

An Exploration of the Implementation Plan for the “Golden Key Project” of Converged Media in the 5G Era (Postprint)

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Abstract

Broadcasting and television have evolved from black-and-white to color, from analog to digital, from standard definition to high-definition and ultra-high-definition, from functional business-oriented to intelligent service-oriented, and from passive reception to active interaction.[1] In each iteration, technology has become a critical factor and an important driving force. This paper draws upon relevant topics from the “Notice on the Approval Results of Municipal Philosophy and Social Science Planning Projects for 2020” (Xin She Gui Ban [2020] No. 4), including the “2020 Xinyang Philosophy and Social Science Planning Project: Research on the Deep Integration and Development of Xinyang Media in the 5G Era (2020XW020)” and the “2020 Xinyang Soft Science Research Project: Research on How Media Convergence Promotes Social and People’s Livelihood Development in the 5G Era (20200050).” It explores aspects such as how converged media can operate effectively and grow stronger in the 5G context. Building upon the implementation of the “turnkey project,” it advances the “golden key project,” drawing on the development experience of Xinyang Radio and Television Station (hereinafter referred to as “our station”) and learning from peer stations, to provide reference solutions and implementation foundations for the transformation and development of traditional broadcasting institutions and related research projects.

Full Text

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Abstract

From black-and-white to color, analog to digital, standard definition to high-definition and ultra-high-definition, functional business type to intelligent service type, and passive reception to active interaction, technology has served as the critical factor and important driving force behind each iteration of radio and television development [1]. This paper draws upon relevant topics from the *Notice on the Approval Results of 2020 Municipal Philosophy and Social Science Planning Projects* (Document No. [2020]4) issued by the Xinyang Municipal Philosophy and Social Science Planning Office, specifically the 2020 Xinyang Municipal Philosophy and Social Science Planning Project “Research on the Deep Integration and Development of Xinyang Media in the 5G Era (2020XW020)” and the 2020 Xinyang Municipal Soft Science Research Project “Research on How Media Convergence Promotes Social and People’s Livelihood Development in the 5G Era (20200050).”

This study explores how converged media can operate effectively and achieve growth within the 5G context. Building upon the foundation of the “Turnkey Project,” it advances the “Golden Key Project,” drawing on the development experience of Xinyang Radio and Television Station (hereinafter referred to as “our station”) and peer institutions to provide reference plans and implementation foundations for the transformation and development of traditional radio and television institutions and related research projects.

Keywords: 5G; converged media; golden key; content construction; technical support; innovative management

In 2014, “media convergence” was elevated to a national strategy, marking China’s “Year of Media Convergence.” In 2019, the Ministry of Industry and Information Technology issued 5G commercial licenses, signifying China’s official entry into the “5G Commercial Era.” This paper explores effective operation and expansion strategies for converged media within this 5G backdrop.

1. News as Foundation, Content Construction as Leverage: Building a New-Type Radio and Television Mainstream Media with Strong Influence and Competitiveness

Whether for traditional or converged media, the basic principles of Marxist journalism and news authenticity should be upheld regardless of technological or environmental changes [2]. Converged media bear the responsibility of “pursuing truth and conveying goodwill,” actively preventing and resolving risks, amplifying the mainstream melody, consolidating positive energy, and fostering a favorable public opinion environment. Adhering to “news as foundation” requires grasping the main thread of content construction as the first step in implementing the “Golden Key Project.”

Current development presents four key characteristics: first, a full-media communication system is poised to emerge; second, progress has accelerated from localized experiments to comprehensive promotion; third, municipal and county-level converged media centers have become focal points; and fourth, a multi-level convergence path is increasingly clear. However, many regions have established various forms of converged media centers and hardware platforms constrained by regional limitations, administrative factors, and slow technological updates, resulting in formulaic news propaganda, closed and singular program development, administrative internal management, and bureaucratic operational mechanisms. The main manifestations include: first, rigid systems that have failed to develop a new system adapted to converged media operations; second, failure to form regionally authoritative brands, with insufficient structural reform of frequencies, channels, and programs, serious content homogenization, format imitation, and singular expression, and scarcity of original works with local characteristics; third, talent shortages, with failure to form a professional team with strong technical skills, excellent business acumen, management capabilities, and combat readiness.

Policy guidance provides direction. In November 2020, based on the *Opinions on Accelerating the Deep Integration and Development of Radio and Television Media* issued by the National Radio and Television Administration, guidance was provided on the overall requirements, objectives, tasks, and specific measures for accelerating the deep integration and development of radio and television media. Regarding our station's situation: by the end of 2012, we integrated radio, television, and newspaper resources to build a "three micro-platforms and one network and one terminal" all-media matrix, proposing the development concept of "content as king, news as foundation, strong undertaking, and prosperous industry." By the end of 2015, our station's converged media center was established, implementing a "technology, content, operation" trinity operational mechanism and conducting bold explorations. In October 2019, with strong support from the Xinyang Municipal Party Committee and Municipal Government, our station launched the relocation project of its affiliated Xinyang Television Transmission Station, which was approved by the Xinyang Municipal Development and Reform Commission, incorporating the construction of a converged media center as the main content of the project.

