Strategies for Building a New Ecosystem for "Internet Plus" Media Economy in the Context of Media Convergence (Postprint)

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Abstract

With the development of Internet technology, "Internet Plus industry" has gradually emerged as a new economic growth point, and the deep integration of Internet and media economy constitutes a critical pathway for advancing the transformation and upgrading of the media industry. This paper analyzes the impact of "Internet Plus" on the media economy, identifies "fragmentation," "personalization," and "attention economy" as pivotal factors influencing media economic development under the Internet economy, objectively examines the development trends of the media economy by integrating user demands with the actual conditions of media industry development, and thereby establishes a foundation for constructing a new ecosystem for the media economy. Centering on the attention economy, it advocates developing content that satisfies fragmented market demands and fulfills users' personalized needs; constructing a matrix communication model adapted to fragmented development to accommodate users' diversified demands; implementing precise big data analytics to enhance market control capabilities; fostering a new ecosystem for the media economy; and vigorously developing the media "eyeball economy."

Full Text

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Abstract: With the development of Internet technology, "Internet Plus Industry" has gradually emerged as a new economic growth point. Deeply integrating the Internet with the media economy represents a crucial pathway for advancing the transformation and upgrading of the media industry. This paper analyzes the impact of "Internet Plus" on the media economy, identifying "fragmentation," "personalization," and the "attention economy" as key factors influencing

media economic development in the Internet era. By combining user demands with the actual conditions of media industry development, the paper objectively analyzes development trends in the media economy, laying a foundation for constructing a new media economy ecosystem. The core strategy involves maintaining the attention economy as central, creating content that satisfies fragmented market demands and meets personalized user needs; building a matrix communication model adapted to fragmented development to accommodate diverse user demands; and achieving big data precision analysis to enhance market control capabilities, thereby fostering a new media economy ecosystem and vigorously developing the media "eyeball economy."

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With the development of Internet technology, "Internet Plus" has gradually become an important driver of economic growth. In November 2014, Premier Li Keqiang emphasized at the First World Internet Conference that "the Internet is a new carrier for current socio-economic development and a new tool for mass entrepreneurship and innovation." In the same year, the government work report also identified "mass entrepreneurship and innovation" as a crucial driving force for China' s economic upgrading and transformation in the new era [1]. Internet development has directly promoted the transformation and upgrading of industries such as manufacturing, agriculture, services, and finance, gradually becoming a new economic growth point. Under Internet influence, the attention economy has gradually emerged as a significant factor in the media economy, transforming the ecosystem of media economic development. Emphasizing media economic development trends and grasping the influencing factors of the attention economy represent important directions for media industry transformation and upgrading. Therefore, actively accelerating the transformation and upgrading of the media industry under the Internet background, grasping media economic development trends, and constructing a new media economic development ecosystem are crucial factors for promoting the sustainable development of the media industry.

1. The Impact of "Internet Plus" on the Media Economy

Traditional media economy primarily includes three economic forms: newspaper, radio and television, and periodicals—a typical offline economic model. With the application and development of Internet technology, the intelligentization of media economy has driven both online and offline economic forms. Especially with the comprehensive popularization of 4G networks and smartphones, online economy driving offline development has become an important model for media

economic development. Meanwhile, under the influence of "Internet Plus," the ecological environment of media economy has undergone tremendous changes, mainly manifested in three aspects:

1.1 "Fragmentation" as a Key Influencing Factor in Media Economic Ecology Digital technology, network technology, and data mining technology have greatly enhanced individuals' information processing capabilities, and the trend of fragmentation is not only a phenomenon exhibited by segmented audience groups but also a trend of personalized information demand, with the entire network communication environment constantly displaying a fragmented context. Within this fragmented context, the media economic ecology is primarily manifested in three levels: fragmented communication channels, fragmented content, and fragmented audiences.

