

Technology as King: The Road to Technology Empowerment of Xinhua Press Media Group' s Jiaohui Cloud (Postprint)

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Abstract

Technology is the foundation of media convergence, and the media cloud is the most powerful brain of media convergence. This paper analyzes the reasons for Jiaohui Cloud' s technical empowerment and the opportunities it brings, discusses the numerous difficulties Jiaohui Cloud would face without such empowerment, and proposes development ideas and paths based on its current status.

Full Text

The Path of Technology Empowerment for Xinhua Daily' s Jiaohui Cloud

Abstract: Technology is the foundation of media convergence, and media cloud represents the most powerful brain of this convergence. This paper analyzes the rationale behind Jiaohui Cloud' s technology empowerment and the opportunities it brings, discusses the difficulties Jiaohui Cloud would face without such empowerment, and proposes development ideas and pathways based on its current status.

Keywords: Jiaohui Cloud; Xinhua Daily; 5G; media data

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Over the past two years, with the continuous evolution of mobile internet technology and terminal equipment, the communication ecosystem and media reach have been greatly enriched and extended. Since the popularization of 4G networks, technology has become the primary force driving media development and transformation, ushering in the mobile interaction era represented by smartphones and mobile internet. The arrival of 5G commercialization not only

means faster and more convenient networks, but also heralds a new era of three-dimensional information communication for the media ecosystem.

The path of technology empowerment for Xinhua Daily's Jiaohui Cloud concerns not only the present but also the future. We need not limit our vision to today's media convergence; instead, we should address tomorrow's challenges. These could include exploring business models combining internet services with Party media IP, leveraging "capital aircraft carriers" under technology empowerment to expand overseas, coordinating smart city resources and innovative immersive marketing services, or developing digital economy under super-entrance and all-scenario conditions. Therefore, Jiaohui Cloud is not merely the convergence of a newspaper, but rather a platform that drives continuous innovation and development through technology empowerment, fueling future growth.

1. Rationale for Technology Empowerment in Jiaohui Cloud

1.1 Simple Integration of "Wisdom + Intelligence + Think Tank" Can No Longer Innovate Productivity

It is well known that traditional media have used information technology to drive transformation and intelligent iteration to upgrade products. In reality, technology has always served as an underlying service without reaching strategic platform heights. We must recognize that technology empowerment is playing an increasingly important role. Whether in smart command systems, intelligent writing, voice and semantic analysis, or big data public opinion monitoring, these all belong to the application layer. Software alone is like water without a source. No matter how sophisticated the programs, algorithms, or designs, they all depend on data. Exploring technology operations centered around unlimited data is the source of future innovation. Qiu Xin, Secretary of the Party Committee of Shanghai United Media Group, once stated that the simple "content + new media" development model has entered a red ocean era, while new media products driven by the superposition of "content + technology + operations" are now showing opportunities.

1.2 The Value of Technology Empowerment for Jiaohui Cloud Lies in Driving Transformation

The future is already here, with "ubiquitous transmission" and "anytime, anywhere" communication becoming reality. On April 11, 2019, Baidu Intelligent Cloud and China Mobile jointly demonstrated 5G+8K+AI live streaming, which could perform real-time human attribute and behavior analysis during ultra-high-definition video broadcasts, transforming human-environment interaction information into intelligent data. What 5G technology brings us is no longer merely apps or mini-programs for information interaction or short video entertainment, but rather a powerful data network and information chain encompassing person-to-person, object-to-object, and person-to-object connections, cover-

ing all aspects of clothing, food, housing, transportation, learning, work, and daily life. The transformation that technology empowerment brings to the existing media industry has exceeded our imagination, moving closer to the “Internet of Everything” and profoundly impacting future media. We believe that in the next 3-5 years, through technology empowerment, Jiaohui Cloud will achieve greater development—accumulating core technologies, strengthening integrated innovation, enabling open sharing, creating value through data openness, and exploring sustainable business models.

