

Exploring the Deep Integration Development Model of Television Media and Online Media Postprint

Authors: Han Mei

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Abstract

With societal progress and development, the level of science and technology continues to advance. The media industry, serving as a connector of culture and spirit in the course of human development, must keep pace with the times. Owing to the rapid development of the new media industry, user behavior has undergone tremendous changes, with the majority of users gradually migrating to new media channels, while sponsors have also shifted their focus to new media. Against this media landscape, traditional television media faces significant challenges. This paper, based on the current actual development status of the media, conducts a detailed analysis of the root causes of the problem concerning the deep integration of television media and online media, and accordingly proposes response strategies for media development in the new era to address the issue of deep integration between television media and online media.

Full Text

Abstract

With societal progress and continuous advancement in science and technology, the media industry—serving as a crucial connector of culture and spirit in human development—must keep pace with the times. The rapid development of new media has fundamentally transformed user behavior, with audiences increasingly migrating to new media channels and sponsors shifting their focus accordingly. In this evolving media landscape, traditional television faces unprecedented challenges. This paper analyzes the current state of media development, examines the root causes of challenges in achieving deep integration between television and internet media, and proposes strategies for media development in the new era.

Keywords: television media; internet media; deep integration

1. Basic Concepts of Television and Internet Media Convergence

China's media technology and market environment have gradually fostered an ecosystem for media convergence, making integration across different media platforms a new direction for industry development. Traditional television media must transform to achieve innovation. New media refers to communication forms that deliver information and services through computer networks, encompassing the convergence of television and internet media. This convergence operates within the current media environment, utilizing traditional television resources as the core while leveraging digital information technology from internet-based new media. It represents a transformation from single-direction to multi-channel dissemination, gradually merging with internet media throughout its developmental process. Media convergence differs from both traditional television media and internet media alone, with key distinctions in content, distribution channels, and other aspects. As convergence evolves, it requires building multi-angle, comprehensive information exchange platforms to support diverse information dissemination models.

2.1 Joint Development Model

The joint development model integrates traditional television operations with new forms of internet media without altering the fundamental structure of television broadcasting. This approach emphasizes uniting multiple radio and television media entities to achieve resource complementarity. For most regional broadcasting organizations in China, limitations in resources and capabilities make the joint development model a preferred strategic choice.

A notable example is the CUTV (City Union of TV) initiative launched by Shenzhen Media Group in August 2011, which originally comprised 14 city television stations and five economic media outlets. As network technology continued to develop and innovate, CUTV successfully achieved its target coverage, effectively driving integration between city television stations and other media entities. CUTV not only established a comprehensive information service platform but also reduced operational costs by integrating resources from various broadcasting organizations, thereby maximizing deep media convergence.

2.2 Application Development Model

The application-based development model for television and internet media convergence primarily builds upon television transmission channels, using technological means to develop application terminals that maximize media distribution channels. During this stage of media convergence with massive smart terminal users, developing new data transmission channels for television media can ef-

fectively enhance its influence in the converged media environment and achieve deep integration between traditional television and internet media.

Hunan Satellite TV represents a major example of this model in China. When *I Am a Singer* gained massive popularity in 2013, its season finale was broadcast live in cinemas. Simultaneously, the program connected with audiences through the “Hola” mobile app, successfully achieving deep media integration. Additionally, Hunan TV enabled program playback on its internet television platform, facilitating online user interaction to some extent.

3.1 Lack of Unified Industry Regulation

The convergence of television and internet media is closely linked to the communications industry. The slow development of converged communications networks stems primarily from conflicts of interest between different communication models. For instance, telecom operators monopolize network bandwidth and voice services, while the broadcasting industry holds media broadcasting rights. The two parties cannot achieve balanced interest distribution, and such industry monopolies create varying degrees of conflict, severely constraining the development of converged communications networks within certain regions. The resulting barriers in communications network integration have prevented television and internet media convergence from effectively entering the market. Therefore, from the perspective of China’s deep integration development, the absence of unified industry management poses significant obstacles to television and internet media convergence.

