
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01939

How Live Streaming Drives the Development of Converged Media: A Case Study of Qingyang Television Station (Postprint)

Authors: Liu Xin, Shao Lu

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

Abstract

Traditional media possess advantages in live streaming and short videos in terms of credibility, policy resources, content production, platform accumulation, technical support, and audience engagement, yet also face limitations regarding platforms and business models. If opportunities can be seized, live streaming and short videos may serve as a breakthrough point for traditional media convergence.

Full Text

How Live Streaming Drives Integrated Media Development: A Case Study of Qingyang TV Station

Abstract: Traditional media possess distinct advantages in live streaming and short-form video production, including credibility, policy resource access, content production capacity, platform accumulation, technical support, and audience engagement. However, they also face significant limitations in platform operations and business models. If these opportunities can be effectively seized, live streaming and short videos may serve as critical breakthrough points for traditional media convergence.

Keywords: live streaming; media convergence; new media

Authors: Liu Xin, Shao Lu

1.3 Shortage of High-Quality New Media Talent

In the 21st century, talent constitutes essential reserves for development. News dissemination in the internet era requires experienced, high-caliber professionals

capable of mining, analyzing, and curating information. Qingyang is a typical inland city located in an economically underdeveloped region of Gansu Province. The development of radio, television, and new media platforms demands substantial investment in both human resources and capital—neither of which can be compromised. In practice, coastal cities such as Guangdong, benefiting from robust economies and large population bases, invest far more in broadcasting and new media than inland regions, with correspondingly higher salaries. This has led to a significant brain drain of outstanding journalism professionals to economically developed areas, leaving Qingyang TV Station with a limited supply of high-quality talent willing to work there. In today's mobile internet environment, the demands on news editors and communication professionals are even greater. Journalists and editors working in converged media news reporting must not only possess traditional journalistic skills and knowledge but also demonstrate competence in processing and publishing diverse content formats—including text, audio, images, and video—under converged media technologies. Innovative editing techniques and communication thinking are equally indispensable. Currently, Qingyang TV Station faces a severe shortage of professionals who understand both journalistic practices and new media publishing capabilities, making it difficult to maintain consistently high professional standards among its news staff and teams.

1.1 User Volume Instability

In the internet age, user volume and click-through rates constitute the fundamental basis for the healthy operation of websites and APP platforms. With a population of approximately 800,000, Qingyang does not enjoy a competitive advantage among prefecture-level cities, imposing significant constraints on user growth. Furthermore, Qingyang TV Station's primary revenue source relies on government finance. Confronted with internet-driven disruption, the traditional model dependent on broadcast advertising revenue faces severe challenges, and new media development funding is similarly constrained by overall fiscal conditions. Consequently, there is an urgent need to expand internet platform presence, boost revenue through the internet economy, and simultaneously promote the healthy development of the new media matrix. Qingyang TV Station's new media matrix is currently in a growth phase. Constrained by population size, fiscal limitations, and geographic conditions, determining appropriate development strategies and tactics to overcome these objective barriers has become the foremost challenge facing Qingyang TV Station's new media operations.

1.2 Insufficient Original Content Production

The ability to provide exclusive news information unavailable through other media represents the fundamental basis for the broadcasting industry's survival. Securing and reporting the latest news before other media outlets represents the highest journalistic pursuit. Therefore, originality and exclusivity have become the core objectives of Qingyang TV Station's news reporting. However, like all

news-oriented APPs, Qingyang TV Station's converged media APP is currently in a business development phase. Many newly recruited staff members lack sufficient news sensitivity and cannot spontaneously capture news leads or actively follow up on trending topics. Simultaneously, due to personnel shortages and the need to guarantee daily news updates, the station must repost news content from other websites and WeChat platforms, revealing prominent issues such as insufficient originality and heavy reliance on internet-sourced images and text. Although strategic partnerships have been established with mainstream media outlets like Xinhua News Agency, the published news content generally lacks distinctive characteristics and unique features.

2.1 Security Infrastructure Development

Qingyang TV Station began developing its online and website infrastructure relatively early, completing and launching its website in February 2014. From the initial construction phase, the station prioritized network and information security, implementing a 7×24-hour duty mechanism. Through deep collaboration with Nanjing Houjian Company, the station developed its new media matrix and established a unified security management mechanism for the matrix. The “Kanjian” APP and Kanjian website backend servers were deployed on Huawei Cloud, which offers high security levels. Single-user, single-account login management was implemented, with website and APP management divided into three functional zones—editorial, technical, and review—each with different backend permissions based on job functions. This ensures that technical and editorial staff cannot bypass levels or exceed their authority to edit or modify network parameters. The backend additionally features an independent operation logging system that separately records every operation performed by technical and editorial staff, including content and timestamps, ensuring accountability to specific individuals and accounts. This prevents information security issues caused by operational errors and facilitates rapid investigation in the event of security incidents. All data from Qingyang TV Station's new media platform is stored on Huawei Cloud, with multiple backups of backend management and audiovisual data, enabling rapid recovery in case of emergencies. Furthermore, all content published online must pass through a strict three-level review process by editors, department heads, and division leaders before broadcast, ensuring both security and high quality of published material.

