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Research on the Development Patterns of Broadcasting Media Under the Trend of Deep Media Convergence (Postprint)

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Abstract

With the continuous maturation of 5G technology and Internet of Things (IoT) applications, the convergence of broadcasting and television media has transitioned from traditional platform construction and media product development into a new “media ecosystem chain” stage. As a vital communication medium, broadcasting media must be propelled by intelligent communication technologies, grounded in the production of high-quality content, and through the construction of an all-media communication chain and the establishment of a premium content chain, deliver to the public refined and meaningful media works, thereby exploring pathways for the intelligent development of broadcasting. This paper interprets the trends in deep convergence of broadcasting and television media, and proposes specific countermeasures and recommendations in response to both the challenges and advantages inherent in broadcasting media convergence.

Full Text

Research on the Development Patterns of Radio and Television Media Under the Trend of Deep Media Convergence

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Abstract

As 5G technology and Internet of Things applications continue to mature, the convergence of radio and television media has entered a new “media ecological chain” stage, moving beyond traditional platform construction and media product development. As a crucial communication medium, radio and television

media must leverage smart communication technologies, produce high-quality content as its foundation, and build a comprehensive media dissemination chain to provide the public with tasteful and meaningful media works while exploring pathways for intelligent development. This paper interprets the trends of deep convergence in radio and television media and proposes specific recommendations to address the challenges and capitalize on the advantages of media integration.

Keywords: 5G; Internet of Things; integrated media; deep convergence; radio and television; technology empowerment; smart broadcasting

With the increasing maturity of smart technologies such as 5G, AR, blockchain, and VR, a new media environment has emerged, presenting development challenges for traditional radio and television media. To effectively adapt to the demands of the deep media convergence era, radio and television media must fully seize the opportunities presented by smart technologies. By innovating communication forms and developing new media channels, they can provide the public with broadcasting works that offer better viewing experiences, superior content quality, and exquisite production, thereby driving the continuous development of radio and television media toward high-quality and in-depth convergence.

1. Multi-Dimensional Interpretation of Deep Media Convergence Trends

As 5G technology and smart broadcasting applications further mature, media convergence is gradually expanding into new multi-dimensional domains. Radio and television media must fully grasp the opportunities of convergence development, actively extend into the “new media” field, and continuously explore new changes in communication forms, concepts, and content.

1.1 Connecting “Old and New Media” : Exploring New Integrated Communication Matrices

Against the backdrop of accelerated integration between traditional and new media, radio and television media have formed new integrated communication matrices by analyzing discourse dissemination patterns in the internet context, building their own new media platforms, or leveraging WeChat, Weibo, and other client applications. First, traditional radio and television media have essentially established a modern communication matrix of “broadcasting + new media” by utilizing new media terminals such as WeChat and Weibo and opening streaming media platforms like Kuaishou and Douyin, providing new “windows” for deep media convergence. Second, radio and television media have pooled advantageous resources to develop “platform-based” client applications, creating new user service ecological chains through App terminals. For instance,

mainstream media platforms such as “Yangshipin” (Central Video), “Nanfang Plus,” and “Mango TV” have gained significant influence. Third, radio and television media have actively integrated into the new communication environment by introducing new communication technologies to continuously optimize their media communication matrices. Currently, radio and television media are actively seizing opportunities in e-commerce live streaming, accelerating collaboration with commercial platforms, and building “broadcasting media + e-commerce” marketing platforms to create new television e-commerce ecological environments. For example, Hunan Satellite TV, leveraging its strong brand influence, created the “Mango Poverty Alleviation Cloud Supermarket” through public welfare platforms and special television live broadcast evenings, achieving excellent results.