3.2 Development Mechanism Misalignment with Market Environment

In China’s deep integration process, institutional constraints arise from disharmony between market economic mechanisms and the market environment. As a core element affecting industry competitiveness, development mechanisms directly impact overall enterprise development. During the deep integration of television and internet media, the nature of some organizations determines their developmental attributes—certain public institutions possess both political and economic characteristics. This institutional nature narrows the market development space for media convergence, making it difficult to position accurately within an open market environment and thereby hindering deep integration.

3.3 Lack of Advanced Media Operation Concepts

The overall development scale of deep television and internet media convergence differs substantially from traditional single-form television media. The unique advantages of traditional television determine that its transformation toward internet media integration cannot simply rely on replicating basic operational models. In practice, most Chinese traditional media have adopted a

station-network separation model in their internet media convergence efforts, where traditional television and internet media operate independently, with traditional television broadcasting as the core and an internet media convergence management service structure built without changing fundamental operational methods. However, this model fails to effectively utilize traditional television's resources within internet media, preventing internet media from fully leveraging its advantages in the network technology environment and yielding minimal results in deep media convergence.

4.1 Building a Unified Industry Regulatory System

In the new era, strengthening deep integration between television and internet media requires constructing a unified industry regulatory system. The strength of industry regulation directly relates to the development environment for deep media integration, and whether regulation is adequate significantly affects fairness in the media environment. Only by ensuring effective regulatory enforcement can policy support be provided for deep integration, promoting its long-term development and advancing the deepening of communications network architecture. Based on the industrial layout and structural system of communications networks, a unified industry regulatory system should be established to improve supervision by the Ministry of Industry and Information Technology and the National Radio and Television Administration, providing strong backing for deep media integration.

Traditional television media lack brand resources in the network environment. During deep integration, new media brand images must be established to create influential brands within the converged media landscape. In the current environment, implementation can follow either a singular or pluralistic model. The singular model enhances core competitiveness through brand values, expanding market economic impact. The pluralistic model leverages new media to create quality brand effects and achieve independent brand development. Successful cases of the singular model include Phoenix New Media and BBC, while the pluralistic model is exemplified by BesTV and Dragon Media. Through unified industry regulation, new brand strategies can be constructed by integrating market, capital, and other external factors based on television media's own development status to achieve precise brand positioning.

4.2 Accelerating Market-Oriented Mechanism Construction for Production-Broadcast Separation

As science and technology continue innovating, gaps exist between media institutional mechanisms and market-oriented operational models, resulting in weak integration efforts. Therefore, accelerating the establishment of a market-oriented operational management system for production-broadcast separation is necessary. This involves determining the position of media convergence within market operations, enabling it to compete effectively, improving integration

efficiency, advancing media convergence maturity, and facilitating rapid development of market economic system reform.

As television and internet media converge, news reporting is no longer limited to single-mode television coverage but implements unified television-network operations, achieving multi-media reporting to some extent. Strengthening the integration and collection of news materials, separating data collection from editing, and establishing new media centers are essential. On this information technology platform, a unified command center can coordinate media resources within its jurisdiction, organizing information collectors to transmit information through visual media across multiple channels. Based on this, unified information broadcasting schemes can be implemented for converged media websites and traditional media communication modes, enabling enterprise portals to promote integrated information services according to specific needs. Additionally, deep integration requires ensuring differentiation of media operation platforms through original information resources to provide direction for core market competition. During converged media dissemination, business models can be designed according to different transmission channels such as Weibo and WeChat, based on specific information content, to timely understand the effectiveness of data resource transmission.

4.3 Implementing Platform-Based Business Models and Expanding Communication Channels

In selecting development directions for television and internet media convergence, media information technology platforms should be established according to specific requirements to promote market construction. Implementing platform-based business development models for media information technology strengthens market competitiveness and effectively achieves network information scaling.

