

# Development Trends and Prospects of Traditional Broadcasting's New Media Transformation (Post-print)

**Authors:** Hou Jiangtao, Sun Junqiang

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## Abstract

This paper analyzes the development trends of the new media transformation of traditional broadcasting and explores its prospects in depth through integrating internet radio, leveraging internet development, and adopting data analysis, hoping to provide effective reference for relevant practitioners.

## Full Text

### Abstract

This paper analyzes the development trends of traditional broadcasting's transformation into new media and explores its prospects through the integration of internet radio, reliance on internet development, and adoption of data analytics, aiming to provide valuable references for relevant stakeholders.

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## 1. Characteristics and Challenges of Broadcast New Media

### 1.1 Key Features

The primary characteristics of new media can be summarized as wireless transmission and interoperability based on digital technology. From a media development perspective, China's current audience can be categorized into three groups: television viewers, mobile phone users, and internet users. Researchers must

examine these three media forms to identify challenges within China's broadcast new media landscape. Overall, the internet's prominent advantages have accelerated the development of online video. Typically, online video acquires resources through media outlets and service providers, offering live streaming or on-demand content that showcases both audio and visual elements. For instance, early 2006 witnessed a surge in domestic online video platforms, which gained significant competitive advantages. By the 2008 Beijing Olympics, new media forms began evolving as government oversight increased, leading to more standardized copyright management and the disappearance of many non-compliant video sites from the market.

## 1.2 Development Challenges

Currently, China's online video development faces numerous issues. First, copyright ambiguity and excessive content duplication have resulted in serious resource waste and management difficulties, with a noticeable trend of imitation and lack of effective innovation. Additionally, the proliferation of inappropriate videos online complicates regulation, and their rapid, widespread dissemination creates negative social impacts. Furthermore, the image quality of new media video transmission requires improvement. Due to incomplete network video technologies, the output environment fails to demonstrate robustness, causing audiences to experience slow transmission speeds and poor video clarity. Finally, the commercial profit models for traditional new media remain underdeveloped, preventing companies from maximizing economic benefits. This flawed business model leads to singular profit methods and increasingly apparent revenue-expenditure imbalances.

## 2. Development Trends of Traditional Broadcasting's New Media Transformation

### 2.1 Diversification of Broadcast Expression Forms

Traditional broadcasting has employed relatively simple forms, relying primarily on audio as its transmission medium. Audiences could only receive information passively through sound. However, socioeconomic development has elevated audience expectations, requiring media to adopt multiple forms and diverse communication angles to present information comprehensively. To achieve new media transformation, broadcast media must integrate internal information and use audio as the foundation while incorporating photos, images, and text to enable one-to-many transmission. This approach expands broadcasting's inherent advantages and maximizes dissemination, making new media transformation a viable development path for traditional broadcast media.

### 2.2 Diversification of Broadcast Listening Channels

Contemporary users predominantly utilize audio applications such as WeChat and voice assistants. These devices employ intelligent systems to recognize

human language, enabling smooth communication and information exchange after rigorous analysis. However, broadcast media's listening effectiveness is achieved through professional social software and public platform distribution. For example, numerous FM mobile applications currently available in the market allow users to search for desired programs. These integrated platforms combine recording, editing, storage, and listening functions—exemplified by Qingting FM and Ximalaya FM—offering various versions for different mobile phone models. Users can record programs up to one hour long, add multiple music tracks, and switch between atmospheric settings. During post-production, specialized systems handle noise reduction and mixing, minimizing recording challenges. During audio playback, users can seamlessly switch between radio, music, and audiobooks, with common examples including Kugou Music and Baidu Music. This one-stop solution enables single-upload, network-wide coverage.

**2.2.2 Centralized Platforms** Data analysis reveals that China's mobile phone usage continues to grow steadily with technological advancement. The advent of 4G technology and mobile internet has driven sustained growth in mobile client usage. This environmental shift, particularly the emergence of new devices, has propelled progress in related industries—most notably the media sector—which has experienced rapid growth with increasingly rich media forms. To achieve stable development in this landscape, traditional broadcasting must enrich its structural composition, expand its discursive space, and establish connections with mobile clients. To effectively integrate listening and uploading functions, traditional media must use the internet as the primary communication medium and treat it as a personal mobile client. Currently, widely used applications include blogs and Tingtiantia, which offer three versions based on mobile operating systems: iOS, Android, and Windows Phone. These applications' directories contain extensive integrated user functions that enhance convenience while displaying recommended information based on personal preferences, achieving centralized platform presentation that benefits users and strengthens traditional broadcast media's dissemination advantages.

### 2.3 Enhancing Charm and Vitality

While modern technological progress has impacted traditional broadcast media, it has also created multiple development opportunities and directions. Traditional broadcast media can align with contemporary social trends and new media to innovate its operational models and development trajectories, thereby promoting new media operations and innovation. Only by continuously absorbing societal operational advantages can broadcast media clarify development directions and understand genuine public demand, thereby achieving better development. In recent years, mobile internet advancement has driven innovation in both broadcast content and forms, while also transforming development channels and media. This model update provides audiences with fresh experiences, as dynamic images and vivid text deliver enhanced audio-visual enjoyment that caters to diverse age groups and professions, thereby expanding the audience

base. During traditional broadcast media development, multiple promotional forms must be continuously added to maximize dissemination scope.