1.1 News as Foundation: The Direction

In February 2016, General Secretary Xi Jinping put forward the 48-character requirement for news and public opinion work, establishing the duty and mission of mainstream media in the new era. Under this requirement, radio and television converged media must firmly grasp propaganda direction, seize the "commanding heights" of public opinion, occupy the "main battlefield" of ideology, and implement "news as foundation" in practice. They must base themselves locally, face society, intensively cultivate local content, identify their coordinates and positioning in serving the central tasks and overall interests, and foster a fa-

avorable public opinion atmosphere for serving local economic and social leapfrog development.

1.2 Content Advantage: The Core

Regardless of how communication forms and channels change, audience demand for high-quality content remains constant. The transformation and development of media such as The Beijing News, The Paper, and Chengdu Business Daily demonstrate that only by adhering to “content as king” and maintaining content focus can media win development advantages through content superiority, continuously enhancing the pertinence and effectiveness of public opinion guidance to tell local stories more brilliantly. In the 5G era, with national top-level design and government support, radio and television no longer struggle with network construction but focus more on content application innovation, better aligning with the development trend of 5G and industrial integration. This is mainly reflected in: first, natural advantages in content applications—ultra-high-definition video, gaming, short videos, etc., all require massive content aggregation, which represents radio and television’s greatest advantage; second, fundamental changes in content monetization, shifting from competing for user numbers to competing for user time; third, business models no longer relying solely on advertising but becoming more diversified; fourth, the rise of online and offline education and knowledge payment platforms, as audiences hope to learn substantial knowledge in short timeframes to fundamentally solve practical problems, desperately using fragmented time to supplement deficient knowledge and continuously improve their knowledge systems; fifth, short videos will continue to flourish as both a spiritual and cultural carrier and content; sixth, radio and television-centered converged media are perceived as more authoritative by the public.

According to domestic authoritative media research institution CSM Media Research, survey data from over 70 cities in March this year shows that television, radio, and other media remain the most authoritative in audiences’ minds [Figure 1: see original paper]. During this year’s epidemic prevention and control period, our station launched a 4-hour large-scale online live broadcast “Cloud Appreciation of Maojian Capital” for the 28th Xinyang Tea Culture Festival. Statistics show that this event accumulated 23 million clicks among top-tier frequencies with over 1 million monthly mobile internet clicks. Meanwhile, to facilitate home learning for primary and secondary school students, our station broadcast a batch of domestic and international classic literature programs, and “Radio and Television + Live Commerce” has become the new normal.

1.3 “Throat and Tongue” Function: The Role

Radio and television serve as the “throat and tongue” of the Party and government and important ideological and cultural frontiers. In content dissemination, mainstream news communication represents the mission of radio and television media to undertake social responsibility and convey humanistic care anytime,

with innate media credibility playing an irreplaceable role in policy transmission and promoting social values. On December 30, 2015, the “Oriental Star” shipwreck on the Yangtze River received high government attention, with mainstream media using various means and forms to respond swiftly and powerfully, clarifying facts—the “throat and tongue” function speaks for itself. In April 2019, our station launched the “Television Government Inquiry” program, focusing on eliminating perfunctory attitudes and buck-passing work styles, providing a powerful supervision tool for the Municipal Party Committee’s “Cadre Style Enhancement Year.” During the COVID-19 epidemic prevention and control period, our station fully utilized emergency broadcasting and rural loudspeakers to release authoritative information, clarify rumors, stabilize public sentiment, and deploy prevention measures, playing an important role in organizing and mobilizing social forces to strengthen epidemic prevention and control command.

1.4 Sense of Responsibility: The Foundation

Strengthening the construction of mainstream radio and television media as the main ideological battlefield is fundamental to solidly advancing all radio and television work. This involves: first, strengthening news propaganda management to ensure correct public opinion orientation; second, strictly implementing the “three-level review” and “repeat broadcast re-review” systems; third, increasing and strengthening the quantity and intensity of public service advertisements to demonstrate media social responsibility; fourth, telling good local stories and spreading good local voices; fifth, strengthening news workers’ “four capabilities” to improve their core competencies.

2. Strengthening the Undertaking, Advanced Technology as Support: Innovating Content Forms to Open New Horizons for Mainstream Media

The characteristic of radio and television as technology-intensive has not changed, and converged media construction requires even more advanced technologies including 5G as support. Future competition will largely be “technology + talent” competition. To solidify and strengthen grassroots platforms, carriers, and positions, it is essential to strengthen independent innovation of key technologies and build professional teams, using advanced technology to support innovative content forms and provide continuous momentum for high-quality innovative development—this constitutes the second step of the “Golden Key Project.”

