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Post-Print Media Convergence Development of Local Television Stations in the New Media Era

Authors: Qiao Ran

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Abstract

In the context of the new era, the development of the new media sector is accelerating, presenting local television stations with both opportunities and severe challenges. Consequently, to distinguish themselves in this highly competitive industry, local television stations must seek development pathways for integration with new media. This paper provides a comprehensive investigation and discussion of media convergence development strategies for local television stations in the new media era.

Full Text

Media Convergence Development of Local Television Stations in the New Media Era

Author: Yanzhou District Media Convergence Center, Jining City, Shandong Province, Jining, Shandong 272100

Abstract: Against the backdrop of the new era, the development of the new media sector is accelerating. For local television stations, this presents both opportunities and severe challenges. To stand out in this highly competitive industry, local television stations must find development channels for integration with new media. This paper comprehensively explores and discusses the media convergence development strategies for local television stations in the new media era.

Keywords: New Media Era; Local Television Stations; Convergence Development Strategies; Network Technology; Media Convergence Center

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Since the rapid development of the Internet, new media has emerged with greater advantages compared to traditional media, offering more comprehensive and complete information with rich themes that attract public attention. As new media demonstrates promising development trends, an increasing number of people are shifting to new media careers, leading to expanded scales and platforms. However, content quality varies significantly, exacerbating resource consumption to a certain extent. Therefore, only by integrating new media with traditional media can a win-win situation be achieved.

1. Characteristics of the New Media Era

With continuous technological improvement and innovation, various new media forms have emerged, giving shape to the new media era. First, against this backdrop, news sources have undergone significant changes. Since the widespread popularization of the Internet, people can not only quickly access various resources through the network but also express their own views on news and information. Second, the general public has become disseminators of social news, able to publish hot topics around them using mobile applications. In the context of new media era development, news and information content has shown a trend toward richness, accelerating information dissemination speed to a certain extent and moving toward diversification. Finally, various new media forms have increased interaction with the masses, gaining attention from the broad public by bridging distances.

2. The Necessity of Media Convergence for Television Stations

Against the backdrop of rising socioeconomic levels, China has entered the new media era, with applications such as Weibo and WeChat being widely used, creating enormous impact and challenges for traditional media like television stations. In this context, traditional television media must keep pace with the trends of the times, innovate management concepts to meet new media development trends, abandon singular thinking, expand development pathways, and deepen integration with various new media platforms. During market operations, new media disseminates whatever information is needed, whereas traditional television stations primarily broadcast information to the masses through news reporting formats, lacking the ability to adjust content according to market demands.[1] At present, new media's sensitivity to market and information far exceeds that of television stations, imposing extremely high requirements and forcing television stations to actively transform. Only through mutual integration and development with new media can television stations meet market requirements, comprehensively disseminate needed information and content,

and ultimately achieve rapid transformation.

3. Challenges Faced by Local Television Stations

3.1 Serious Audience Loss

Due to the tremendous impact of new media, local television stations have been seriously affected, with audience loss being the most obvious and severe manifestation, specifically shown in the following aspects: First, as network technology continues to improve, the public has increasingly more channels to access information, and radio and television are no longer the primary sources. However, local television programs lack innovation, often featuring repetitive broadcasting or simultaneous online streaming. Objectively speaking, against the backdrop of widespread mobile phone and television usage, people clearly pay more attention to network dissemination. Second, television stations provide relatively singular material that fails to attract public interest. During the new media era, everyone can become a self-media entity, and obtaining materials is very convenient. In local television stations, material collection is integrated by institutional staff, resulting in relatively monotonous content lacking transparency and openness in selection. The emergence of new media has also created tremendous impact on local television stations, and over time, this has caused audience loss, failed to attract public interest, led to declining ratings, reduced advertising and other revenues, and made it difficult to attract professional talent.

