

Operational Innovation and Development Pathways for Television Media in the Digital Media Environment (Postprint)

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Abstract

With the development of digital media technology, the dissemination modes of mass media have undergone revolutionary transformations, and the traditional television industry has faced tremendous disruption; some traditional media industries have already pivoted toward Internet-based development. As the flagship of traditional media industries, television has also achieved new breakthroughs in the digital media era. This paper analyzes and discusses the development of television media in the new environment by exploring the relationship and mutual influence between traditional television media and digital media.

Full Text

Abstract

With the development of digital media technology, the communication methods of mass media have undergone earth-shaking changes, and the traditional television industry has been profoundly impacted. Some conventional media industries have already shifted toward the internet. As the leader of traditional media, television has also achieved new breakthroughs in the digital media era. This paper analyzes and discusses the development of television media in this new environment by exploring the relationship and mutual influence between traditional television media and digital media.

Keywords: digital media; television media; operational strategies

1. Current Status Analysis of TV Media Operations

The intensifying impact of digital media and increasingly fierce industry competition have caused performance declines at many prefecture-level television

stations. However, in terms of viewership ratings, the television industry remains the leader among all media formats, particularly in news reporting and the dissemination of major events, where it possesses unique resource advantages. Simultaneously, the Matthew Effect among provincial satellite TV stations has become increasingly prominent. Advertising placement in television media has begun to show a polarized trend, concentrating either on major channels such as CCTV or on some satellite channels that penetrate to the lowest market tiers. Most entertainment programs maintain high viewership, and corresponding advertising revenue has not affected the overall development of the television industry, which has continued to maintain high growth in recent years.

Within China's television media system—comprising central, provincial, and prefecture-level tiers—the operations of prefecture-level TV stations have been in a gradual decline, with advertising revenues falling significantly and external pressures being most severe. The main factors contributing to the declining influence of prefecture-level television media include three aspects: channels, content, and image—specifically, impacted coverage channels, weak content integration capabilities, and lack of social credibility. In the internet era, especially the mobile internet era, with the unlimited expansion of audio-visual content production, we must increase both the quantity and quality of program production to attract audience attention [3].

2. Operational Strategies for TV Media in the Digital Media Environment

Digital technology and network technology are fully utilized by digital media, which employs channels such as the internet, wireless communication networks, broadband local area networks, and satellites to disseminate information and entertainment services to users through terminal systems like computers, mobile phones, and digital televisions. This achieves a strong alignment between information technology and media-related product and service industries, thereby driving the continuous development and evolution of digital media in the information age. From a market and business operations perspective, we currently categorize digital media into four major types: internet TV, telephone broadcasting, mobile media, and digital television. In this environment, the superiority of digital media is increasingly evident in terms of content value, communication models, communication effects, and communication characteristics. The drawbacks of traditional media have created vast opportunities for new media development. The emergence of digital media has transformed information dissemination from a “one-to-many” to a “many-to-many” model, a shift that determines television media is no longer the primary source of media information for the public. Digital media enables everyone to become a media disseminator, and its stronger impact has made the internet the main focus of investment across industries. Nevertheless, television media still plays an important role in information dissemination and remains a crucial medium for mass communication [2].

At present, municipal television stations' understanding of digital media operation patterns still requires time and practical exploration, and user cultivation needs long-term nurturing and absorption. However, effective integration with digital media has become a common consensus for transformation. The rapid rise of internet TV, mobile internet, and cloud communication presents both opportunities and challenges for traditional media. We must continuously explore new integration models between old and new media to identify new development paths for television media in the digital media context [1]. Television media operations should combine their own advantages and characteristics, strengthen these inherent strengths, leverage cross-media communication traits, increase operational revenue, and enhance overall economic and social benefits.

2.1 Building Platform-Based Media: Strategic Innovation and Transformation

In the current “Internet Plus” era, radio and television must utilize this platform to establish a user-centered approach and comprehensively promote the construction of platform-based media from four dimensions: concept, system, technology, and capital. First, be user-centered, understand user needs, and transform audiences into genuine users. Second, change traditional concepts and innovate thinking patterns, shifting from “content is king” to “user experience is king.” Third, reform internal and external systems to achieve media transformation, implement a professional manager system, enable media participation in market competition, and improve market responsiveness.

