

Thoughts on the Convergence of Television and Online Media (Postprint)

Authors: Yang Jie

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Abstract

This paper first analyzes that traditional television should transform its concepts and strengthen integration under the influence of new media; secondly, it elaborates that in the information age, traditional media should utilize extensive channels to expand scale and construct network development platforms; it summarizes that modern television programs tend toward industrialization and achieve favorable economic benefits in the process of integrated development with new media; and aims to promote mutual learning and symbiotic prosperity between traditional television media and new media, facilitate the construction of a correct social value system, and maintain the healthy development of television media in the new media era.

Full Text

Reflections on the Integrated Development of Television Media and Online Media

Abstract: This paper analyzes the imperative for traditional television to transform its mindset and strengthen integration under new media influence. It further elaborates on how traditional media should leverage expansive channels to scale up and construct networked development platforms in the information age. The study concludes that modern television programming is trending toward industrialization, achieving substantial economic benefits through integration with new media. The aim is to promote mutual learning, coexistence, and shared prosperity between traditional television and new media, foster the construction of a correct social value system, and maintain the healthy development of television media in the new media era.

Keywords: television media; new media; integrated development

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Author: Yang Jie

As computer networks continue to develop, media has undergone tremendous transformation. The rise of new media has brought both significant challenges and opportunities to traditional media. The emergence and popularity of platforms such as WeChat, Weibo, and various client applications have fundamentally changed people's lifestyles and entertainment habits. Television, as a representative of traditional media, faces enormous challenges. While traditional television has historically operated in a one-way broadcast model, the influence of new media is pushing it toward a multi-agent, multi-audience, two-way interactive live broadcast model. Currently, Internet TV and digital television dominate market demand. Under the new media tide, traditional television must inevitably integrate and develop with new media, applying advanced network technologies and platforms while continuously innovating information dissemination channels and public opinion mechanisms to adapt to evolving market demands. This paper conducts an in-depth analysis and discussion of the integrated development of traditional media, represented by television, with new media.

2.1 Establishment of an Omnimedia Audio-Visual System

The omnimedia audio-visual system aims to meet the communication objectives and demands of omnimedia by establishing a mechanism for deep integration of news gathering, editing, and broadcasting with new media. Traditional television media must adhere to a content-oriented approach, utilizing advanced information technology to achieve diversified content dissemination and realize deep integration between content and technology. Television professionals should expand broadcasting platforms for television programs, produce richer and higher-quality content, apply new television editing methods, and improve the information dissemination system of television media. Television stations must actively leverage new media platforms such as Weibo and WeChat to promote and publicize television programs on open information networks, interact positively with audiences, and grasp viewer needs and feedback in real time to establish an omnimedia development model. This approach not only deepens the connection between television and audiences but also utilizes new media platforms to provide users with rich information resources and personalized services.

Many television stations have launched live webcasting and micro-video functions, broadening program audiences and thereby increasing ratings. Network platforms possess massive user bases; therefore, traditional media must combine with new media platforms to establish omnimedia audio-visual systems that provide users with more comprehensive services. Television professionals must be

keenly aware of the current situation: in this information-based and networked era, to maintain a dominant position in the media market, television media must apply advanced Internet technology and expansive information platforms, fully exploit the advantages of traditional media, strengthen the concept of integrated development with new media, and learn from each other's strengths. Traditional television must gradually achieve innovation and transformation to survive and advance steadily in the converged media era.

1. Strengthening the Concept of Deep Integration

As Internet technology continues to develop and be applied, the traditional media environment has been profoundly and disruptively transformed. Competition between new media and traditional media is fierce, with market trends gradually favoring new media. Traditional television media has experienced a significant decline in viewership, and advertisers increasingly prefer new media platforms. Television professionals must deeply recognize the current situation: in this information-based and networked era, to maintain a leading position in the media market, television media must apply advanced Internet technology and vast information platforms, fully leverage traditional media advantages, strengthen the philosophy of integrated development with new media, and complement each other's strengths. Traditional television must gradually achieve innovation and transformation to survive and develop steadily in the converged media era.