Fragmented communication channels represent an important channel influencing factor for media economic development. According to the 42nd China Internet Network Development Statistics Report, by 2018, China' s IPv6 address volume reached 389 million, with a total of 23.6 million domain names, among which ".cn" and ".com" domain names grew at an annual rate of 4.7%. The number of Chinese websites has exceeded 6.76 million, with an annual growth rate of 4.8% [2]. Websites and mobile apps have become the primary channels for information dissemination in the media industry, directly advancing the fragmented development of media economic ecology.

Fragmented content represents the manifestation form of media economic content. In the era of intelligent media, everyone can be a content creator, with WeChat, Weibo, and live streaming all becoming new communication paths. Under diversified pathways, content and information acquisition present diversified development trends. Fragmented audiences serve as the main carrier of media economy. As people' s reading habits change, the acceptance habits of media economy subjects have undergone tremendous transformation, with short-time, rapid reading becoming the main trend in media content consumption. Relying on mobile apps to obtain online resources represents the most direct manifestation of current communication audiences.

1.2 "Personalized" Audiences as the Main Demand Group in Media Economy As demands from media economy audiences change, the "two micro-ends" (Weibo, WeChat, and client apps) of mainstream media have gradually formed new media channels aimed at satisfying the most fundamental needs of personalized audiences. Personalization of media economy audiences is mainly manifested in three levels: (1) Personalized reading time. According to statistics from Analysys Industry Network, under the Internet background, the time for people to receive information is mainly concentrated within about five minutes [3]. Reading time is closely related to attention, and traditional media industry marketing content can no longer meet the short-time information needs of reading audiences. Personalized time demands will directly change the

marketing model of media economic content. (2) Personalized reading content. Traditional text content can no longer meet the fundamental needs of audiences. Spatiotemporal integration and audio-visual combination have become the fundamental goals of audience demand. Based on reading time and grounded in "dual-channel coding theory," creating information that simultaneously activates human cognitive language and non-language systems can continuously satisfy the fundamental needs of information audiences. (3) Personalized information interaction. The interactive development of factual and opinion-based information, combined with two-way interaction of user feedback, influences the ecological environment of media economic development.

1.3 "Attention Economy" as the Direction for Sustainable Media Economic Development Nobel laureate Herbert Simon stated: "With the development of information, what is valuable is not information, but attention" [4]. Our daily lives are occupied by various social media, and media user attention is dispersed. Only by attracting user attention can media economy achieve sustainable development. In popular terms, the attention economy is the "eyeball economy," and maximizing the attraction of reading audiences' attention represents an important direction for media industry development and marketing. Updating product content and cultivating audiences into loyal users is a crucial direction for sustainable media economic development. In the future, short videos, micro variety shows, vertical-screen dramas, and audiobooks will become important carriers for future media economy to capture attention. Short videos and micro variety shows feature short content, sufficient information, and fast rhythm, contributing to the refined and connotative development of communication content. Vertical-screen dramas create a brand-new experience for reading information in mobile phone vertical-screen mode, aligning with the relaxed and fast-paced lifestyle of information acquisition audiences. Audiobooks break traditional reading models and become a new piece in the IP ecosystem. The "ear economy" will become an important pathway for capturing audience attention.

2. Development Trends of Media Economy under the "Internet Plus" Background

Under the Internet background, "fragmentation" is the most prominent characteristic of media economic development. Only by integrating "fragments" and capturing user attention can we promote the sustainable development of media economy and further clarify the integrated development path of the new media economic ecosystem.

2.1 Industrial Development Characteristic Transformation as the Main Trend The characteristic transformation of media industry economy is the prerequisite for capturing user attention against the backdrop of numerous Internet products. Internet technology development has gradually broken the regional pattern of media industry, and user sharing has become the most prominent feature of Internet economy. To capture user attention,

industrial characteristic development must be achieved to create exclusive media communication characteristics and build core competitiveness in media communication, thereby capturing user attention and attracting eyeballs in an environment of fragmented channels and personalized demands. Therefore, taking industrial economic development as a characteristic and creating a characteristic industrial development communication model is an important trend and core content of media economic development under the Internet economy. Deeply integrating the fundamental needs of information audiences with the current situation of industrial development to create a comprehensive development path with unique industrial characteristics represents the main direction for media economy' s self-development. For example, People' s Daily' s "China 24 Hours" series of micro-videos creates a unique micro-video communication model that deeply integrates user needs with individual characteristics, enhancing information dissemination capabilities and capturing user attention. China Economic Net employs "5G+6K Panorama" converged media technology to transform traditional industrial communication models, creating audio-visual communication effects for users and catering to their fundamental needs.

