

An Exploration of the Convergence Development Model of Television and New Media: Postprint

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Abstract

This paper first provides a brief analysis of the significance of television and new media convergence, then, on the basis of related foundations including the construction of platform-based network television, the development of network television industry chains, and the innovation of television industry systems, provides a detailed elaboration of the models for television and new media convergence.

Full Text

Abstract

This paper first briefly analyzes the significance of integrating and developing television and new media, then elaborates on the integration development models based on constructing platform-based internet television, developing networked television industry chains, and innovating television industry systems.

Keywords: television; new media; integrated development; model construction

1. The Necessity of Television-New Media Integration

The advent of television transformed people's entertainment and daily life, reshaping their spiritual world and establishing television as a dominant force in the media landscape for decades. Since its inception, television has continuously evolved, offering diverse programs ranging from various entertainment shows to news broadcasts and commercial advertising, making it an indispensable part of 20th-century life. However, the development of internet technology and the proliferation of computers and mobile devices as media platforms have fundamentally altered this landscape. In networked environments, audiences can

access television programs and news information anytime and anywhere via mobile phones, diversifying communication channels beyond traditional television media. This shift has posed significant challenges to conventional television.

Nevertheless, network-based new media possesses distinct advantages that television cannot match, including rapid dissemination and timely information updates. Yet television maintains unique characteristics and irreplaceable value even in the internet era—such as rich information resources, authentic content carriers, established usage habits, and family-oriented convenience. Currently, new media forms exhibit speed, technological sophistication, broad influence, and strong interactivity, but they also suffer from notable deficiencies, particularly insufficient authenticity and a lack of reliable theoretical frameworks despite having clear themes. In this new era, while television media may appear to lag behind, its long-standing mainstream position has fostered deep audience loyalty. Moreover, new media itself emerged from television foundations, creating numerous similarities between the two. Integrating television and new media would enable complementary advantages, allowing each to leverage the other's strengths while fostering innovation in television media. This synergy would provide new media with content resources and developmental momentum from television while unlocking its own potential, ultimately creating a win-win scenario that promotes sustainable development for both industries.

2. Media Characteristics

2.1 Television Media Characteristics

Despite the rapid growth of new media, television remains the most powerful mass communication medium with several defining features. First, it combines audio and visual elements, offering complete presentation and demonstration functions with detailed, accessible, and emotionally resonant content that audiences easily understand and accept. Second, its information dissemination carries a certain degree of compulsion—unlike print media such as newspapers and magazines, viewers have relatively limited selection scope. Television's substantial social influence enables large audiences to simultaneously focus on the same content, as exemplified by major sporting events like the FIFA World Cup or Olympic Games, for which television remains the most important broadcast medium. Similar dynamics apply to social events and international conferences that rely on television for real-time broadcasting and detailed reporting, providing audiences with comprehensive visual and auditory information.

2.2 New Media Characteristics

Driven by network and internet technologies, new media in today's networked environment exhibits several key characteristics. First is timeliness: new media enables extremely rapid information dissemination, allowing people to publish and receive information instantly through smartphones, computers, and other intelligent terminals as long as they are connected. This breaks through the

scheduled broadcasting patterns of traditional media, freeing information flow from geographical and temporal constraints. Unlike conventional media, new media can publish news and information anytime, enabling real-time dissemination and allowing netizens to learn about events as they happen. Second is interactivity—new media’s most significant feature. Traditional media has always been unidirectional, with television and newspapers delivering one-way information to the public without effective feedback channels. In contrast, new media facilitates two-way communication, granting every netizen the right to exchange information. Audiences can choose to receive or reject information and freely express their views through comments on social media platforms, WeChat, or news portals. New media not only provides audiences with greater choice but can also shift public perspectives, as every netizen can become an information publisher, creator, and disseminator under certain conditions. This establishes a bidirectional interactive information exchange platform that enhances public participation and satisfies netizens’ desire for expression and discourse power.

However, new media also has a downside: distortion. The virtual nature of cyberspace allows anonymous publication of false information, with many unverified events and stories spreading virally in short periods and generating public opinion crises.

3. Integration Development Models

3.1 Constructing Platform-Based Internet Television

Under the influence of technological and policy factors, traditional television should build platform-based internet television stations to enhance competitiveness and achieve effective integration with new media. From the perspective of current competition between traditional television and new media, the primary direction for television’s “evolution” and “adaptation” is to establish itself on media foundations while incorporating internet information extensions from new media. During this integration process, promoting interactive network video platforms and transforming internet television stations from window-type to platform-type represents the main innovative direction. Window-type television platforms feature simple design, minimal interactivity, and limited functionality, making them obsolete in the current internet era. Platform-type television stations, however, facilitate communication between audiences and television through multiple channels, providing viewers with more choices. This transformation is imperative for television industry transition in the internet age. Constructing platform-based networks represents both an integration model and the future development direction for traditional television and new media.

3.2 Developing Networked Television Industry Chains

Developing networked television industry chains centers on information production and sales operations, encompassing production, distribution, and value-added services to create a complete networked chain. This involves three key

aspects: First, constructing networked production platforms, including platform production and operation. Traditional television production platforms were analog and non-digital, preventing true platform networking despite digital reforms. Achieving genuine networked production requires complete digitalization throughout the entire process—program production, dissemination, and broadcasting—while optimizing production entities and organizational structures. Second, customizing production methods. Traditional television production followed an extensive model, particularly for non-news programs, resulting in market positioning issues. Networked television platforms enable more refined production methods that better align with market demands and industry future development. Third, implementing bidirectional production flows. Traditional television chains moved linearly from production to broadcasting to audience reception. Network platforms, however, enable reverse and two-way flows where audiences are no longer passive recipients but can provide real-time feedback, become information disseminators themselves, and spread content across network platforms. Additionally, this involves crossover in the production domain. Traditional television industry chains had relatively limited resources and space, confined primarily to program content production, whereas networked television chains offer greater production space and enable integration with new media and cross-industry collaboration.

3.3 Innovating Television Industry Systems

The integration of traditional television and new media promotes television industry reform. Implementing television industry system innovation enables rational resource allocation and comprehensive new media development. China's current television industry system remains imperfect, with problems such as lagging production and management models and single profit models hindering industry development. To enhance competitiveness, institutional innovation is necessary. Digitalization and networking have transformed traditional television industry structures, creating multi-dimensional models spanning program production, storage, and dissemination, while significantly altering industry operations and technologies. Program and content payment models have diversified revenue streams, completely changing reliance on advertising income. Changes in business types have transformed television market operations and management models, thereby reforming the traditional television industry. Market demand upgrades require networked television industries to build unified transmission networks that enable information integration, fair market competition systems, and comprehensive transformation from fragmented traditional television industries to multiple transmission methods including wireless, cable, and satellite.

Rich content constitutes the primary competitive advantage among media. Compared with new media, traditional media holds content advantages. Integrating television and new media while employing new media dissemination methods and concepts can effectively spread relevant content. In practice,

constructing platform-based internet television and developing networked television industry chains creates an integration development model for television and new media, establishing a win-win situation for both industries.

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

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