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Deepening Technology Enhancement Initiative to Aggregate New Drivers for High-Quality Development: Postprint of Southern Media Group's 3rd Technology Conference and Big Data + Blockchain Summit Forum

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

Abstract

Currently, technology is accelerating the reshaping of media forms and industry ecology, becoming one of the decisive forces in media transformation and convergence development. Since 2017, Southern Media Group has held the Technology Conference for three consecutive years, serving as an annual comprehensive review and showcase of achievements in technology empowerment and data-driven content production and distribution.

Full Text

Preamble

By He Kun

Conference Overview

On December 12, 2019, the Southern Media Group Technology Conference and “Big Data + Blockchain” Summit (hereinafter referred to as the “Technology Conference”) was held in Guangzhou. The conference was guided by the China News Technology Workers Association, the National Chinese News Information Standardization Technical Committee, the Guangdong Provincial Communications Administration, the Guangdong Provincial Journalists Association, and the Guangdong Provincial Newspaper Association. Nearly 300 participants attended, including members of the National Chinese News Information Standardization Technical Committee, media technology and data leaders from across Guangdong Province, representatives from universities and enterprises, and big data institution representatives from party and government departments.

Strategic Context and Achievements

Currently, technology is accelerating the reshaping of media forms and industry ecology, becoming one of the decisive forces in media transformation and convergence development. Since 2017, Southern Media Group has held the Technology Conference for three consecutive years, serving as an annual comprehensive review and showcase of achievements in technology empowerment and data-driven content production and distribution.

The 2019 conference, themed “New Era of Intelligent Media, New Drivers of Convergence Innovation,” focused on how blockchain and big data can empower era development. In his address, Huang Changkai, Editor-in-Chief of Southern Media Group, stated that in recent years, Southern Media Group has adhered to a “mobile-first, data-first, user-first” strategy, vigorously implemented the party newspaper function enhancement plan, successfully achieved the revision and reform of *Southern Daily*, accelerated the development of the “Nanfang+” flagship mobile platform, successfully implemented the “Enhancing Technical Capabilities to Serve Convergence Transformation” project, and smoothly upgraded four major technology empowerment projects: the group’s central database, intelligent management platform, hybrid cloud, and overall network security system. The group has also vigorously built two national-level key laboratories—the “Media Big Data Application Laboratory” and the “Publishing Convergence Development Laboratory”—while developing a batch of media big data application products such as the Southern Data Service Platform, which have effectively enhanced the intelligence level of content production and distribution.

Technology Innovation Awards

Throughout the continuous implementation of the technology enhancement project, Southern Media Group’s technological innovation has permeated every aspect of the group’s intelligent transformation. In the 2019 Southern Media Group Technology Innovation Award selection, the group’s various media units achieved abundant results in technological innovation and data application development. The number of projects entered for the annual selection reached 43, showing continuous growth in quantity and sustained improvement in quality compared with previous years, fully demonstrating new ideas and explorations for empowering the group’s intelligent transformation through technology. The conference solemnly announced the 2019 Southern Media Group Technology Innovation Award winners, which include: the Group “Three Majors and One Large” Information Supervision Platform, Xiaonan 3.0 (Group Intelligent Management Platform), Group 5G Smart Campus Phase I, Group Central Database Editorial Data Collection System, Southern Video Contributor Platform, 4K+5G+VR Exclusive Live Streaming, Southern Weekend Paid Project Phase II, Machine Writing Platform Focused on Public Companies, Southern Red Shield (Southern Media Copyright Operation and Maintenance Platform), Southern Public Opinion Product Diversified Rapid Response System, Southern Sunshine Mall, and Southern Premium Community Group Buying System.