2.2 News Content Reorganization

Leveraging its traditional media advantages, Qingyang TV Station's new media matrix re-edits and reorganizes its existing news, special features, columns, and radio programs, breaking down integrated content into smaller segments. Through daily curated pushes on the station's APP, Weibo, and WeChat public platforms, the advantages of traditional programs are maximized [1]. The “instant reporting” feature proves particularly prominent in real-time news coverage. For important news and breaking events, Qingyang TV Station utilizes

the communication characteristics and channel advantages of new media to organize and publish news content across categories, achieving cross-platform, three-dimensional, and comprehensive dissemination effects that expand the news communication frontier. The station continues to broaden its propaganda coverage using all available new media technologies, such as expanding live streaming platforms to include Xianchang Cloud Live, Guangdian Cloud Live, and the currently popular Douyin Live. This approach not only aligns thinking with internet principles but also integrates operations seamlessly with internet practices.

In the internet era, news programs increasingly trend toward on-site reporting, delivering breaking news to audiences in real time. For instance, Qingyang TV Station's live broadcast of the "Fourth Plenary Session of the Fourth Qingyang Municipal Committee and City-wide Economic Analysis Meeting for the First Half of the Year" marked the first use of Xinhua News Agency's "Xianchang Cloud" APP for on-site live streaming, employing a combination of images, text, and video to deliver more timely and rapid coverage of the meeting. Live broadcasts of the "Heshui County Plateau Marathon" and "Zhengning Forest Marathon: Crossing Ziwu Ridge, Exploring the Qinzhidao Trail" overcame challenges such as long routes and limited personnel to provide comprehensive live coverage, incorporating on-site interviews and real-time audience interaction, which generated 140,000 and 280,000 clicks respectively on the event days. Subsequent coverage received prominent placement in Xinhua News Agency's client app image carousel and was republished by over forty media outlets including China News Service, Xinhua Gansu Channel, Gansu Broadcasting, Zhangguan Mobile, and Xinhua's party-government client, significantly enhancing Qingyang's visibility and influence. In June 2018, Qingyang TV Station's live programs adopted on-site video plus graphic live streaming with real-time audience interaction, maximizing the effectiveness of correct public opinion guidance in reporting the emergency situation. Currently, Qingyang TV Station is actively exploring normalized mechanisms for radio, television, and internet live streaming. Utilizing 3G and 4G technologies enables faster response to breaking events. In June 2018, Qingyang TV Station's new media live streaming reached 14 sessions, with monthly user growth of 15,000, total users exceeding 120,000, and monthly clicks surpassing 2 million. Going forward, Qingyang TV Station will continue strengthening team capacity building, enhancing advance planning for live streaming activities, and actively coordinating with the municipal party committee and government to ensure the presence of Qingyang TV Station's new media team at all major city events, achieving the journalistic goal of "capturing the scene, capturing the live story."

2.3 Special Event Planning

Qingyang TV Station's new media platforms provide timely coverage of numerous social hotspots, livelihood issues, and breaking news in Qingyang, becoming an important information source for the general public. The station

delivers comprehensive and prompt reporting on critical weather warnings and livelihood-related updates. For the Kanjian APP and WeChat public platform, Qingyang TV Station has strengthened its internet thinking by capitalizing on new media characteristics of “social circling, fragmentation, personalization, and interactivity,”strategically organizing a series of events including the “Qingyang’s Most Beautiful Nurse Selection,”“Qingyang’s Most Beautiful Teacher Selection,” and “Qingyang 2017 Happy Boys” competition. These initiatives have become explosive growth points for user acquisition and maintained user engagement. Today, Qingyang TV Station’s new media has become an effective platform for both online and offline public opinion guidance. The establishment of special columns has enabled more profound and comprehensive content dissemination, making Qingyang TV Station’s new media matrix the primary window and main platform for local residents, Qingyang natives living elsewhere, and external visitors to understand Qingyang’s cultural history and socio-economic development.

The converged media matrix has become the primary front for current news dissemination and the main channel for China’s integration with the world and global understanding of China. Although the Qingyang TV Station APP, as a provincial and municipal local media outlet, faces numerous objective constraints, it remains entirely possible to accelerate the convergence of traditional and new media through live streaming, short videos, interactive topics, and other forms, thereby consolidating the public opinion and propaganda position of mainstream media [2].

References: [1] Zhou Jianliang. Research on the Development of Guangdong Television Media Convergence [D]. Wuhan University, 2013.

[2] Wang Lidong. Integrating New Media to Build New Platforms—Exploration and Practice of Media Convergence at the County-Level Beilun Radio and Television Station [J]. New Media Research, 2018, 4(5).

Author Affiliation: Xi’an Polytechnic University

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

Source: ChinaXiv –Machine translation. Verify with original.