Currently, competition for advertising investment among satellite TV channels is intense, yet CCTV and other major networks far exceed local satellite TV in total investment, creating a “rich get richer” disparity. Facing internet impact, traditional television must upgrade and transform. While traditional television primarily profits through advertising, some networks like Hunan TV also generate revenue through other businesses such as tourism. In the new era, television and internet media convergence enables more profit models, such as the 2017 CCTV Spring Festival Gala’ s red envelope interaction with Alipay, which achieved audience-media communication, successfully drawing viewers back to television while earning sponsorship fees—a win-win outcome. Therefore, implementing platform-based business models and expanding communication channels represents the future trend of media development.

5. Case Analysis of Television News Innovation Under Convergence Background

FOX News Channel serves as a prime example. According to survey statistics, FOX News Channel's prime-time ratings over one month have far exceeded the combined ratings of CNN and MSNBC. FOX's success stems from its ability to continuously transform media operations according to societal development needs, ensuring alignment with overall social requirements. Whether competing with traditional television giants like CNN News and CNBC Finance or comparing its own program types, FOX News consistently innovates and changes its business model.

In this new era of continuous scientific and technological innovation, traditional media must transform and redesign. The biggest problem facing traditional television is complacency and failure to keep pace with the times, which will inevitably lead to abandonment by society. The deep integration of foreign television and internet media provides references for China's traditional media development, as domestic television news organizations undertake reforms within the deep media convergence environment.

Through transformation of media operation concepts and strengthening interactive capabilities between different media, traditional media can enhance interaction with internet media. However, during this improvement process, traditional media must clearly recognize their shortcomings, maintain a sense of crisis, and continuously reform and innovate to adapt to the evolving media convergence landscape. In the era of big data, integrating big data technology with news media is essential. Technology is a double-edged sword of development, requiring clear-headed approaches to all media dissemination forms to ensure quality and timeliness while avoiding social responsibility deficits caused by excessive technology pursuit.

5.1 CNN and "Citizen Journalism"

"Citizen journalism" emerges from interactive citizen needs facilitated by cross-media service technology. In 2006, CNN launched "iReport" on its website with the slogan: "Your voice, together with iReport, will shape CNN's reporting." This marked the birth of an equal cooperation-based news production model.

On CNN's website, users can access the "Top Assignments" section to enter the "Assignment Desk" module, which displays currently active news and events with themes closely related to daily life. The page includes content across multiple domains such as politics, economics, and culture. Users wishing to upload news about familiar fields can select appropriate categories in corresponding modules. In 2015, CNN officially partnered with Facebook, allowing users to express opinions on the website and share news content with others. Then-CNN President Jonathan Klein remarked: "I fear Facebook with its 720 million users more than FOX with its 350 million users." In iReport's news display interface, user comments constitute a crucial component. In this information technology

era, the connection between users and media is built upon interactive behaviors. Through real-time interactive communication, users develop substantive psychological identification while enhancing their attention to public events and social responsibility.

In 2013, BBC faced an unprecedented crisis—the “Kelly Incident.” BBC established a special news investigation team for this event and reintroduced its development philosophy at press conferences: “Always serve the public interest.” With continuous scientific and technological innovation, BBC has undergone substantive transformations in its news philosophy while lowering technical standards for media personnel, enabling talented individuals to become journalists and vigorously promoting “citizen journalists.” In 2014, large-scale riots erupted in London, and massive amounts of citizen-shot video footage quickly appeared on YouTube. The emergence of citizen journalism poses challenges to media development. Corresponding to lowered technical barriers in news media is the diversified development of news dissemination channels, as people no longer rely solely on traditional television but can also obtain information through internet media. Simultaneously, BBC television has interconnected with multiple media terminals to form a new information platform.

In the early 1990s, American media mogul Rupert Murdoch acquired six traditional television media institutions and established connections with 105 independent television stations, creating a vast television information resource network. FOX News Media holds the primary position in this network due to its unique development approach—expanding media network resources through inter-institutional mergers and acquisitions. Murdoch dedicated his life to expanding FOX’ s media resources, even incurring debt to obtain merger opportunities, propelling FOX to become a media “leader.”

FOX’ s media company primarily comprises Fox Entertainment Group, Star TV, Sky Italia, Sky Deutschland, and British Sky Broadcasting, employing over 20,000 people.

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(Author' s Affiliation: Hunan Satellite TV)

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

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