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Industry Observation: Mass Media Group's All-Media Communication Practice in the Post-Print Era

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Abstract

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping at its core has placed high priority on the integrated development of media. On January 25, 2019, during the 12th collective study session of the Political Bureau of the CPC Central Committee focused on the all-media era and media convergence, General Secretary Xi Jinping emphasized that advancing media integration and building all-media capabilities has become an urgent imperati...

Full Text

Preamble

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping at its core has placed high priority on the integrated development of media. On January 25, 2019, during the 12th collective study session of the Political Bureau of the CPC Central Committee focused on the all-media era and media convergence, General Secretary Xi Jinping emphasized that advancing media integration and building all-media capabilities has become an urgent imperative facing us.

News organizations across the nation have actively devoted themselves to media convergence practices. Among them, the Popular Newspaper Group (hereinafter referred to as “the Group”) has pursued the goal of “comprehensively constructing an all-media communication system that integrates newspapers (periodicals) and digital terminals, interconnects platforms, enables differentiated development, and fosters open sharing.” Through continuous innovation in content, technology, and management, the Group has built a distinctive all-media communication system.

In constructing this all-media communication system, critical questions emerge: How can we concentrate superior resources to build a content production platform? How can we leverage advanced technology to establish an autonomous and controllable technology platform? And how can we innovate management to propel our main force onto the main battlefield? To explore these questions, this journal has specially convened technical experts from the Popular Newspaper Group to share their practical achievements and experiences. From the perspective of technology platform construction and with all-media communication system development as the focal point, they will address innovations in all-media communication, management practices, data applications, and the construction of high-availability systems, aiming to provide valuable references and insights for readers.

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

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