2. Opportunities Through Technology Empowerment

2.1 Seizing Iterative Opportunities to Join the Ranks of Leading Domestic Media

During this year’s “Two Sessions,” Xinhua Daily Media Group’s Jiaohui Point News launched 1,653 articles in the form of animated graphics, H5 long-scrolls, and short videos, achieving over 158 million total clicks. China Jiangsu Network released 1,482 integrated media articles, produced 247 integrated media products, and reached 132 million total reads. Behind these impressive numbers lies Jiaohui Cloud’s unremitting exploration during its technological iteration process—continuous innovation in technology and operation models according to internet communication patterns. Jiaohui Cloud cultivates technological genes through empowerment, relying on the all-media command center to deeply understand the concepts of full-process media, holographic media, all-staff media, and all-effect media, thereby adding technological wings to a data-driven, mobile, and interactive integrated media matrix.

2.2 Capturing Internet+ Crossover Dividends to Achieve New Leaps for Jiaohui Cloud

Compared with internet giants, Xinhua Daily’s advantages in leading enterprises and numerous manufacturing companies can be transformed into localized service capabilities and smart city data. By leveraging opportunities in smart city construction, smart government development, and open government data, we can guide localized data services to feed back into media operations. The significance of Jiaohui Cloud data lies in using digital media data services as the core, making every communication data behavior identifiable. From industrial IoT and smart cities to consumer group reviews, data can shorten the distance between brands and users, enable rapid and flexible expansion of product lines and production capacity, unite upstream and downstream enterprises to share resources, depict demand through data, provide more convenient and effective digital commercial services, accelerate digital transformation across industries, and bid farewell to print-media thinking centered on page layout.

3. Challenges Without Technology Empowerment

3.1 Without Technology Empowerment, Jiaohui Cloud Would Be “Cooking Without Rice”

Currently, mainstream media generally adopt a follow-up strategy in technology, drawing on the advanced models of People’s Daily while promoting overall intelligent transformation based on their own technical equipment. Examples include the “Party Media Algorithm” of People’s Daily New Media Center, and “Tianmu Cloud” and “Jiaohui Cloud” from Zhejiang Daily Group and Xinhua Daily respectively. These represent traditional media actively transforming themselves according to internet laws, effectively compensating for deficiencies in traditional business production capacity, with influence far exceeding traditional Party newspaper fields. On the surface, the “central kitchen” model as a standard configuration for convergence transformation, integrating “one-time collection, multiple generation, and diversified dissemination,” appears to be fully deployed. However, few have verified how much actual efficiency has been improved. Since it is an all-media platform, it must have substantial user data and real-time user analysis capabilities, thousand-faced content distribution capabilities, self-media aggregation systems, and media asset data and video elements. The richer the user interaction behaviors, the more effective the obtained data. This also means that discussing content convergence without technology empowerment often one-sidedly emphasizes content and distribution diversity, possibly only seeing superficial “data” while struggling to attract user interaction and other quality content producers.

3.2 Without Technology Empowerment, Jiaohui Cloud Cannot Innovate or Interact—Conventional Data Is Also “Pseudo” Data

Ask media professionals: Which reports from mainstream media are most popular with readers? What kind of reports can make readers actively subscribe and follow? What reports can be personalized? What data has the most direct impact on news reporting? Many current problems urgently need solutions. However, the data-driven journalism we see now still relies on subscription numbers, click rates, share counts, page views, etc. These crude user behavior data have not been filtered or optimized by algorithms, nor do they reveal the real feedback and actual feelings of audiences toward news reports. Such data only provides vague portraits and ambiguous feelings to media, like the pseudo-data on the surface. It’s like the story of “Tang Bohu Choosing Qiuxiang”—Qiuxiang is right in front of you, but there’s no way to interact.

4. Development Strategies and Pathways

4.1 Empowering Jiaohui Cloud Through Technical Talent, Equipment, and Platforms

Talent competition has become increasingly prominent. Cultivating compound media talent with internet thinking, familiarity with new media communication forms, and mastery of internet technology has become a prerequisite for Jiaohui Cloud' s success. On August 3, 2018, People' s Daily announced a recruitment notice offering an annual salary of 2 million RMB for a Product Director for “People’s Party Building Cloud”(encouraging bringing core teams). The position requires understanding both technology and operations, and the ability to lead technical, product, operation, and business teams to complete projects with high quality and efficiency.