2.2 Intelligent Media Matrix Communication as the Main Channel Development Path From the application status of intelligent media technology at the 2019 Two Sessions, AI synthetic anchorwomen have broken through the rigid image of AI virtual figures, ensuring realistic synthetic human image quality. The dual efforts of 5G technology and VR technology highlight shocking on-site visuals. 5G network full coverage appeared for the first time at the reporting site, with 4K ultra-high-definition signals assisting media reporting. "5G+6K Panorama" converged media technology creates comprehensive audio-visual effects, elevating the traditional information reading experience to "on-site reading." "VR+AR" information dissemination creates three-dimensional animations of physical landscapes. Intelligent media technology is gradually deepening in the media field, satisfying user information acquisition needs from different levels. Under the media economic form, an intelligent media matrix based on intelligent media technology will become an important trend for capturing attention in the fragmented era. Various media accounts, platforms, and independent apps will become important components of the intelligent media matrix, and building a full-line intelligent media matrix will become an inevitable trend for future media economic development.

2.3 Datafication of Economy as the Inevitable Trend of Media Convergence Intelligent media technology and data information are the most prominent manifestations of "Internet Plus Economy," and developing the digital economy is an inevitable trend for media economic development. Against the backdrop of big data, media economy is shifting from "Content Plus" to "Data Plus," with data determining economic direction. With the development of Internet technology, media communication technology supported by 5G net-

work technology has gradually matured. Driven by information audience demands, the integration of big data technology and media economic development has become an inevitable trend. First, big data can integrate user needs in the fragmented era. Replacing the content dissemination-centered economic development model with comprehensive big data analysis is the fundamental approach to meeting user needs, adhering to a "human-centered" approach to create communication content that adapts to information audience needs and acquires stable customers. Second, big data can integrate market communication demands. Centering on data mining technology and focusing on the current situation of market communication matrices, mining communication paths that adapt to user needs creates a media economic development ecology. For example, world-renowned book publishers such as Hachette Book Group and Simon & Schuster have jointly established a book-centered database—Book Mining Tools —specifically hiring professional data analysis talents to achieve "trillion-level computing." The future purpose of database operation is to achieve precise positioning of book demand through book navigation to meet readers' digital needs.

3. Strategies for Building a New Media Economy Ecosystem from the "Internet Plus" Perspective

"Fragmentation" and "attention" are the most significant impacts of the Internet on media economic development. Diversified information output and personalized user demands require the media industry to break free from the limitations of communication "content" during development, emphasize the importance of "human-centered" approaches in economic development, grasp media economic development trends under the Internet background, create unique communication content, build an intelligent media communication matrix, achieve the goal of big data precision development, and construct a new media economy ecosystem.

3.1 Meeting User Needs with Exclusive Communication Carriers Under the "Internet Plus" background, to ensure that the media industry captures user attention in the "mass development" environment and achieves sustainable development, it must create characteristic industries adapted to media communication to ensure innovation and vitality in industrial development. From the 2019 Two Sessions, it is evident that media communication innovation pathways centered on intelligent media technology have become important trends in media industry development. Each media organization must combine its actual situation, comprehensively utilize modern technology, and launch unique communication subjects and content to achieve characteristic communication. First, build exclusive communication platforms centered on media influence. Establish media communication apps, actively implement marketing strategies to gain market attention, and deeply integrate media communication characteristics with exclusive communication traffic to achieve joint development of multiple exclusive communication carriers such as media information dissemination apps and public accounts. Second, create an industrial development path centered