1.2 Presenting “Diverse Forms” : Developing Multi-Type Content Communication Systems

As media convergence evolves toward the “intelligent media” domain, communication forms have become increasingly rich and diversified. Radio and television media have actively integrated into this new communication environment, processing and transforming media works and gradually upgrading from traditional graphics, text, and audio to comprehensive content types including live broadcast platforms and short videos. First, radio and television media have basically achieved the production and dissemination of various forms of media content. By leveraging new media platform advantages to disseminate news and broadcast videos, they have achieved substantial viewership and social attention, providing new directions for the “rebirth” of traditional radio and television media. Simultaneously, through three-dimensional communication methods such as video and audio, they have improved audience viewing experiences and increased platform user stickiness. Second, innovating communication forms has become a universal requirement for radio and television media to adapt to media convergence. Based on quality content production, radio and television media provide users with rich communication content including text, audio, and video through high-quality “media +” initiatives. For example, CCTV’s original micro-video “Original Aspiration” (初心) gained widespread audience recognition through exquisite production and high-quality content, with total views exceeding one billion, fully demonstrating the convergence advantages of radio and television media.

1.3 Achieving “Composite Development” : Forming Cross-Border Resource and Functionally Integrated Development Models

In the process of developing toward in-depth fields, radio and television media rely on smart platforms to connect with public demand, practice service consciousness, and further improve media functions, achieving an upgrade from traditional news reporting and public opinion guidance to new service-oriented and multi-functional models. On one hand, radio and television media have

promoted functional integration by relying on integrated media platforms, constructing a development model of “news public opinion + diversified services.” While reporting news information in a timely and accurate manner, radio and television media have expanded their audience groups and enhanced audience interaction by leveraging platform advantages and highlighting service features. For example, they have incorporated multiple modules such as weather forecasts, traffic inquiries, and life services into integrated media platforms, providing comprehensive and diversified services that have won audience praise and recognition. Guangzhou Daily has introduced 5G, cloud platforms, and live streaming technology to build the “Guangzhou Daily Live Cloud” platform with composite functions like “news + services,” offering users rich and diverse service projects that fully demonstrate the characteristics and appeal of media convergence. On the other hand, radio and television media have promoted the development of different regional media through integrated media platforms, forming a development system of “resource integration + alliance development.” In the open and shared internet environment, resource sharing systems have made resource sharing and interactive communication among various media at all levels more convenient, providing effective guidance for the integrated development of radio and television media. Hubei Television Station has relied on the “Changjiang Cloud” platform to incorporate 117 media outlets across the province, achieving comprehensive sharing of provincial news and manuscript information. Additionally, some grassroots radio and television media at the city and county levels have used smart technologies and service platforms to collaborate in a “cross-regional” manner, achieving optimal convergence results at relatively low transformation costs.

1.4 Innovating “Development Approaches” : Shaping Modern Management and Diversified Operation Integration Models

By integrating into the deeply converged communication environment, radio and television media have broken traditional development concepts, extended into short-video MCN ecosystems and new media spaces, introduced diverse industrial forms, and created new media environments. First, in terms of business models, radio and television media have effectively broadened development space and increased profit sources by launching live e-commerce businesses, building industrial parks, and establishing industrial investment funds, providing sufficient financial support for promoting deep media convergence. Second, as radio and television media continue to integrate with the mobile network environment, their development models have become more mature and complete, with further diversified business systems. Oriented by the “BesTV+ Streaming Media” strategy, Dragon TV SMG has integrated Shanghai’ s radio and television brand influence, user data, and advantageous resources through the BesTV APP, relying on internal listed companies to build a broadcasting 5G application platform and creating a video consumption ecosystem for mature consumer groups, exploring new development paths for the comprehensive transformation of radio and television media.

2. Development Dilemmas and Opportunities for Radio and Television Media Under Deep Convergence Trends

As the popularization, promotion, and application mechanisms of 5G technology in the broadcasting field continue to mature, a new media communication pattern and public opinion ecological environment have gradually formed. Faced with the new development trends of “smart broadcasting” and “smart media,” traditional radio and television media face both “multiple dilemmas” in technology, talent, and development concepts, as well as excellent opportunities with greater development vitality and space. Therefore, comprehensively analyzing the development situation of radio and television media from a dialectical perspective is of great significance for adapting to deep media convergence trends. Overall, these dilemmas and opportunities are mainly manifested as follows:

