

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.01235](https://chinaxiv.org/items/chinaxiv-202310.01235)

---

# Exploration of Smart Local Converged Media SaaS Service Platform Construction: Postprint

**Authors:** Yang Shengli

**Date:** 2023-10-08T00:00:00+00:00

## Abstract

With the deepening development of media convergence, the demand for centralized supervision and services for localized new media has become increasingly pressing. Through the establishment of a unified and centralized service management platform, centralized management of localized media accounts can be achieved, enabling functionalities such as propaganda directive dissemination, material management, one-click press release distribution, and centralized aggregation and monitoring of published content, thereby leveraging intelligent, jurisdiction-based, intensive, and big data-driven assisted content creation. This approach not only enhances management capabilities and operational efficiency, but also more effectively guides public opinion and secures the commanding heights in the discourse landscape. Providing the service platform through SaaS not only meets the requirements for centralized, unified, and intensive management, but also reduces costs and enables rapid deployment and application.

## Full Text

### Preamble

**Title:** Exploration of Smart Local Media Convergence SaaS Service Platform Construction

**Author:** Yang Shengli, Tianjin Sports Media Co., Ltd., Tianjin 300221

**Abstract:** With the deepening development of media convergence, the need for centralized supervision and services for localized new media has become increasingly urgent. By constructing a unified and centralized service management platform, we can achieve centralized management of local media accounts, propaganda directives, and materials, enable one-click press release distribution, and implement centralized monitoring of published content. Leveraging big data-based intelligent assisted creation within the locality enables intensive operation. This approach not only enhances management capabilities and work

efficiency but also better guides public opinion and occupies the commanding heights of discourse. Providing the service platform through SaaS satisfies the need for centralized and intensive management while reducing costs and enabling rapid deployment.

**Keywords:** media convergence; service management platform; localization; media supervision SaaS; centralized management

**Classification:** TN943.6

**Document Code:** A

**Article ID:** 1671-0134(2021)01-095-02

**DOI:** 10.19483/j.cnki.11-4653/n.2021.01.028

**Citation Format:** Yang Shengli. Exploration of Smart Local Media Convergence SaaS Service Platform Construction[J]. China Media Technology, 2021(01): 95-96.

## 1. Background and Necessity Analysis

With the rapid development of mobile social platforms, government new media and self-media have opened numerous new media accounts. While these accounts meet the personalized needs of netizens, they also exhibit problematic tendencies such as excessive entertainment orientation, uneven content quality, and insufficient control over published content. As early as the end of 2018, the General Office of the State Council issued the “Opinions on Promoting the Healthy and Orderly Development of Government New Media,” and in September 2020, the General Office of the CPC Central Committee and the General Office of the State Council jointly issued the “Opinions on Accelerating the In-depth Development of Media Convergence.” These policy documents propose new requirements for the integrated and healthy development of new media, calling for hierarchical, categorized, localized, and full-process management of various media types. They require advancing supply-side structural reforms in content production, placing greater emphasis on online content construction, maintaining content discipline, focusing on content quality, expanding high-quality content production capacity, innovating content presentation forms, and enhancing content dissemination effects.

To strengthen monitoring and management of local new media, we must build a centralized management platform within the locality that encompasses official media, directly affiliated units, subordinate units, and self-media. This platform should integrate various new media publishing channels such as WeChat, Weibo, Toutiao, Apps, and Douyin to achieve intensive management. It is essential to establish unified process control for important news and policy announcements while implementing centralized monitoring of publishing content, frequency, clicks, and readership data. Such measures can better realize and strengthen the Party’s management and guidance functions over local new media, enabling them to play a correct role in guiding public opinion and serving the public.

## 2. Key Design Principles

### 2.1 Centralized Management and Intensive Construction

Centralized management addresses multi-level unit management, user management for each unit, role management, and permission management for each role. The material management system covers basic material collection, including upload, conversion, classification, indexing, and retrieval sharing of text, image, audio, and video materials. Content production supports topic planning, collection, editing, multi-level review, and multi-platform publishing of converged media manuscripts. Effect evaluation enables automatic retrieval of published content, evaluation of manuscripts, journalists, editors, new media accounts, and overall unit performance. Propaganda management includes propaganda instruction tasks, external propaganda management, and press release management. The SaaS service model offers low-cost, efficient establishment of an intensive management platform. The system is open and extensible, providing service interfaces for easy integration with other systems, including account management for local media and configuration management of locality-specific sensitive words.

