means, thereby driving local economic development. Consequently, local websites must conduct rational content design using recording equipment to evoke audience resonance, creating effects similar to cultural promotion or product advertising to generate economic returns. In the post-pandemic era, local website live broadcasting should simultaneously emphasize social and economic benefits, smoothly directing traffic to other media convergence platforms to promote their common development.

As Hefei Online's live broadcasting influence gradually grew through continuous design and planning, establishing itself as a highly influential website, it also opened Toutiao and Baijia accounts for commercial planning. This allows relevant local promotional articles to be directly connected through these ports, increasing readership and building a live broadcasting brand for the Hefei region that creates brand effects and drives high-quality regional media communication.

2.4 Upholding Principles and Strengthening Broadcast Quality

Maintaining broadcast quality and promoting high-quality development represents the most crucial content in exploring live webcasting. During website development, adhering to broadcast principles and ensuring quality guarantees are prerequisites for long-term development. By presenting broadcast content through recording equipment and screens while upholding content supremacy principles, websites can provide high-quality content that aligns with audience value judgments and clarifies development directions.

Specifically, in the media convergence era, local websites should analyze the impact of broadcast content on audiences, adhere to fundamental broadcast principles, eliminate falsification and negative information, establish correct values in content selection, guide positive public opinion, avoid false information, and create a healthy broadcast environment. While content innovation and model transformation are both important, content innovation is fundamental to enhancing broadcast influence. Websites should analyze audience needs as a prerequisite and foundation, design broadcast content rationally to provide excellent viewing experiences, employ rich language, techniques, and models, continuously improve broadcast effects, expand information dissemination scope, and lay a foundation for high-quality development in the media convergence era.

3. Experience Summary of Live Webcasting for Local Websites

In the media convergence era, local websites must continuously summarize development experiences and adjust and optimize broadcast models to form distinctive broadcast systems. The following summarizes experiences to further explore local website live webcasting.

3.1 Democratization of Live Broadcasting Perspective

When actively conducting live webcasting, local websites should identify audience positioning and adopt a civilian perspective. Broadcast themes should closely align with public life, selecting content relevant to people's daily lives and developing news communication plans from the public's viewpoint. During implementation, websites can refine communication content by using cameras to break down broadcast material into points closely related to people's lives—such as living environments, community culture, and park greening—presenting major themes through small-scale perspectives. This makes live webcasting a bond connecting with public life, highlights comprehensive influence, and ensures greater social benefits.

3.2 Diversification of Expression Forms

Local websites should adopt a civilian perspective and explore diversified expression forms to create positive brand effects and promote high-quality cultural communication. When optimizing and innovating expression forms, they should design broadcast language rationally to attract public attention and reflect real-life conditions. Simultaneously, telling stories about ordinary people brings content closer to public life, narrowing the distance between broadcasts and audiences to gain recognition. Language selection should also respond to changes in the media ecological environment by using plain, accessible language to narrow the gap with audiences, improve acceptance and recognition of live webcasting models, and effectively strengthen comprehensive broadcast effects.

3.3 Emphasizing Pre-broadcast Promotion

Pre-broadcast promotion enhances cultural influence and significantly improves broadcast effects. Therefore, before conducting live webcasts, websites should actively develop diversified promotional activities based on broadcast themes and target effects, using media convergence centers and platforms as foundations. They can set up promotional advertisements on new media websites, leverage the “dual micro” (WeChat and Weibo) role to push announcements, and enable more people to understand broadcast information. On traditional media platforms, they can utilize radio and television for all-day promotion, comprehensively employing star programs and broadcast news to conduct concentrated live broadcast publicity, creating a positive public opinion field and a healthy broadcast atmosphere that promotes diversified broadcast activities.

Based on preliminary publicity, they should highlight key features and characteristics of online news communication to generate tremendous influence and achieve expected broadcast goals.

3.4 Focusing on Online Interactive Promotion

In live webcasting, as technology innovates and new communication models emerge, audiences can express their ideas through broadcast platforms and obtain information more accurately, generating demands for broadcast interaction. Therefore, local websites should develop online interaction models where hosts respond to and interact with audience content, narrowing the distance and making viewers participants who highlight their subjectivity. This enhances audience stickiness and creates strong communication advantages during local website live webcasting. When designing online interaction models, dedicated broadcast assistants can be assigned to answer audience questions and communicate with them during broadcasts, creating a positive communication atmosphere and promoting high-quality broadcast development.

In summary, as the media landscape undergoes tremendous changes, the widespread application of Internet information technology has significantly driven the development of online media platforms. Local websites should adapt to new era trends, actively explore reform and innovation paths, and leverage the characteristics and advantages of live webcasting to innovate from perspectives of content, models, methods, and technology. This will achieve innovative development in the media convergence era, enhance development influence, and ensure high-quality development for local websites under new era conditions.

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

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