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Post-print of the Annual Meeting and Standards Seminar of the News Information Standardization Branch of China News Technology Federation and the News Information Standards Training and Promotion Meeting held in Tianjin

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

Abstract

In his address, the newly elected Director Chen Mingxiang presented a work report on the Sub-committee's 2018 achievements and outlined plans for 2019. He called for continued support for the Sub-committee's work, urging member units to actively participate in standard working groups, submit proposals based on their organizational needs, attend training sessions, and intensify standardization efforts in new media and emerging technology domains to better support media convergence development.

Full Text

Preamble

From October 24 to 26, 2018, the "Annual Meeting and Standards Seminar of the News Information Standardization Sub-committee of China News Technology Federation" and the "News Information Standards Training and Promotion Conference" were held in Tianjin. The event brought together nearly 50 representatives from major media organizations including People's Daily, National Radio and Television Administration, China Daily, and Beijing Television. Secretary-General Wu Guowei presided over the annual meeting, which elected Chen Mingxiang, Deputy Director of Xinhua News Agency's Technology Bureau, as the new Director of the Standardization Sub-committee, and added Ding Feng from Beijing TRS Information Technology Co., Ltd. as Deputy Director.

In his address, the newly elected Director Chen Mingxiang presented a work report on the Sub-committee's 2018 achievements and outlined plans for 2019.

He called for continued support for the Sub-committee's work, urging member units to actively participate in standard working groups, submit proposals based on their organizational needs, attend training sessions, and intensify standardization efforts in new media and emerging technology domains to better support media convergence development.

The conference featured a special policy interpretation on group standards by expert committee members from the China Electronics Standardization Institute. Participants reviewed and approved the draft group standard "Technical Specification for Media Convergence News Based on HTML5" and voted to approve research project proposals related to "Youth Internet Content Identification" standards. Discussions also addressed industry needs in areas such as big data, artificial intelligence, national online literature, online video cataloging specifications, internet advertising, and image copyright protection, identifying group standards as a key breakthrough to meet practical requirements in news media applications and promote the conversion of high-quality group standards into national standards. The lively discussions yielded excellent results.

Case Study: Guangming Daily's Media Convergence Initiative

In 2016, Guangming Daily launched its "Ideological Theory Media Convergence Communication Project," aiming to promote online engagement by mainstream experts, establish evaluation standards for online articles, and build an authoritative ideological theory database—creating a distinctive media convergence solution with Guangming's characteristics.

Lu Xiangao, a representative from Guangming Daily, explained that the newspaper had previously lost influence in university enrollment during the early new media era but reclaimed this advantageous domain through content planning and mobile live streaming. "By leveraging live broadcasting, we regained our competitive edge in university recruitment," Lu noted. "Students accessed information for free, universities promoted themselves, and Guangming consolidated its discourse power and influence in its strongest domain."

Guangming Daily has built a distinctive live streaming brand in its traditional areas of strength—culture and education—by concentrating superior resources and cultivating vertical domains with intensive effort. In this year's "Guangming Live Broadcast" featuring directors of university admissions offices, the program covered 120 universities and attracted 130 million viewers. Lu emphasized that by aggregating various elements in its most advantageous domains and creating services, media convergence can generate significant penetration and influence within specific fields and industries, thereby strengthening brand power.

Standards Training and Future Directions

The training and promotion conference featured presentations by experts from Tsinghua University, Communication University of China, Southeast University, People’s Pictorial, China Broadcasting & Television Corporation, and Beijing Star vibration Homology Digital System Co., Ltd. Training topics included “Reporting Planning and News Event Markup Language,” “Application of News Event Standards in Media Convergence Reporting,” “Metadata Specification for Chinese News Image Content Description” and its applications, “News Image Content Description and Metadata Annotation,” “The Role of Image Content Description in Image Database Construction,” and “The Unified Content Label (UCL) National Standard and Its Application in the Media Field.” The sessions combined technical explanations with case studies and demonstrations of three national standard application scenarios, effectively showcasing practical utility and promoting implementation. All participants received training certificates upon passing the examination.

During standardization discussions, attendees actively contributed suggestions, recommending the adoption of various forms for foundational standardization work—including pre-research projects, survey reports, and needs assessments—based on latest industry requirements. Proposals included investigating central databases, mobile platforms, and other emerging areas.

The News Information Standardization Sub-committee of China News Technology Federation, officially approved in 2014 with its secretariat located at Xinhua News Agency’s Technology Bureau, currently comprises 74 members from over 70 organizations including People’s Daily, Tsinghua University, and Peking University Founder Electronics Co., Ltd. The Sub-committee encompasses news agencies, newspaper and broadcasting industries, universities, and internet enterprises, dedicated to practical work in standard formulation, application, promotion, training, consultation, and technical services for the media industry. Its mission includes completing news group standard development and revision, facilitating communication in the Internet+ era, drawing on international media standardization experience, and exploring effective competition, incentive, and recognition mechanisms to mobilize member units’ enthusiasm for standard development and application promotion—ultimately removing technical barriers and promoting media convergence and resource sharing.

(Authors: Wu Guowei, Lu Haiyan)

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

Source: ChinaXiv — Machine translation. Verify with original.