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From Converged Media to Intelligent Media: The Missing “Taiji” Post-Print

Authors: Cao Sufang

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Abstract

The winds and waves of the artificial intelligence and 5G era are upon us, and the media industry must ask itself: is it truly prepared? Machine learning, image recognition, and natural language processing technologies are now widely deployed in news and communication, creating unprecedented opportunities for media convergence. This cross-disciplinary integration of AI and media is both timely and profound. In response, Taiji Computer Corporation has launched an intelligent media convergence ser...

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The Path from Converged Media to Intelligent Media: The “Taiji” Bridge

The winds and waves of the artificial intelligence and 5G era are upon us, and the media industry must ask itself: is it truly prepared? Machine learning, image recognition, and natural language processing technologies are now widely deployed in news and communication, creating unprecedented opportunities for media convergence. This cross-disciplinary integration of AI and media is both timely and profound. In response, Taiji Computer Corporation has launched an intelligent media convergence service solution designed to empower the construction of new mainstream media groups. Built upon its self-developed “Intelligent Media Convergence Service Platform,” this solution addresses four core business segments—command planning, content gathering and editing, news distribution, and auxiliary decision-making—by integrating production capabilities, new media operations, and big data services. It enables unified editing, publishing, and management of graphic, text, and audio-visual content across all media channels, fundamentally redefining the entire news production workflow from strategy to gathering, editing, distribution, and feedback. This provides robust technological and service support for media organizations’ deep transformation,

county-level convergence center construction, and external communication guidance for government and enterprise units, driving the industry's upgrade toward "intelligent" and "smart" operations.

Liu Fan, General Manager of the Culture and Tourism Strategic Business Unit at Taiji Computer Corporation's Innovative Business Group, offers deep analysis on this transformation. "Since the Central Committee for Comprehensively Deepening Reform approved the 'Guiding Opinions on Promoting the Converged Development of Traditional and Emerging Media' in 2014, China has witnessed a wave of media convergence," Liu notes. "Today, most media organizations have initially established converged media systems and are actively introducing advanced technologies like cloud computing, big data, AI, and knowledge graphs to fully empower media development."

County-Level Media Convergence: Models and Imperatives

In August 2018, President Xi Jinping emphasized at the National Conference on Propaganda and Ideological Work that "we must solidly advance the construction of county-level converged media centers to better guide and serve the people." Following the central publicity department's deployment in September 2018 to achieve nationwide coverage by the end of 2020, 2019 became a critical year for this initiative. Liu Fan observes that despite the proliferation of county-level centers, implementation paths vary considerably, falling into three primary models. The first involves provincial media building cloud platforms while counties simply open accounts. This facilitates unified provincial management but limits counties' ability to address personalized needs, creating discontinuities in the communication model. The second model has each county building its own private cloud, offering greater customization but requiring substantial investment, lengthy development, and risking the creation of information silos. The third model features municipal-level media leading the construction of hybrid cloud architectures.

"Whether at the national, provincial, or county level, successful convergence requires organizational integration, platform integration, content integration, distribution integration, and operational integration," Liu explains. Achieving these five integrations demands first, ideological alignment and comprehensive planning to lay the foundation for institutional reform; second, aggressive talent acquisition and development, innovative convergence mechanisms, and the construction of a modern communication system to support long-term business growth; and third, leveraging advanced technologies and concepts to reconstruct business and operational models, enhancing capabilities for content monetization and knowledge commercialization to achieve self-sustaining innovation.

"Taiji has been fortunate to undertake numerous county-level converged media center projects," Liu shares. "Our experience shows that building these centers to integrate resources and platforms, streamline institutional mechanisms, and expand service domains represents a path of intensive, localized, and branded

transformation. This aligns with both national policy requirements and the survival and development needs of county-level media.” He further notes that the 2018 merger of the Ministry of Culture and the National Tourism Administration signaled a national strategy of “promoting tourism through culture and highlighting culture through tourism.” This favorable environment calls for new economic growth drivers at the local level. For counties, using converged media centers to open information channels and promote local tourism resources achieves multiple beneficial outcomes.

Following this national trend of deep culture-tourism integration, Taiji established its Culture and Tourism Strategic Business Unit. “Based on our deep understanding of technology applications in both media and tourism, we aim to help media organizations lead with culture, tell China’s stories well, and add narrative depth and warmth to tourism experiences, while serving the entire tourism industry chain and integrating culture and tourism into broader socioeconomic development,” Liu concludes.

Navigating the Transition to Intelligent Media: Opportunities and Cautions

As the industry evolves from converged media to intelligent media, with culture-tourism integration on the horizon, disruptive changes will continue reshaping the media landscape. Liu advises that traditional media must “plan according to the trend, act in response to the trend, and ride the momentum” by leveraging network advantages to adjust mechanisms and improve themselves, embracing the new era of “everything connected, virtual-physical integration, intelligent computing, and open sharing” with an open and learning mindset.

However, he also warns that new technologies inevitably bring negative consequences that warrant early vigilance. Using customized news 推送 as an example, Liu points out that news apps leverage big data and algorithmic advantages to deliver personalized content. Yet because users’ media literacy varies widely and recommended content cannot always effectively capture valuable journalism, users become trapped in their preferred worlds, unable to access perspectives beyond their circles—ultimately falling into “information cocoons.”

Moreover, artificial intelligence raises concerns about media ethics violations. For robot journalism, Liu notes that when AI-generated news contains errors, the absence of clear legal frameworks makes accountability impossible, while the negative impact of false information remains irreparable. Additionally, news-writing algorithms are vulnerable to hacking; malicious actors could modify programs to publish content that triggers social panic. Furthermore, data-scraping robots may infringe upon users’ privacy rights and right to be forgotten.

“China’s media serve as crucial information outlets, and the effective dissemination of high-quality journalism is vital for both the nation and its people,” Liu emphasizes. “Since its establishment in 1987, Taiji has remained a steadfast, high-caliber IT service team for national initiatives, participating in numerous

national policy and standard-setting processes. We hope to apply our technological expertise and deep collaboration experience with central, industry, and regional media to serve more organizations, truly advancing the development of media convergence in China.”

From a supporting role of providing technology and services to a leading role in constructing the intelligent media ecosystem, Liu states that Taiji itself is iterating and upgrading to be “customized for the era” and “unlocking value for users,” thereby better serving media’s transition from converged to intelligent media.

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

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