3.2 Changes in Dissemination Paths

The rapid development of new media is closely related to the application of information technology and big data. With the help of new technologies, new media operation speeds have accelerated, and numerous self-media platforms have emerged. Existing new media service types are moving toward diversification, and comparative analysis with local television station operations reveals comprehensive differences between the two. Moreover, most enterprises and clients, aiming to highlight promotional effects and expand social influence, have focused on establishing cooperative relationships with new media platforms, thereby reducing local television stations' market share to a certain extent.

3.3 Challenges to Communication Functions

From a traditional functional perspective, new media functions have replaced traditional media functions and are even far superior. For instance, regarding movies, previously one could only watch blockbusters on television movie channels, but with new media, viewing channels have expanded and extended without restrictions—users can simply search for desired films on mobile applications. For television dramas, stations broadcast only fixed episodes daily, whereas new media can provide advance plot spoilers, letting audiences learn about story developments ahead of time. For weather, traditional media only offers three-day forecasts, while new media can provide weather changes for up

to one or even two weeks, helping people plan their future lives according to weather conditions.

3.4 Rapid Loss of Talent

At present, local television stations still use outdated management and promotion methods, causing rapid loss of talented personnel with low salary and benefits. Compared with new media, the latter places greater emphasis on young people's innovative abilities, using competence as a basic criterion for judgment and providing good promotion opportunities and compensation, enabling better development trends. Consequently, most outstanding traditional television personnel have chosen to leave traditional television stations for the new media industry. This lack of fresh blood hinders the normal development of television stations.

3.5 Intense Market Competition and Low Market Share

Along with intense competition in the media market, Internet technology has developed rapidly, providing technical conditions for new media development. In addition to offering extensive information dissemination channels for new media, it also creates corresponding platforms for further new media development.[2] Currently, various operators have increased cooperation with new media to seize market share, resulting in declining market share for television stations and serious operational pressures.

4. Development Paths for Media Convergence

4.1 Expanding Development Channels

In the new media era, for local television stations to achieve sound development and media convergence, they must extend and improve development channels according to their own advantages. First, local television stations should keep pace with the trends of the times, innovate business models, abandon traditional concepts, and integrate with new media development philosophies. During this process, they must also improve and innovate the previous single-output information dissemination model, deepen interaction and communication with audiences to gain public recognition and attract attention. On the other hand, they must strengthen cooperation with various media by creating official accounts on new media platforms to enrich and improve news program resources, thereby accelerating media convergence development. Additionally, local television stations must rationally utilize various resources to improve utilization efficiency, ensure television programs integrate with people's daily lives, and thus construct television programs with good advantages and characteristics to achieve broadcast effectiveness. Finally, local television stations should implement cross-platform and cross-institutional cooperation to mutually complement advantages and deficiencies with new media, moving toward better trends on the basis of further expanding and extending their own development channels.

4.2 Clarifying Positioning and Innovating Profit Models

First, television stations must clarify their positioning, combining corporate thinking to improve and innovate traditional television management concepts to stand out in the competitive media market. Integrating Internet technology with television stations, they should use Internet technology to innovate programs, attract public interest, optimize and improve various television resources, deepen cooperation and communication among departments and employees, build a professional and experienced television media team, enhance professionalism, increase revenue efficiency, and ensure stable development. Second, as new media development accelerates and information dissemination efficiency improves, channels for obtaining information have multiplied, reducing public acceptance of advertising. Currently, China's supervision of advertising placement has gradually intensified, reducing the number of advertisements broadcast on television stations and consequently decreasing revenue. Therefore, to achieve media convergence development, television stations must innovate and improve their profit models, abandon the previous single advertising revenue model, reduce the proportion of advertising income, and improve profit structures. For example, television stations can regularly hold offline events using live webcasting and television broadcasting methods, generating profits from venue fees, live streaming, and ticket sales to improve ratings and economic benefits.