## **2.4 Graphic-Text Integration and User-Centric Approach**

In the new media environment, traditional broadcasting must leverage networks and mobile phones as foundations to enhance information transmission speed. Broadcast “graphification” primarily utilizes rapid on-site documentation and content filming to upload information directly to internet and mobile platforms, providing users with more browsing options. This approach compensates for the previously singular broadcast information transmission form and highlights radio broadcasting’s advantages. Due to its low cost and ability to present rich content, this method ensures continuous broadcast content dissemination. Regarding user-centric development trends, future user demands will become increasingly diversified. Beyond traditional listeners, broadcast concepts will evolve, enabling audiences to engage in broadcast listening under the new media concept. Generally, broadcast user-centricity includes two aspects: first, operating on blogs to establish connections between listeners and authors, strengthening communication capabilities; second, broadcasting user-generated content to achieve wider dissemination while demonstrating new media broadcasting advantages.

## **3. Prospects for Traditional Broadcasting’s New Media Transformation**

### **3.1 Integration with Internet Radio**

Traditional broadcast new media development should fully integrate with internet radio to facilitate rapid short-term growth. During the online internet trend in the United States, big data surveys revealed that the number of people obtaining information online exceeded those reading newspapers across eleven major US publications. At the peak of internet radio development, US radio viewership grew rapidly and for an extended period matched the number of people browsing information online. This phenomenon highlighted the network platform’s advantages. In this context, for traditional media to transform and maintain normal development in the new media landscape, cooperation with internet radio is essential to absorb substantial internet radio information and advantages, coordinating network platform resources for more effective long-term dissemination. This not only extends transmission scope but also improves quality. Simultaneously, internet radio can enhance interactive communication between media professionals and audiences. Users can access vast information on internet platforms with autonomy, breaking time and space constraints to obtain first-hand information through multiple channels at different times. The open platform operation of broadcast new media enables user feedback, with program evaluations flowing bidirectionally, allowing users and media professionals to communicate and better demonstrate the advantages of new media

transformation. Additionally, due to networks' strong circulation, audiences can engage in interactive discussions with the outside world while receiving information, expanding dissemination scope and channels. By contrast, broadcast new media has achieved what traditional broadcast media could not. Mobile client promotion has endowed internet radio with social and interactive features, thereby enhancing broadcast media' s entertainment value.

### 3.2 Relying on Internet Development

The internet' s rapid development in recent years has propelled numerous industries forward, providing broadcast media with a completely new development platform that expands dissemination scope, increases listenership, and makes broadcast media operations more market-oriented and era-appropriate. This integration enables broadcast media to meet market demands with more advanced operational models, where transmission forms are no longer limited to single text or audio but incorporate video, images, and other diverse formats for more advanced communication with listeners. Internet platforms also collect real-time feedback from audiences through open information platforms, allowing media professionals to identify development weaknesses and strengths, thereby adjusting internal structures to better meet era demands. Cooperation between the internet and broadcast media can elevate traditional broadcast new media' s internal operational models to new heights, achieving a significant leap in dissemination scale and development process. For example, China National Radio, referencing market dynamics, cooperated with US-based Podcast to produce various broadcast programs using its market platform, primarily under the "China Radio Radio.cn" brand, widely promoting its brand effect under this operational model. According to current development status, traditional broadcast new media is abandoning traditional media' s disadvantages, adapting to era development, and clarifying the operational advantages of new social phenomena to coordinate its own advantages for better development.

### 3.3 Adoption of Data Analytics

National radio stations are rapidly enhancing their broadcast structure construction and actively creating multiple network platforms according to market scale to achieve new development of audio programs, facilitating multi-channel information dissemination and accelerating strategic transformation. By adopting widely used internet client software in the market, broadcasters can collect and analyze user information data, not only thoroughly demonstrating broadcasting' s network-enabled advantages to initiate new development but also modernizing their operational models to present more sophisticated programming. For instance, Heilongjiang Network Radio and Television established friendly strategic cooperation with China National Radio to consolidate their premium programs, using network client playback to extend dissemination platforms. Network broadcast product data adoption collects and organizes user information, analyzes operational model deficiencies, and provides media professionals with

more efficient operational data for analysis, thereby optimizing and enhancing broadcast programs while improving corresponding product effects.

### 3.4 Catering to Social Group Psychology

According to incomplete statistics, over 600 million people are active online daily, with numbers continuously rising due to social development. This data indicates that broadcast audiences represent a socially significant potential demographic. Furthermore, software operating companies research user demographics, revealing that most users are young students who frequently interact online, enabling multi-level exchanges and communication. Message records on networks aggregate diverse data, creating emotional and personalized connections that align well with broadcast media, positioning network broadcast media within young people's usage scope. According to relevant data, the widespread promotion of micro radio, influenced by social media, has led over 30% of young people aged eighteen to thirty-six to begin using radio to access online information. Additionally, radio content and language can align with youth psychology, conforming to era development trends and meeting young people's listening preferences with personalized content.

## Conclusion

In summary, for broadcast media to achieve complete transformation, it must adjust its current internal structure and forms, leverage its own media characteristics, absorb internet advantages, and coordinate transformation toward mobile clients. Only then can it maintain its position in society, continuously improve ratings, and expand dissemination scope.

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

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