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## Technology Convergence between Traditional Broadcasting and Emerging Media: A Postprint

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### Abstract

Emerging media represents the product of integrated development between network technology and information content. The convergence of radio and television traditional media with emerging media constitutes a major and profound transformation within the media field. For radio and television to adapt to the new communication environment, technological convergence between traditional and emerging media serves as the foundational basis. This paper adopts media convergence as its entry point, elaborating the characteristics of technological convergence between radio and television traditional media and emerging media, analyzing the models of such convergence, and focusing on exploring strategies for the technological convergence of radio and television traditional media and emerging media, aiming to demonstrate the significance of media convergence and thereby provide references for the development of radio and television.

### Full Text

#### The Path of Technical Convergence Between Traditional Broadcast Media and Emerging Media

**Abstract:** Emerging media represents the product of convergent development between network technology and information content. The integration of traditional broadcast media with emerging media constitutes a significant and profound transformation in the media landscape. For broadcasting and television to adapt to the new communication environment, technical convergence between traditional and emerging media serves as the foundation. This paper takes media convergence as its entry point, expounding upon the characteristics of technical convergence between traditional broadcast media and emerging media. By analyzing the modes of such convergence, it focuses on exploring strategies for integration, aiming to illustrate the importance of media convergence and provide references for the development of broadcasting and television.

**Keywords:** Broadcasting and Television; Traditional Media; Emerging Media; Convergence

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## 1. Characteristics of Technical Convergence Between Traditional Broadcast Media and Emerging Media

With the development of information technology in China, emerging media has arisen, profoundly transforming daily life and exerting tremendous influence on broadcast communication. Media resources are being segmented into potential audience markets under the influence of diverse emerging media forms, advanced platforms, and competitive pressures. Concurrently, innovations in media transmission technology are developing explosively, with technical convergence laying the foundation for broader media integration and making the fusion of traditional and emerging media an inevitable trend. Current developments in digital and information technology present both opportunities and challenges for traditional media, making the exploration of convergence pathways a focus of attention in broadcasting. Therefore, investigating the technical convergence between traditional broadcast media and emerging media holds significant practical importance.

Current applications of emerging media continue to expand and evolve. From the perspective of technical convergence characteristics, three main features stand out: parallel implementation of multiple convergence modes, increasing technological convergence, and prominent user agency.

### 1.1 Parallel Implementation of Multiple Convergence Modes

Parallel implementation of multiple convergence modes represents a primary characteristic. The nature of broadcast media determines the positioning and direction of its convergent development. Broadcasting and emerging media will coexist and develop over the long term, vigorously promoting new technology applications in broadcasting to facilitate technical convergence and drive transformation and upgrading. This integration will generate multiple convergence modes, develop diverse functions and values, and demonstrate clear trends toward multi-format cross-boundary collaboration.

### 1.2 Increasing Technological Convergence

Increasing technological convergence constitutes another key feature. Influenced by emerging media, traditional broadcast media are experiencing technological convergence during deep integration. On one hand, traditional and emerging

media achieve complementary advantages by absorbing each other' s strengths to elevate media standards. On the other hand, during convergence, they adhere to integrated and collaborative development, lowering technological barriers, striving to break through traditional transmission pathways, emphasizing social interaction and engagement, thereby consolidating and expanding the mainstream media' s position in public discourse.

### **1.3 Prominent User Agency**

The convergence also manifests through prominent user agency. The Internet' s most valuable resource is its massive user base, and the fundamental difference between emerging and traditional media lies in their user-oriented approach. As the media industry enters an era of large-scale convergence, user agency is gaining increasing recognition. For traditional broadcast media to converge with emerging media, they must capture, aggregate, and retain users, comprehensively enhancing their influence and guiding power while fully satisfying diverse user information needs, thereby activating users through service.

## **2. Modes of Technical Convergence Between Traditional Broadcast Media and Emerging Media**

Media convergence is a long-term, complex, and gradual process. Building upon an understanding of these characteristics, convergence strategies can be pursued through four primary modes: extensive user management, premium content exclusive broadcasting, television program e-commerce, and local lifestyle services.