2.1 Realistic Dilemmas: Conceptual Lag and Difficult Integration Development

Under the impact of new media, the living space of radio and television media has further “shrunk,” with shrinking audience size, decreasing revenue sources, and intensified talent loss, presenting more complex transformation challenges. First, the difficulty of advantage transformation is significant. In the transformation process toward “smart media,” radio and television media suffer from poor platform aggregation capabilities, lack mature integrated media organizational structures, and lack good integration development experience and thinking. Even when some radio and television media have built new media platforms, they mostly represent simple “migration” of traditional media content, failing to form a good layout for differentiated development between old and new media or to achieve rational transformation of advantageous resources. Second, disadvantages have become more prominent. The financial dilemma of increasing expenditures and decreasing revenues constrains the integrated development process of radio and television media. Promoting deep media convergence requires substantial capital investment for new equipment and systems, yet most radio and television media lack sufficient marketization, suffer from serious advertising revenue decline, and have relatively single profit sources, resulting in significant funding gaps. The talent dilemma affects the smart development of radio and television media. Currently, radio and television media, especially at the grassroots level, lack full-time and professional composite media convergence talent, with even more obvious talent gaps in cloud computing, big data, and streaming media production. Third, conceptual challenges limit the level of integrated development of radio and television media. Particularly, grassroots radio and television media lack clear planning, affecting the effectiveness of integrated development.

2.2 Development Opportunities: Technology Empowerment and Expanded Development Space

With 5G technology, radio and television media can more accurately grasp audience psychology, communication orientation, and hot topics, providing intelligent support for the development of radio and television media toward smart media. First, smart technology “adds vitality” to the media industry’s development. As portrait recognition and big data technologies mature, radio and television media can use new technologies to achieve online content editing, real-time information push, and precise advertising placement, enhancing the vitality of radio and television media. Meanwhile, as AR, VR, and virtual robot technologies mature, they greatly optimize the public’s news reading scenarios. In 2019, Xinhua Zhiyun released more than twenty media robots covering the entire field of news media collection, production, and processing. By promoting “human-machine collaboration” in the news media industry, they promptly resolved difficulties in news production, effectively improved news production efficiency, and formed an intelligent news industry chain. Second, media convergence “broadens” the development space of the media industry. By leveraging the advantages of smart media, radio and television media actively extend into multiple fields such as shopping and tourism, creating a new “media +” ecological environment. Based on “Guizhou Broadcasting Cloud,” Guizhou Radio and Television has built a “smart broadcasting” ecological chain covering multiple scenarios such as the “Qian Goods Out of Mountains” program, the Xueliang Project, and telemedicine to meet public demand for commercial and civilian applications. This has achieved a comprehensive transformation from “watching television” to “using television,” forming a new “television +” development environment that broadens the living space of radio and television media.

3. Development Responses for Radio and Television Media Under Deep Convergence Trends

In the “Internet +” context, radio and television media face new challenges of “cross-border operation and diversified communication.” To maintain their influence in public opinion, they need to interpret the concept of “converged media,” introduce “new media” genes, build multi-media communication channels, rationalize internal management systems, and construct converged media platforms. By creating a communication ecological chain of “broadcasting + new media,” they can solve the “development dilemma” of radio and television media.

3.1 Technology Empowerment: Building an Intelligent Media Matrix with Integrated Convergence Concepts

Technology is an important prerequisite for driving deep media convergence in radio and television media. Therefore, radio and television media must emphasize the introduction of new technologies to optimize media content production,