on intelligent media. From the debut of intelligent media technology in 2015 to the formation of a comprehensive application pattern of various intelligent media technologies at the 2019 Two Sessions, adhering to normalized operation of intelligent media communication and deeply integrating media information communication models with social audience demands is an important guarantee for sustainable media economic development. Therefore, media industries must break traditional flat information communication patterns and achieve the goal of multi-dimensional, integrated development to promote sustainable media industry development. Finally, build exclusive media information traffic. Traffic is the most prominent product of the information era, determining the degree of economic development. Emphasizing the role of traffic users in development and grasping various cooperation models such as websites, apps, and tripartite cooperation to acquire user traffic accumulates more user traffic for media economic development. Through the creation of exclusive characteristic communication carriers, strengthening the construction of media information propaganda positions and guiding the sustainable development of media economy represents an important pathway for media industry innovation and development.

3.2 Covering the Market with Intelligent Media Fusion Matrix Communication With the development of intelligent media technology, building an intelligent media information communication matrix is an important way for the media industry to satisfy market fragmentation and capture user attention. Through the deep integration of intelligent media technology and new media, creating a comprehensive and integrated matrix communication model is an important guarantee for current sustainable media economic development. As 5G communication technology gradually popularizes, traffic speed and communication speed have significantly accelerated, making the construction of an intelligent media communication matrix an important model for meeting massive information demands and rapid information acquisition. First, accelerate the construction of an intelligent media communication matrix. Supported by intelligent media technology, deeply integrating media information collection, editing, and review, and using technology to promote new models of content organization has become the mainstream of development. Multi-screen overlay weaves a media network, implementing repeated influence and dissemination to increase media industry' s impact on information acquisition audiences. Second, create an intelligent media communication content system. Under the support of intelligent media technology, tremendous changes have occurred in media information content production and demand environments. The media industry must emphasize hierarchical development of communication content, combine media audience needs to create an "audio-visual economy," and deeply integrate communication channels, reading audience needs, and communication content to ensure the fundamental needs of reading audiences. Finally, explore a differentiated intelligent media communication system. In the information era, communication channels and content are highly replicable. Building a differentiated intelligent media communication system is an important manifes-

tation of capturing media audience attention. Clarifying the current situation of market communication systems and gradually exploring new communication content systems is the fundamental path for media industry communication systems to maintain integrity while innovating. Combining media information dissemination with guidance to form differentiated news information collection, production, and release pathways can promote innovative development of news communication in intelligent media matrix communication.

3.3 Building a Precise Economic Ecosystem with Big Data Precision marketing is an important means to integrate the "fragmented" market and accurately capture user attention under the big data background. Big data technology, Internet technology, and the digital development of media industry provide direction for big data precision marketing. Emphasizing the application of big data in media information dissemination is an important means to meet the fundamental needs of audiences in the new era. First, emphasize the application and analysis of big data in audience reading needs. Deeply integrate user needs with big data analysis to achieve customized development of media information. Integrate Internet background operation data, mine network data text information, and clarify user fundamental needs through data analysis. Promote precise management of media information and further facilitate the media industry' s adaptation to social mass needs, creating a precise economic development ecosystem. Second, create a precise pattern of media communication paths. Integrate media communication data to achieve differentiated media information dissemination. Emphasize the types and traffic analysis of new media information dissemination, value information dissemination guidance and data development models, and explore relationships among user traffic, demand value, and communication channels to achieve precise dissemination. Finally, precisely position cross-border communication pathways. Based on user characteristic data from media platforms, create comprehensive in-depth services. Integrate data from tripartite media cooperation platforms, enhance tripartite cooperation while ensuring user demand information profiling, clarify the communication effects of tripartite platform media information, achieve deep cooperation, and strengthen the media industry.

In summary, under the "Internet Plus" background, "fragmentation" is an important factor affecting media economic development, and capturing user attention is the path to sustainable media economic development. To achieve the goal of sustainable media industry development, media economy must be based on modern technology, grasp user needs, integrate market media communication paths, create exclusive communication models deeply integrated with intelligent media communication matrices, and achieve "full coverage" of information dissemination. Simultaneously, with the help of big data analysis, creating a precise marketing pattern and focusing on building a new ecosystem for media economy.

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