

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.01770](https://chinaxiv.org/items/chinaxiv-202310.01770)

---

## Convergence and Development of Local Radio and Television Media in the New Media Era: Postprint

**Authors:** Luo Xian-dong, Zhang Yajuan

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

Beginning with the severe challenges confronting traditional broadcast media and the difficult predicament of local broadcast media, the article argues that media convergence development is imperative, elaborating on the three stages experienced in the convergence development process of local broadcast media, the construction of broadcast omnimedia, and key considerations during omnimedia construction.

### Full Text

#### Theoretical Research · Media Convergence: The Convergence and Development of Local Radio and Television Media in the New Media Era

**Abstract:** This article examines the severe challenges confronting traditional broadcast media and the difficult predicament of local broadcast media, arguing that media convergence development is imperative. It elaborates on the three stages experienced in the convergence development of local broadcast media, explores strategies for constructing broadcast all-media, and identifies key considerations in this process.

**Keywords:** new media; local broadcast media; media convergence; broadcast all-media

**CLC Number:** G220

**Document Code:** A

**Article ID:** 1671-0134(2019)04-070-02

**DOI:** 10.19483/j.cnki.11-4653/n.2019.04.021

**Authors:** Luo Xiandong<sup>1</sup>, Zhang Yajuan<sup>2</sup>

## 1. Severe Challenges Confronting Traditional Broadcast Media

On February 28, 2019, the China Internet Network Information Center (CNNIC) released its 43rd “Statistical Report on Internet Development in China.” The report revealed that as of December 2018, China’s internet user base had reached 829 million, with mobile internet users accounting for 98.6% of this total. Internet penetration stood at 59.6%, with users spending an average of 236 minutes online daily. This growth in internet usage stands in stark contrast to television viewing time, which declined from 156 minutes per capita daily in 2015 to 132 minutes in 2018, marking a continuous downward trend [1]. Previously, information was primarily obtained through traditional media such as radio, television, and newspapers; today, the internet has become the dominant source.

## 2. The Difficult Predicament of Local Broadcast Media

The media industry faces severe challenges, yet local broadcast media find themselves in an even more precarious position. This article defines local broadcast media primarily as municipal and county-level television stations. In China’s media landscape, central-level media hold a near-monopolistic dominant position, followed by provincial media that command substantial market shares within their respective jurisdictions. Municipal and county-level local media, confined to their own administrative regions, occupy only modest market shares. Compared to central and provincial media, local media suffer from several critical deficiencies: scarce talent, as they lack the appeal to attract skilled professionals; outdated technical equipment, stemming from their generally small scale and low revenue which limits investment; homogeneous programming and low ratings, constrained by talent and technology shortages that result in formulaic content; and declining advertising revenue, squeezed from above by central and provincial media and from the sides by various new media platforms. Confronted with these dilemmas, local media must actively leverage new technologies, develop distinctive programs, attract larger audiences, and secure more advertising placements to maintain a competitive foothold.

## 3. The Imperative of Media Convergence Development

The former glory of traditional media has been dimmed by the rising tide of the internet. As internet penetration has deepened, self-media has gradually developed while the influence of traditional mainstream media has steadily eroded. If this trend continues, traditional mainstream media risks losing its dominant position. While self-media has its legitimate reasons for existence and cannot be suppressed through administrative means, it requires strengthened supervision and guidance to ensure healthy development. More critically, traditional mainstream media must adapt to the demands of the times, utilize advanced technologies, enhance their own development, and proactively transform them-

selves. Only through such active adaptation can they firmly maintain leadership in public opinion and propaganda. Consequently, as mainstream media, radio and television must embrace this trend, strengthen convergence development, enhance their influence, and secure an unassailable position in fierce market competition.

## 4. The Convergence Process of Local Broadcast Media

Local broadcast media convergence has evolved through three distinct stages: channel expansion, channel integration, and all-media development [2].

### 4.1 Channel Expansion Stage

Initially, local broadcast media operated solely through radio, television, and newspapers. They subsequently established their own websites, followed by microblog accounts, mobile applications, and WeChat public accounts. During this early phase, these platforms operated independently with limited information sharing and no genuine integration, resulting in low efficiency and unsatisfactory development.

### 4.2 Channel Integration Stage

Channel integration represents not merely the simple addition of traditional media channels but rather the full exploitation of each platform's strengths: radio's "speed," television's "visual impact," newspapers' "depth," and the internet's "convenience" [2]. Media convergence achieves effective integration of various media resources to create a synergistic effect where the whole exceeds the sum of its parts. Traditional broadcast media must fully utilize media carriers to integrate different media with common ground yet complementary advantages—radio, television, newspapers—across personnel, content, and promotion to create a new media form characterized by "resource convergence, content compatibility, promotional integration, and shared interests" [3].