When building platforms, we believe it is essential to: 1) Unify program content—determine common programs such as out-of-region news, education, culture, tourism, and entertainment, in addition to each station' s personalized programs; 2) Unify program formats—including both traditional TV formats and new formats such as instant, fragmented, and mobile-oriented content; 3) Unify exchange mechanisms—establishing mechanisms for program acquisition, exchange, public cost allocation, and public revenue distribution.

2.2 TV Institutions Using Internet TV to Interact with Audiences

Currently, many internet TV programs' personalized characteristics have not had opportunities to be showcased, and much potential demand remains untapped by television media. In this context, TV media can leverage internet TV technology to create new forms of audience interaction, achieve integration between TV programs and communication content, and enable viewers to participate not merely as passive recipients but also as active participants in program production and dissemination, thereby realizing an interchange between communication subjects and objects.

To enhance audience interaction, we have also formulated comprehensive public service advertising production plans, breaking down topics by department. For topics that individual departments cannot complete independently, we adopt

inter-departmental collaboration, establish project teams, and produce jointly. The chief editor's office tracks progress monthly and schedules quarterly to ensure timely completion. This approach not only avoids topic duplication and redundant investment but also ensures diverse topics and varied final products.

2.3 TV Institutions Using Digital Media to Amplify Traditional TV's Influence

The linear broadcasting characteristic of TV programs means they are constrained by time limitations during transmission. After broadcast, high-rating programs can be rebroadcast using internet TV features to achieve broader audience engagement. TV stations relying on their strong media resources can meticulously craft program content and improve audience communication and dissemination—this represents a new development approach for all TV programs today. We have always strived to be a responsible, credible, and compassionate media outlet, adhering to the principle that party media belongs to the party, disseminating core socialist values, safeguarding social conscience, winning trust through responsibility, staying true to our original aspiration, and forging ahead diligently.

2.4 Normalization of Live Broadcasting for Major Events

Major events have always been the focus of public attention and represent the best opportunities and vehicles for TV media to enhance visibility and reputation. Television news live broadcasting primarily highlights the sense of presence in news reporting and demonstrates its authenticity. By leveraging TV media's ability to present real images to audiences immediately, we can play to television's inherent advantages, 触动 audience nerves at the first moment of news reporting, and win audience trust. This characteristic of TV news reporting can effectively counteract the negative impacts of online news media.

The normalization of live news broadcasting places higher demands on front-line journalists, requiring strong practical operational skills, on-site adaptability, and overall grasp of news information. In news reporting scenes, on-site adaptability is key, practical operation is the foundation, and information mastery enables self-innovation and improvement. Ultimately, through normalized live broadcasting, we can demonstrate television media's professional advantages and brand specialties in the news domain. Additionally, we emphasize seeing the “big” from the “small,” tackling “big” topics through “small” approaches, and using “small matters” to illustrate “big principles,” grounding our work in reality to make TV media live broadcast effects truly compelling [6].

2.5 Integrating Multi-Channel News Information

For prefecture-level TV media, whether through channel expansion, IPTV cooperation, wireless transmission, or two microblogs and one terminal, APPs, and live interaction, these are all expansions of communication channels and changes

in dissemination methods that ultimately serve program content. Whether advertising alliances, tourism alliances, or shopping alliances, these are all expansions of business scope and extensions of industrial chains that ultimately rely on TV stations' program influence.

Therefore, in the new media environment where information dissemination channels have broadened, as journalism professionals, we must keep pace with the times, pay close attention to online information content, leverage our news sensitivity, screen and identify complex online news information, adhere to the journalistic principle of seeking truth from facts, and report integrated news information to audiences through TV media in a timely manner. This approach not only reflects the value of new online media but also enriches TV stations' information connotation and expands channels for TV news acquisition, achieving three benefits at once.

The rapid rise and prosperity of digital media is the current norm and has demonstrated promising development prospects. In the current complex media industry landscape, the integrated development of TV media and new media is an inevitable trend. Traditional TV media possesses rich resources, professional talent, experience, and long-term brand advantages. Digital media forms complement traditional media strengths, enabling mutual development through content resources, human resources, brand building, and resource sharing. As network technology continues to develop and advance, the interaction, dialogue, and cooperation between traditional TV media and digital media will become increasingly close and profound. Local TV media should absorb the advantages of digital media, learn from them, or integrate with digital media to achieve renewal.

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

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