Industry Recognition

While Southern Media Group's technology capability building has blossomed within the group, it has also gained widespread industry recognition. The group-recommended project "Southern Public Opinion Data Middle Platform Technology and Product System" won the second prize of the 2019 Wang Xuan News Science and Technology Award, while two projects—"5G Network-Based Remote Video Conference System" and "Nandu Editorial Smart Platform"—received third prizes. At the 2019 China Newspaper Industry Technology Annual Conference, Southern Media Group also won multiple heavyweight awards: Guangdong Southern Media Mobile Media Co., Ltd. and Guangdong Southern Media Group New Media Co., Ltd. both won the 2019 China Newspaper Industry Technology Innovation Enterprise award; "Southern Media Group Intelligent Management Platform Xiaonan 2.0" and "Nanfang+ Big Data Platform Based on Southern Party Media Algorithm" both won the Special Prize for "China Newspaper Industry Media Convergence, Informatization, and Cybersecurity Project" cases; three projects—"Group Editorial Data Collection System," "Machine Writing Platform Focused on Listed Companies," and "Newspaper-Web-Client Product Content Intelligent Risk Control System"—won first prize for cases; "Group Big Data Visual Analysis Platform" and "Southern Media Security Shield" won case innovation awards; "Group Infrastructure Hybrid Cloud" won case excellence award; Comrade Wu Xian won the title of "2019 China Newspaper Industry Outstanding Technology Worker"; and two papers—"Exploration and Practice of Building a Data Service Management Platform Using Microservices Architecture" and "Construction Practice of Southern Media Xiaonan Intranet Collaborative Information Release Application Upgrade"—won first and third prizes respectively at the 2019 China Newspaper Industry Technology Annual Conference paper competition.

Expert Perspectives on Emerging Technologies

Su Shaolin, Director of the Guangdong Provincial Communications Administration, stated in his address that as a new-generation distributed data ledger technology, blockchain will transform traditional data storage and recording methods, featuring decentralization, immutability, cross-boundary capabilities, high reliability, and transparency. Its applications have extended to digital finance, IoT, intelligent manufacturing, supply chain management, digital asset trading, and other fields, demonstrating strong development momentum and becoming an important force in promoting the evolution from "information internet" to "value internet."

Multiple experts noted that big data and blockchain technologies are triggering transformations in media forms and the rediscovery of media value. Gao Wei, author of *Data Asset Management—Unlocking the Invisible Wealth of the Big Data Era*, mentioned that "for media, manuscripts are no longer just text, but extremely precious data assets." In the view of Wu Guowei, Executive Deputy Secretary-General of the New Standardization Committee, "standardization con-

struction can enhance the ability to discover news information resources.” Yu Hao, General Manager of the China Telecom Government and Enterprise Solutions Department, boldly predicted that “90% of content will be presented through video in the future. Through a shared media asset platform, interview content will be uploaded to the cloud nearby, while audiences will experience it immersively through 5G+VR.”

Platform Launch and Strategic Partnerships

As an important measure to implement Southern Media Group’s “data-driven, technology-empowered” strategy and promote the construction of an intelligent cultural media group, the Southern Data Service Platform was officially launched on the day of the Technology Conference. Southern Data will consolidate Southern Media Group’s data service capabilities, enabling the connection, openness, circulation, and application of authoritative data from party media.

At the Technology Conference, Southern Media Group also advanced multiple signing and cooperation initiatives:

Future Media Research Institute: Southern Media Group and Jinan University jointly initiated the establishment of the Future Media Research Institute, aiming to enhance communication capabilities and improve public information welfare as its goals. Through resource integration, technology convergence, project collaboration, and talent aggregation, the institute is committed to building an open future media technology research center.

Media Big Data Application Laboratory: As one of Southern Media Group’s two national-level key laboratories, the Media Big Data Application Laboratory welcomed its “strongest brains.” Fan Yijin, Dean of the School of Journalism and Communication at Jinan University, was appointed as the Academic Committee Director of the laboratory. At the ceremony, academic committee members including Professor Zheng Zibin from the School of Data and Computer Science at Sun Yat-sen University and Li Jiongcheng, Dean of the Guangdong Telecom Big Data Engineering Institute, were presented with appointment letters.

China Telecom Partnership: Southern Media Group signed an agreement with Guangdong Telecom to establish a comprehensive strategic partnership in 5G services, IoT, blockchain, and big data.

CNKI Partnership: Southern Media Group signed a strategic cooperation agreement with China National Knowledge Infrastructure (CNKI) to jointly explore and develop intelligent media big data application products and strengthen the knowledge resources for media and cultural construction in the Guangdong-Hong Kong-Macao Greater Bay Area.

The author is affiliated with Southern Media Group.

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

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