### 4.3 All-Media Construction Stage

On January 25, 2019, the Political Bureau of the CPC Central Committee held its twelfth collective study session at the People's Daily headquarters, focusing on the all-media era and media convergence development. Xi Jinping emphasized that under new circumstances, the ecology of public opinion, media landscape, and communication methods have undergone profound changes, with continuous all-media development giving rise to full-process media, holographic media, all-staff media, and all-effective media, making the promotion of media convergence development and all-media construction an urgent task facing us [4].

## 5. Strategies for Building Broadcast All-Media

Broadcast all-media refers to the comprehensive information platform constructed by traditional broadcast media within the new media communication environment, building upon traditional audio and video businesses and integrating multiple communication channels. This represents a complex systematic project requiring comprehensive transformation in communication concepts, institutional mechanisms, organizational structures, and operational management to provide systematic support for this transition.

### 5.1 Implementing All-Media Process Reengineering

To construct all-media, the first step involves transforming traditional institutional systems and organizational structures. All-media represents an entirely new production and broadcasting model, yet traditional organizational structures have become obstacles to all-media construction. We must restructure organizational frameworks from an all-media perspective and implement process reengineering, breaking away from the previous vertical separation among radio and television channels. This involves establishing a news editing and dispatching center, creating an integrated editing and reporting platform, coordinating interview, editing, and technical resources, and achieving a work pattern of “one-time collection, multiple generation, and multi-channel dissemination.”

### 5.2 Constructing All-Media Technology Platforms

All-media construction requires robust technology platforms as its backbone. Such platforms enable effective linkage among radio, television, newspapers, websites, mobile applications, and other media, achieving full-station coordination in collection, editing, and broadcasting. These platforms can realize integrated news databases for seamless editorial operations.

### 5.3 Developing Composite Editing and Reporting Teams

Human factors remain the key determinant of success. Technology platforms alone are insufficient; they must be matched with editing and reporting teams suited for all-media operations. Previously, a single news 线索 required separate reporters for radio, television, newspapers, and websites, with each platform conducting its own writing, editing, and distribution without communication, resulting in tremendous waste of human and material resources. Today, only text journalists and camera operators need to be dispatched to complete the task. A single news 素材, once edited, can be published across radio, television, newspapers, and websites. This requires editors and reporters to become versatile “composite” talents proficient not only in using video cameras, cameras, and recorders but also in writing news, features, and commentaries, while being capable of on-camera reporting with a microphone in hand.

#### 5.4 Creating a “One Platform, Multi-Distribution” Communication Pattern

Broadcast all-media represents an open information platform built upon the integration of traditional communication channels. By constructing large-scale comprehensive information platforms and establishing converged content production centers, it achieves intensive collection and production with multi-channel editing and distribution. The “one platform, multi-distribution” pattern enhances communication effectiveness and market profitability. The “one platform” serves as a comprehensive information hub and content production center, while “multi-distribution” refers to broadcasting across radio, television, newspapers, websites, and other channels, significantly improving efficiency and reducing costs.

#### 5.5 Key Principles for All-Media Construction

**Upholding “Content is King” as the Core Philosophy.** In the all-media era, communication channels are increasingly diverse and methods constantly innovative. Does this mean we should focus solely on dissemination channels and forms? The answer is unequivocally no. Precisely because of this information complexity, content becomes even more critical. Only excellent content can stand out and gain audience favor. Therefore, we must adhere more firmly to the “content is king” principle, leveraging new media technologies to innovate program content and formats, producing more outstanding works that satisfy audience needs and increase audience stickiness.

**Adhering to the Development Concept of “Pioneering Innovation.”** “Innovation is the soul of a nation’s progress and the inexhaustible driving force for national prosperity.” As the media industry stands at the forefront of the times, it should embrace innovative development concepts, pioneering innovations in production and broadcasting methods, thematic content, and program formats. Only through continuous innovation can we firmly capture audiences.

The trend of media convergence today has surpassed previous levels in both breadth and depth. Local broadcast media must adapt to contemporary developmental trends, promptly adjust their strategies, build upon reality, leverage strengths while circumventing weaknesses, and pursue continuous development and innovation to maintain a leading position in the wave of media convergence.

---

#### References

- [1] China Internet Network Information Center. Statistical Report on Internet Development in China [R]. Beijing, 2019(2): 28.
- [2] Wang Jianlei. The Path of Media Convergence: Reengineering Broadcast Strategy [M]. Beijing: China Radio & Television Press, 2016.
- [3] Tian Zhiyou. Practice and Reflection on Developing Converged Media for Prefecture-Level Radio and Television Stations [J]. Today Media, 2017(5): 113-114.

[4] Let Mainstream Media Become All-Media [N]. People' s Daily, 2019(1): 30.

**(Author Affiliations:** 1. Rizhao Radio and Television Station; 2. Rizhao Chengfang Fire Engineering Co., Ltd.)

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

*Source: ChinaXiv –Machine translation. Verify with original.*