2.1 Establishing a “News + Government Services and Commerce” Operation Model

Upholding the concept of “news + government services and commerce,” converged media must adapt to segmented and differentiated communication trends, accurately target audience needs, expand public domain services, form an all-

round, multi-level, multi-voice mainstream public opinion matrix, build a grand propaganda work pattern, and create a new operation model adapted to media convergence development. Successful cases abound among domestic media institutions that have continuously explored and practiced, using advanced technology as support to innovate operation management models and build converged media platforms.

Zhejiang Changxing Media Group's converged media center, for instance, built a "Media Eye" central kitchen, establishing a "news + government services and commerce" operation model that achieves "one-time collection, multiple distribution, multiple products, multi-media communication." This model closely connects local government affairs, culture, services, supervision, and e-commerce, continuously expanding influence while achieving both economic benefits and good social outcomes, with nearly 300 million yuan in revenue in 2019.

5G radio and television terminals are primarily smartphones and tablets—the user presentation units for 5G radio and television services. They can directly receive one-way broadcast signals and also enable two-way internet access or interactive applications. Differences in user reception of relevant business processes through 5G radio and television apps mainly depend on whether broadcasting-related auxiliary data or value-added services are transmitted via intranet or internet OTT methods, and whether the system architecture supports third-party telecommunications carrier mobile users.

Meanwhile, 5G radio and television terminals must properly handle relationships with other ports, achieving integration with Douyin accounts, Weibo, WeChat official accounts, Weishi, Weizan, Toutiao, etc., as well as with mini-programs, online stores, and malls on these platforms and their connection to independent client apps. Traditional media such as print and television news present four characteristics in development [Figure 2: see original paper]. To address shortcomings, they must learn from new media development methods and techniques to achieve revitalization.

2.3 Advancing “Smart Radio and Television + Public Services” to Improve the Public Service System

Audience-centered approaches should accelerate transformation in “products, channels, and innovation.” Driven by transformation needs, media must clarify target positioning, define overall content, strengthen capacity building, and establish sound evaluation systems. Radio and television must intensify training for practitioners, strengthening the rapid transformation of all staff into converged media experts and proficient operators, while fully utilizing new product R&D experts, multi-media business operators in the converged media environment, and discovering and cultivating renowned anchors, journalists, and editors to stimulate internal vitality. Simultaneously, they should attract large numbers of online celebrities and influencers from society to rapidly assemble in the organization's converged media main battlefield.

In the 5G era, radio and television, as important participants and practitioners, must use 5G convergence technology as an industry breakthrough. The “Golden Key Project” aims to explore the connections and application patterns from product production to communication computing, IoT, and artificial intelligence, conforming to the development trends of converged media intelligence, integration, and consolidation. This will accelerate the transformation and sustainable development of traditional radio and television to more effectively occupy the main battlefield, spread positive energy, promote rapid development of social and people’ s livelihood undertakings, and enhance people’ s sense of happiness, gain, and security [4].

3. Innovative Management as Guarantee: Exploring the Establishment of Scientific and Efficient Management Systems to Stimulate Internal Vitality

The deep integration and development of radio and television media in the 5G era is an unprecedented practice, resulting in disruptive changes to traditional radio and television collection, editing, broadcasting, distribution, and audience reception. Therefore, achieving efficient connection across all links—from material collection, content distribution, category planning, presentation forms to release methods and terminal presentation—requires a complete management system for support. At a deeper level, this involves policies, systems, standards, evaluation systems, and talent team construction, with management innovation improving quality and efficiency, constituting the third step of the “Golden Key Project.”

3.1 Exploring Internal Patterns to Establish an Integrated Management System

Radio and television convergence development is built upon knowledge-intensive and labor-intensive foundations, forming a converged mainstream media platform that operates like a large corps—radio and television teams center on technical strength, while content production cooperates with massive individuals or institutions across society. To achieve large-scale content production, an integrated management system must be established, taking political and social benefits as prerequisites and economic benefits as guarantee, to satisfy people’ s needs to listen to and watch radio and television anytime and anywhere, making mainstream media voices omnipresent and ever-present.

3.2 Establishing Incentive Mechanisms to Form a New Radio and Television Convergence Development Model

Radio and television converged media must firmly grasp market pulses to build a systematic and diversified internal incentive mechanism that stimulates systematic innovation, enhances innovation capabilities, and achieves healthy and sustainable development. For years, internal incentive mechanisms have gener-

ally comprised three components: spiritual incentives, material incentives, and crisis incentives. In the new era, a system and mechanism highly compatible with the rapid development of self-media must be introduced, enabling those who have mastered advanced converged media to take the lead willingly, forming a “head goose effect” and achieving transcendental development.

Long-term incentive models can stabilize media innovation teams and ensure sustained and efficient innovation. Qualified radio and television enterprises may consider property rights incentives, allowing practitioners to own equity or options. Simultaneously, crisis incentives should be employed to create a tense atmosphere of crisis, keeping practitioners highly vigilant, continuously learning and innovating, and activating and releasing internal initiative and enthusiasm.

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