Looking across China, innovative integration through technology empowerment has never stopped. Before the 2019 Spring Festival, CCTV’ s 49th-floor studio hall completed the construction of a 5G new media laboratory, achieving a full business platform solution under 5G+4K. After the Spring Festival, Shanghai United Media Group’ s 2019 work conference planned 20 smart media units with 50 sub-projects, incorporating smart terminals, machine learning, cloud computing services, big data, and 5G as future technology priorities. During the Two Sessions, China Unicom and China Mobile launched 5G waist packs, 5G backpacks, and other terminals, creating conditions for immersive and ultra-high-definition media and accelerating the arrival of the intelligent media era.

Under the current 5G internet wave, Jiaohui Cloud timely seizes the 5G development opportunity, applies new technologies for its own use, and enables new technologies to empower media convergence development. This fully embodies General Secretary Xi Jinping’ s instruction at People’ s Daily that “Party newspapers, Party periodicals, Party stations, and Party websites and other mainstream media must keep pace with the times, boldly apply new technologies, new mechanisms, and new models, accelerate the pace of integrated development, and achieve maximum and optimal publicity effects.”

4.2 Using Technological Innovation to Empower New “Super Entrance” for Print Media

Data is a strategic resource in future networks, the foundation of the future information society, and carries many scenarios of the upcoming 5G internet. Since 2019, rumors about Huawei entering television manufacturing have been rampant. From Huawei’ s TV layout actions, future smart carriers will not be limited to mobile phones, TVs, speakers, mirrors, etc. With widespread IoT coverage and more popular various forms of sensors, the “super entrance” concept is about to explode. From a technical perspective, the upcoming 5G will bring revolutionary changes to information organization forms and content formats for the “super entrance” concept. Ultra-high-speed, low-latency, high-traffic, and more convenient information transmission will no longer be constrained by time

and space. “Internet of Everything” and “Everything is Media” will reconstruct mobile communication discourse power. The core resource of network communication will shift from content itself to data, and data volume will increase geometrically.

Currently, for traditional media convergence transformation, the layout has been completed and done to the extreme, encountering bottlenecks. But for Jiaohui Cloud, the battle for the “future entrance” has just begun. With breakthroughs in 5G technology and flexible screen technology, mobile phones may not be the final carrier of the internet. But what is certain is that artificial intelligence, big data, and cloud computing will guide Jiaohui Cloud’ s development into a new stage.

4.3 “Borrowing a Boat to Sail Overseas” Under Technology Empowerment

The ancient famous allusion “Borrowing Arrows with Straw Boats” illustrates how to achieve great results with little effort. In Jiaohui Cloud’s operation chain, we can also leverage small efforts for large gains by borrowing capital, traffic, entrances, and opportunities. By integrating the Party media advantages, resource advantages, and policy advantages of traditional media, we can gather diverse forces to develop new technologies and industries that feed back into the main business. This creates an internet + Party media IP business route, using the wisdom of leveraging strength to integrate and innovate the “borrowing a boat to sail overseas” model, breaking out of the low-output dilemma of newspaper new media. On April 28, 2019, Cover Media, a subsidiary of Sichuan Daily Newspaper Group, announced the official launch of Series A financing and its push for listing at the “Smart Media Pioneer 5G Future—AI+ Mobile Media Conference.” The Paper client relies on internet services to obtain a ten-million-level intelligent project from the Shanghai Municipal Political Consultative Conference.

These approaches revitalize the intangible assets of Party media through capital operations, financial credit, and fund raising. By combining Party media resources, BAT technology, and advanced concepts of smart media, they stimulate expansion potential and create a full-scenario, technology-driven, data-driven, and innovative smart gene of “capital + technology + operations.” Guided by the principle of “speaking with data, decision-making with data, management with data, and innovation with data” (from the “Outline for Promoting Big Data Development by the State Council”), this provides inexhaustible innovative momentum for Jiaohui Cloud in the 5G cloud era where everything is media.

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

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