production, and dissemination systems. By building a converged media matrix and optimizing the ecological environment, they can promote synchronized development of large and small screens and accelerate media transformation and upgrading. First, by introducing smart technologies such as 4K ultra-high-definition and video cloud connectivity, radio and television media can optimize media display forms and improve user viewing experiences. They should focus on using smart technologies to solve the problem of insufficient collaboration among editorial departments by introducing collaborative news information systems and mobile editing systems, adopting lightweight and professional imaging equipment, and properly constructing and maintaining “central kitchen” projects to achieve unified planning, distribution, reception, and feedback of news information. Second, radio and television media should reconstruct the information collection and production process, increase efforts in cultivating new media talent, and stimulate internal vitality and innovation. By establishing new media business companies, increasing the weight of new media business assessments, and hiring staff with new media thinking to be specifically responsible for new media business, they can effectively promote media convergence development. Third, they should emphasize the integration and aggregation of intelligent media resources, comprehensively apply the advantages and communication patterns of different media platforms, achieve rational division of labor and comprehensive collaboration, coordinate communication content across old and new media, and build an efficient, collaborative, and differentially developed integrated intelligent media matrix. In the process of promoting deep media convergence, Guangdong Radio and Television has consistently implemented a “two-screen-driven” strategy that integrates OTT large screens and mobile client small screens, with mobile terminals taking priority. This has formed a deeply converged new communication matrix including the television “Touching News App” and radio “Yue Ting App.” By leveraging the converging power of “media +,” they have expanded the public opinion development space of radio and television media and created a series of influential “phenomenal” media convergence products, exploring new paths for the integrated development of traditional radio and television media.

3.2 Innovation Acceleration: Expanding Development Space with Diversified Business Thinking

Facing the trend of deep media convergence, radio and television media must actively integrate into the new media environment, continue to leverage their experience advantages in news reporting, thought leadership, and public services, and enhance their development level and service dimensions by timely introducing smart technologies, innovating communication forms, and enriching communication channels. First, radio and television media should optimize their operational concepts by enhancing service functions and expanding development space on the basis of consolidating traditional advantageous businesses. By leveraging media convergence advantages, pooling regional resources, and interpreting service concepts, they can actively build proactive and service-

oriented communication platforms. Second, radio and television media should create intelligent forms through high-quality development models. They should improve the evaluation system for radio and television programs by establishing multi-dimensional evaluation methods that include reputation, downloads, and views to promptly address shortcomings in operation and development and promote deep media convergence. By introducing live streaming platforms, adding e-commerce sections, and building a new model of “converged media + live streaming + e-commerce,” they can leverage the platform and audience advantages of radio and television media to broaden their living space. Third, under the premise of maintaining correct public opinion guidance, radio and television media should analyze communication patterns in the “intelligent media era,” accurately grasp media convergence development trends, and choose appropriate nodes to “enter” the convergence process. By producing high-quality and boutique media works, building diversified communication channels, and developing smart media products, they can facilitate deep media convergence and firmly occupy the initiative and discourse power in the ideological and public opinion arena.

3.3 Content Leadership: Aggregating Audience Demand to Create High-Quality and Distinctive Content

As media convergence enters a stage of deep development, radio and television media must deeply understand audience needs and viewing habits. By interpreting communication patterns in the new environment, excavating high-quality information materials, reconstructing content production methods, and innovating content expression, they can attract public attention and respond to public demands with high-quality and distinctive content. First, they should focus on audience groups and introduce social media platforms to expand reader interaction space. Radio and television media should attempt to introduce the “television + community” operation model by developing WeChat mini-programs to provide diversified services for users, increase user stickiness, and improve service effectiveness. Second, they should aggregate audience demand by introducing cloud technology, WeChat service platforms, and client App technologies to form a new development system of cross-border resources and diversified content that meets the diverse needs of audience groups. Third, they should introduce new elements to create a distinctive and high-quality content system. Radio and television media should align with users’ reading habits, break single information dissemination forms, provide greater development space for media work creation, and enhance the value and vitality of communication content by creating optimal content reading experiences for users.

Promoting deep media convergence is a key measure for radio and television media to break through communication dilemmas, create new communication forms, and always occupy the public opinion arena. Faced with the new media convergence development environment, radio and television media should be guided by “internet thinking,” break through traditional integration dilemmas,

introduce new all-media technologies, strengthen innovation consciousness and service spirit, and build a diversified and industrialized business model based on the “media + cross-border” framework. By enriching media business forms and creating a new ecosystem that conforms to the characteristics of radio and television media, they can effectively respond to the era transformation of deep media convergence and maintain the influence and appeal of radio and television media.

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