### 2.2 Hierarchical Authorization Management

Within a locality or industry, there are official media such as newspapers and television stations, as well as WeChat, Weibo, Toutiao, and Douyin accounts of directly affiliated departments and subordinate units. These new media platforms serve both government functions and roles in gathering the public and propaganda guidance. Some government new media and self-media accounts feature large fan bases, wide coverage, and high user stickiness. To facilitate management, a hierarchical authorization management model can be adopted within the locality based on different media types and levels.

### 2.3 Balancing Supervision and Empowerment

While providing management tools and means for functional management departments, the platform should also provide convenient tools and auxiliary production instruments for units at all levels, including materials, sharing, editorial workflows, content review, intelligent creation, intelligent editing, and one-click publishing. This approach enhances content creation efficiency and quality. Simultaneously, it strengthens training for new media practitioners and expands functions for content planning, collaboration, and sharing on new media platforms. By effectively supervising and empowering these widely covered and attractive local new media publishing channels, we can further improve their content publishing quality and achieve unified process control over important news and policy notifications.

## 2.4 Meeting Practical Work Application Scenario Needs

Positioned in actual work practice, the platform must meet the needs of various application scenarios, including centralized management, material management, content production, effect evaluation, and propaganda management. This approach better realizes the Party's management and guidance functions over local new media and enables them to play a correct role in serving and guiding the public.

## 3. Planning and Construction Objectives

Through the construction of the smart local media convergence SaaS service platform, we aim to achieve hierarchical manageability, monitorability (before, during, and after events), and traceability (full-process logging, tracking, and querying) within the locality. This not only improves management levels and efficiency but also enables regional sharing, collaboration, and empowerment, maximizing media propaganda effects and better serving and guiding the public within the region.

## 4. Platform Function Construction Plan

The smart local media convergence SaaS service platform is designed based on the SaaS concept, providing essential functions to meet business production application scenario needs. These include big data services, communication analysis services, local unit management, unified material management, media convergence content production, effect evaluation systems, propaganda management, and data visualization aggregation display. The platform can interface with social platforms such as WeChat, Weibo, Toutiao, and Douyin through API services to achieve manuscript push and communication data retrieval. It can also integrate with existing websites and Apps through customized interface development.

## 5. System Characteristics and Advantages

This platform is oriented by actual business needs and application scenarios, designed based on a SaaS service bus, and positioned for local new media content management, content production, and propaganda management through low-cost, highly efficient integration. The service platform can function as a content production and publishing platform, a propaganda management platform, or a content sharing platform within the locality. It features the following characteristics and advantages: multi-level local management to satisfy hierarchical management within the locality, and full scenario coverage to realize propaganda management, content supervision, and content production across all scenarios.

## References

- [1] Li Hongbo. Smart Media Propaganda Service Platform Construction Ideas[J]. China Media Technology, 2019(06): 113-114.
- [2] General Office of the State Council. “Opinions on Promoting the Healthy and Orderly Development of Government New Media” [OL]. [http://www.gov.cn/zhengce/content/2018-12/27/content\\_{5352666}.htm](http://www.gov.cn/zhengce/content/2018-12/27/content_{5352666}.htm); December 27, 2018.
- [3] Pam Baker. Big Data Strategy[M]. Beijing: Tsinghua University Press, 2019.
- [4] Fu Dengpo, Jiang Min, Ren Yinzi, Sun Shaoyi. Data Middle Platform[M]. Beijing: Mechanical Industry Press, 2020(5).

**Author Profile:** Yang Shengli (1983-), male, Tianjin, assistant engineer, research direction: big data service applications.

**Responsible Editor:** Zhang Xiaojing

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

*Source: ChinaXiv –Machine translation. Verify with original.*