2. Integrating with the Information Age to Build a Networked Development Platform

New media possesses broader platforms and dissemination channels than traditional television. Traditional television's one-way model can no longer satisfy evolving audience demands. In the omnimedia era, media products are more diverse, and service functions are more comprehensive and personalized. Television media must transform traditional information dissemination models and concepts, reforming and innovating in program production and distribution to build networked platforms, enrich information dissemination channels, and gradually achieve informatization. Traditional television media should utilize the vast Internet platform to continuously expand the influence of television channels in the media market, actively interact with users, increase engagement between television and audiences, create a new media image, provide higher-quality broadcasting platforms for advertising products, and attract more investment from advertisers. The integration of television media and new media requires considerable time to establish a well-developed new media communication mechanism. In accordance with China's modern enterprise system and market mechanisms, this integration will continuously promote the reform of radio and television enterprises, transform traditional closed business models, and achieve integrated development across multiple media.

3. Industrialization of Program Content

The media environment reflects real life, and media images replicate reality. In the process of media development, subtle influences are exerted on society. Television program content plays such a vital role: by disseminating content, audiences accept and recognize the spiritual connotations and values embedded within, naturally forming program popularity and influence. Television programs hold significant social meaning for constructing society's overall ideology. Television program content tends toward industrialization, and media development profoundly influences social development trends. For instance, in 2014, *The Voice of China* announced partnerships with Tencent and Yili, with Tencent becoming the program's exclusive broadcast platform and Yili's Ambrosial brand winning the Internet title sponsorship with 88 million RMB, representing a major online media collaboration in China. This cooperation demonstrated the development prospects of the new media industry chain. Subsequently, an increasing number of brands have strengthened collaborations with television programs and network platforms, achieving favorable advertising benefits and platform effects, generating substantial economic profits and ever-growing customer bases for multiple industries, and promoting the sustained and rapid development of various sectors in China.

4. Achieving Economic Benefits Through Integrated Development

Traditional television maintains irreplaceable advantages in content production. Television programs such as news and dramas feature high production standards, long production cycles, strict review processes, and high-quality content. In contrast, new media programs have short production cycles and rapid updates, making it difficult to produce deeply resonating premium content. New media needs to learn from traditional television's experience and advantages, raising production standards, improving content quality and connotation, gaining widespread audience recognition and support, occupying an important position in people's minds, and achieving greater economic benefits. Currently, most high-quality dramas and variety programs are still broadcast on television first, with online media purchasing television copyrights for subsequent streaming. This is partly to protect traditional television's position and partly because television program quality generally exceeds that of online media content—an unshakable authority of traditional television.

Traditional television's economic benefits primarily come from two sources: obtaining viewership and ratings through free content, and generating revenue from advertisers. However, with the rise of new media and the gradual migration of users, most advertisers are increasingly favoring new media, impacting traditional television's economic benefits. Many television programs modify content to meet advertiser demands, merging programs with advertisements to create a new form of entertainment that attracts audience attention and

achieves advertising effects, but simultaneously reduces program quality and leads to vulgarization. To change this situation and gain widespread audience recognition, television must adopt effective measures for transformation and innovation, leveraging its content advantages, reducing dependence on advertising, focusing on disseminating high-quality program content to win higher ratings. For example, CCTV's *Chinese Idiom Congress* has gained immense popularity on both television and online platforms. Through its competition format, the program allows audiences to appreciate the essence of Chinese culture, learn idiomatic knowledge while enjoying entertainment, enhance their cultural literacy, and disseminate correct values, thereby winning high popularity and reputation. Therefore, content is paramount; shortcuts for commercial gain should be avoided. By adhering to the original mission of television programming and producing high-quality content, television can truly win audience acclaim and secure a stable market position.

In this era of integrated development between traditional and new media, accelerated informatization has profoundly transformed people's lifestyles and entertainment habits, with content, channels, technology, and advertising becoming the primary interactive factors. As technology develops and the era evolves, television media has innovated both its models and content. Both television media and new media possess their own advantages and should learn from each other, utilizing advanced network technology to create more platforms and channels and providing people with rich and comprehensive experiences. With content as the foundation, diverse modern approaches should be employed to disseminate correct ideas and thoughts, building a harmonious and healthy ideological system based on socialist core values. In the process of converged media development, bottlenecks such as the entertainmentization of the television ecosystem, homogenization of television programs, and deviation of television values from the correct path are inevitable. Media operators must continuously explore new trends and methods in converged media development, construct a healthy development system, uphold content and service supremacy, strengthen communication with users through new media's broad platforms and channels, provide diversified user experiences, promote healthy transformation and model innovation in television, and ensure the sustained and healthy integrated development of traditional and new media.

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Author Affiliation: Taiyuan Education Television Station

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

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