### **2.1 Extensive User Management Mode**

The extensive user management mode has been tested with positive results. National-level media represented by China Central Television (CCTV), with their extensive and diverse media industry management systems, have established distribution channels beyond television. By relying on diversified content and products to reach the broadest possible user base through multiple channels, this model has gradually become mainstream in broadcast media convergence.

### **2.2 Premium Content Exclusive Broadcasting Mode**

Leveraging premium content as capital, the exclusive broadcasting strategy has created a favored convergence mode. A representative example is Hunan Broadcasting System. Its new media institution, Mango TV, aims to build a "Mango" brand media ecosystem. Through its "Mango Exclusive Broadcasting Strategy" and integrated platform planning, it successfully converts television audiences into mobile users, significantly boosting Mango TV' s attention and influence.

### 2.3 Television Program E-commerce Mode

The television program e-commerce mode, characterized by the commercialization of TV programs, represents another convergence pathway. Television media explore cooperation with e-commerce by opening official stores on platforms to develop a new T2O (TV to Online) business model, simultaneously selling program-related or exclusive customized products. CCTV, Dragon TV, and Travel TV have made beneficial attempts. Notably, CCTV's *A Bite of China 2* leveraged its famous culinary content to simultaneously sell ingredients and recipes from each episode, achieving value recreation through content and deeply tapping into program value.

### 2.4 Local Lifestyle Service Mode

Local lifestyle services, concerning people's daily necessities, represent another significant convergence mode. As the name suggests, this mode focuses on local services, creating local news and lifestyle products. Regional differences have led to distinctive development models. Suzhou Broadcasting's "Famous City Network" plus "Wireless Suzhou" platforms, building upon traditional media advantages, have added public information query systems, emergency information release platforms, lifestyle service platforms, and mobile e-commerce interaction platforms, actively exploring urban broadcast new media development as a typical example of comprehensive information service platforms.

## 3. Strategies for Convergence Between Traditional Broadcast Media and Emerging Media

To further improve convergence, strategies can be implemented in the following areas based on understanding these characteristics and modes.

### 3.1 User Demand-Oriented Approach

A user demand-oriented approach is key to successful convergence. Both traditional and emerging media must continuously adjust product and platform investment and R&D to meet audience needs for multi-channel information dissemination, thereby achieving a qualitative leap in broadcast media effectiveness. Specifically, broadcast media should strengthen research on user groups, leverage broadcast networks, multi-terminal coverage, and user scale to create new services and value while maintaining their main position.

### 3.2 Commitment to Premium Content Production

Commitment to premium content production constitutes a crucial link. Media convergence must uphold content quality, achieving deep integration in content production and editorial processes. Transforming new technology into new content advantages for broadcast media enables complementary strengths between traditional and emerging media. Through conceptual innovation to enhance

convergent productivity, content should be presented in multimedia formats, creating concise, vivid, and distinctive information products to attract traffic through quality content and transform traditional broadcasting with new media DNA while maintaining correct orientation.

### 3.3 Active Application of New Distribution Channels

Active application of new distribution channels is vital for convergence. Under media convergence, modern information technology is gradually changing communication methods. By adopting platform thinking and actively utilizing new channels such as Weibo, WeChat, apps, and websites, broadcast media can promote diversified, platform-based, and rapid business development. Effective multi-media integration can achieve one-time news gathering with multiple generation and multi-channel distribution.

### 3.4 Emphasis on New Media Team Building

Emphasis on new media team building serves as an effective convergence measure. Convergence relies heavily on construction and operation, requiring a media talent pool with Internet thinking adapted to new communication formats. The broadcast industry should prioritize new media team building, activating media practitioners through training, recruitment, and evaluation. Systematic and focused cultivation of talent for emerging media formats, identification of professionals with Internet thinking, and increased R&D in new media technology will leverage human capital to achieve leapfrog development.

In conclusion, the era of new media represented by digital and network media has brought increasingly obvious impacts to traditional broadcasting. The path of technical convergence between traditional broadcast media and emerging media remains challenging. To achieve deep integration and maximize synergies, broadcast media must adopt user demand orientation, commit to premium content production, actively apply new distribution channels, and emphasize new media team building. Only through such strategies can broadcast media maximize their role and promote industry development.

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