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Analysis of the Convergence Development Model of Television and New Media: Postprint

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Abstract

In China, television has long entered millions of households, boasting a very broad audience. New media has also become widespread with the rapid development of the Internet, influencing the lives of modern people, especially young people. It is evident that television media and new media each have their own advantages and strengths. Therefore, the question of how to enable the integrated development and mutual promotion of traditional television and new media has become a research focus for many scholars. This paper analyzes the opportunities and challenges faced by traditional television media in the era of prevalent new media, in order to achieve integrated development of television media and new media, compensate for their respective shortcomings, achieve the synergistic effect of $1+1 > 2$, and promote the innovative and sustainable development of domestic media.

Full Text

Abstract

In China, television has long become a household fixture with an extensive audience base. Concurrently, new media has proliferated alongside the rapid development of the internet, profoundly influencing modern life, particularly among younger generations. Evidently, both television media and new media possess distinct advantages and strengths. Consequently, facilitating the integrated development and mutual reinforcement of traditional television and new media has emerged as a significant research question for numerous scholars. This paper analyzes the opportunities and challenges confronting traditional television media in an era dominated by new media, aiming to foster convergence between television and new media, compensate for their respective deficiencies, achieve a synergistic effect where $1+1>2$, and promote innovative and sustainable development of domestic media.

Keywords: Television Media; New Media; Convergence Innovation

Introduction

New media—derived from internet broadband technology, digital production and transmission technology, and wireless communication technology—has profoundly impacted traditional television media. New media offers superior real-time capability, timeliness, and user autonomy, satisfying the personalized demands of modern audiences, especially younger generations. With network access, users can obtain the latest information instantly via smartphones and tablets. In contrast, traditional television media lacks advanced technological support, suffers from poor timeliness, features fixed programming schedules, and fails to meet audience personalization needs. Faced with these disadvantages, traditional television media urgently requires reform, and its only viable path lies in integration with new media. By developing new businesses and new media industries, and through complementary advantages and coordinated dissemination, traditional television can avoid being marginalized in the new media era and secure its position.

To construct a convergence development model for traditional television and new media, three key approaches should be pursued: establishing platform-based internet television stations, building a complete networked industry chain, and promoting innovation in networked industry systems. These strategies will facilitate integration between old and new media, revitalizing television media.

1. Establishing Platform-Based Internet Television Stations

In recent years, with the advent of 3G and 4G networks, an increasing number of people in China have begun using smartphones to access the internet, watch online television, log into social media platforms like WeChat and Weibo for the latest information, and utilize search engines such as Baidu and Google for answers. As the most popular media form today, new media should be leveraged by traditional media through selective integration across various domains. To capture new markets, new media can learn from CCTV's approach by integrating with traditional media to achieve mutual development.

In 2009, CCTV launched the China Network Television (CNTV) platform, which first broke with the traditional model of fixed-schedule programming by adopting live streaming and on-demand formats, freeing audiences from waiting in front of their televisions at specific times. Simultaneously, CNTV transformed the overly official and professional characteristics of traditional broadcasting by actively addressing audience questions, regularly broadcasting high-quality videos created and edited by netizens, and providing rich visual experiences that help regain market share. Platform-based internet television stations should abandon the window-style construction model of traditional television, transforming specific channels into more diversified and platform-oriented entities.

Additionally, traditional television's limitation of "miss it and it's gone" forces audiences to watch programs at fixed times, creating a passive experience that diminishes user satisfaction. Therefore, television media must combine with new media, absorb advanced technologies, increase audience interaction, and enhance participation to achieve sustainable development.

2. Building a Complete Networked Television Industry Chain

In China, the traditional television industry chain has centered on various television programs broadcast on fixed schedules. Following the integration of television and new media, the emerging new industry chain now focuses on information or databases, enabling faster and broader dissemination of television content with greatly expanded reach. China's television industry chain has traditionally relied on television programs to generate ratings, then profited through secondary sales of advertising revenue. The convergence development model aims to build a more extensive and systematic industry chain, transforming the latest information and content into commodities sold directly to the public to increase revenue and create new income streams. Therefore, a complete networked television industry chain forms the economic foundation for media convergence.

So how can television media achieve comprehensive networked production? First, critical processes such as program production, storage, transmission, and broadcasting must become fully digitalized. Second, the production subjects of television media should achieve comprehensive networking. Finally, the new convergence development model requires the organizational structure and management of television media to become flattened and advanced, eliminating outdated development models.

Xinhua News Agency Television has demonstrated unique vision, providing a model for other traditional media reforms. By integrating with the internet, Xinhua Television enables audiences to interact and communicate with journalists online. Through online voting, messaging, and other functions, Xinhua has attracted numerous loyal viewers. The editorial department reads fan messages every period to understand their genuine and urgent needs, then improves and refines reporting ideas and methods according to audience wishes. This creates an active interactive communication platform and cultivates a stable, loyal user base for Xinhua Television. As television media transforms its outdated development concepts, its dissemination power and brand recognition continue to grow. Meanwhile, advances in mobile communication technology and software platforms enable television media to extend toward the internet, gradually highlighting its marketing advantages.

3. Perfecting Innovation in the Networked Television Industry System

The convergence of television media and new media is not simple piecing together or docking, nor is it merely terminal expansion. Rather, it represents restructuring and innovation in operational models and industry systems. Therefore, perfecting innovation in the networked television industry system constitutes a crucial component for advancing media convergence. Systemic renewal can optimize resource allocation, eliminate the drawbacks of mechanical reorganization, break down barriers, enhance internal integration, and achieve innovation in communication methods, content, and revenue channels.

3.1 Innovation in Management Systems

The networked and digitalized media development model has fundamentally transformed China's traditional television industry structure, granting the entire industry chain—from program production, broadcasting, and transmission to receiving terminals—access to broader and more promising markets. Consequently, industrial business models have evolved with technological upgrades. Programs no longer rely solely on advertising revenue but are gradually moving toward more modern development models such as content payment, diversifying and perfecting profit mechanisms. Additionally, new business types require new market operation models that will more profoundly transform the traditional television industry's market structure, enabling the television-new media convergence model to achieve significant results.

3.2 Technological Innovation

In the 21st century, those who possess core technologies can secure advantageous positions and gain first-mover advantage in fierce industry competition. Television media should not stagnate but should achieve innovative development, emphasize multimedia technology, update its development and communication models, create an “Internet Plus Traditional Media” approach, obtain innovative development, and strive to capture new markets.

3.3 Innovation in Marketing Models

New media has gained widespread popularity primarily because its information and content are rich, colorful, diverse, and interesting, with rapid dissemination speed. Social platforms such as WeChat, Weibo, QQ Space, and Baidu Tieba enable real-time chatting with friends and relatives while sharing photos and videos. These new media functions are comprehensive and service-oriented, recognized by all sectors of society and gradually becoming mainstream. Under new media's influence, traditional media should enhance its marketing advantages to avoid being replaced by increasingly popular new media.

Conclusion

New media is subtly transforming our lives. Television media, which originally held an important position in China, now faces powerful impact from new media. Traditional television media must accelerate its transformation and integrate with new media to achieve a win-win situation. This paper analyzes the advantages and disadvantages of both television and new media, offering several suggestions for their integration, with the aim of promoting innovation and improvement in the convergence development model of television and new media in the internet era to achieve mutual success.

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

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