4.3 Emphasizing Timeliness and Unlocking News Value

First, Internet news dissemination has certain real-time characteristics, which clearly requires news media organizations to abandon previous single news types and prioritize conveying news information to ensure audience browsing. Therefore, when television news collects and disseminates information, it must focus on news clips and materials, combining them to reflect social events, expressing important news content within a short time frame to enhance news dissemination timeliness. Additionally, television news reporters must align with the needs of the people during news editing, regularly communicating and exchanging with the masses to verify news authenticity, thereby establishing correct values and public opinion guidance in society. Second, disseminate and stimulate the potential value of news. For traditional television news reporters, during news gathering and editing, they cannot overly record dialogues according to the course of news events, as this may cause ideological value deviations in news dissemination. Particularly for rich news content, television news reporters must follow the principle of selecting the essential and discarding the dross, specifically choosing high-value and positive-energy news clips for organization and editing to improve news authenticity and credibility. They must reflect the potential value within news materials according to news development trends, focusing on analyzing the causes, processes, and results of news events. Therefore, after television media journalists participate in new media information dissemination, they must enhance their ethical standards, consistently adhere to bottom lines,

innovate traditional news gathering and editing methods, and thus achieve role transformation and development.

4.4 Building All-Media Platforms

The development path of television media convergence is closely related to standardized all-media platforms. Television stations must formulate sound media publicity platforms based on their own development status. For example, television stations can create accounts on new media platforms, adjusting published information content, timing, and frequency according to actual traffic data for different content, integrating Internet thinking concepts, clarifying their positioning in new media, deepening exchanges and cooperation with new media platforms, merging ideological concepts with their own development, enriching new media experience, and highlighting news dissemination authenticity. At present, mobile phones, computers, and tablets are widely used, reducing television usage frequency, while information dissemination through mobile applications has accelerated and become very convenient. Based on this, television stations must vigorously cooperate with the Internet and mobile Internet to achieve mutual benefit. On one hand, television stations must participate in tripartite cooperation, integrate resources, and optimize industrial structures. On the other hand, they should cooperate with other self-media platforms to expand television station influence and scale. Faced with lagging dissemination technology, imperfect management systems, and lack of professional talent, television stations can increase cooperation with other Apps, create their own channels within Apps, and actively encourage staff to enter these platforms through account authentication to attract public attention.

4.5 Establishing All-Media News Gathering Platforms

Traditional news material collection primarily relied on telephone and email forms, using relatively backward and singular collection methods with low efficiency, overly monotonous materials, and high consumption of human and material resources, making it difficult to meet basic television program production requirements, especially the actual requirements of new media reporting in the mobile Internet era. Based on this, television stations must improve dissemination methods, deepen interaction with the masses, understand public needs, and use telephone, email, WeChat, and Weibo to gather news materials. Television stations can also apply for official accounts on third-party platforms, allowing the public to feed back their news materials to television stations through these platforms or express their views on news, deepening public interaction, enhancing attention and experience, thereby helping television stations establish a good image and fully exert promotional effects.

4.6 Strengthening All-Media Personnel Training

In the new media era, local television stations must strengthen talent team construction with high priority, accelerating media development through vigorous

training. First, local television stations should establish a sound talent training system according to their own conditions, regularly training work teams during this process to enhance professional skills, establish good innovation concepts, and improve overall strength. Second, create a performance evaluation system to reasonably quantify work assessment indicators and evaluation metrics, providing promotion mechanisms for well-performing staff to stimulate work enthusiasm and encourage active participation. Third, local television stations must further adjust and improve recruitment systems to introduce talents with comprehensive knowledge and rich experience. Fourth, local television stations should establish correct brand concepts and cooperate more with local university media programs to ultimately cultivate all-media talents aligned with new era development.

From the above discussion, with the improvement of socioeconomic levels, new media has developed rapidly, and traditional media platforms like television stations face severe challenges, especially local television stations. If television stations cannot actively respond to and address these challenges, they will be eliminated by the competitive market.[3] Only by correctly understanding new media characteristics and development trends, comprehensively exploring the impact of the new media era on television stations, transforming management concepts, innovating management methods, improving television station operation systems, and deepening cooperation with new media can television stations meet new media era development needs, enhance their competitiveness in the new media era, and ultimately achieve rapid development and mutual benefit.

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Author Bio: Qiao Ran (1980-), female, from Jining, Shandong, journalist, research interests: news gathering and editing, program planning.

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

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