

Research on the Convergence Development and Innovation of Broadcasting and New Media (Postprint)

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Abstract

With the continuous development and advancement of Internet technology, the emergence of new media platforms has profoundly impacted the manner in which people access news and information, inevitably challenging traditional media. Consequently, traditional media urgently need to explore new development pathways. This paper analyzes and investigates the convergence development paths and innovative strategies for traditional and new media, aiming to provide valuable references for radio and television professionals in their future work and to contribute to the robust development of the radio and television industry.

Full Text

Preamble

Abstract: With the continuous development and advancement of internet technology, the emergence of new media platforms has significantly influenced how people access news and information, inevitably impacting traditional media. Consequently, traditional media urgently need to explore new development pathways. This paper analyzes and investigates the integration development paths and innovative strategies for traditional media and new media, hoping to provide references for broadcasting professionals in their future work and contribute to the steady development of the broadcasting industry.

Keywords: broadcasting; new media; integrated development; innovation

In the current internet era, the development and upgrading of information technology have fueled the rapid growth of new media. Leveraging numerous advantages such as strong interactivity, diverse formats, and broad coverage, new media has challenged the survival position of traditional media and gradually

weakened their ability to guide public opinion. Faced with this situation, broadcasting media should fully recognize existing problems in their current development, actively explore integration paths with new media, and employ innovative means to facilitate future development. This will help broadcasting overcome its current predicament and achieve sustainable development through the complementary advantages of broadcasting and new media.

1. Current Development Characteristics of New Media

The concept of new media has emerged primarily in contrast to traditional media, encompassing carriers such as mobile phones, televisions, and computers, and employing numerous technologies including digital communication and mobile internet technology. An overview of current new media development reveals two main characteristics.

First, new media commands a massive audience. As a novel media technology, its audience base is extremely large, thanks to the widespread adoption of mobile internet and smartphones in China. Relevant data indicates that by December 2017, China's internet user population had exceeded 800 million, with smartphone users reaching 1.2 billion. With such a substantial audience foundation, new media has achieved rapid development.

Second, the substitution effect is becoming increasingly apparent. New media development has become a driving force for rapid growth in the media industry, creating new economic growth points and giving rise to new market economies such as social media and databases. It shows a strong tendency to surpass traditional media and is becoming the mainstream of the contemporary era.

2. Current Development Status of Broadcasting in the New Media Era

In response to the rapid development of new media and its impact on traditional media, broadcasting media have actively sought countermeasures while simultaneously revealing certain developmental drawbacks. Specifically, these include the following issues.

First, insufficient innovation. Many aspects of broadcasting development have remained unchanged for extended periods, demonstrating a lack of innovation that appears out of step with contemporary trends. Continuing to use traditional dissemination methods makes it difficult to capture audience interest, causing viewers to shift to new media platforms.

Second, monotonous content. Broadcasting media exhibit greater monotony in content selection and program production, primarily focusing on promoting the Party's basic policies and strategic development guidelines, as well as enhancing people's cultural literacy through knowledge dissemination. While this content is essential and critical, it fails to attract audiences compared to the more entertaining news content available on new media platforms.

Third, inadequate timeliness. Broadcasting news dissemination requires strict review and post-production processes and lacks the flexible layout freedom of new media, making it unable to provide audiences with a sense of novelty. On new media platforms, everyone is a disseminator and sharer of news information, offering a timeliness that broadcasting cannot match.

3.1 Independent Development of New Media Dissemination Channels

As a representative of traditional media, broadcasting television holds an important position in the media industry. However, facing the rapid development of new media, its market position has been significantly impacted. Consequently, an increasing number of broadcasting stations are actively seeking strategies to promote integration with new media. Among them, many well-capitalized and technologically equipped stations have completed investments and independently developed their own new media dissemination channels, establishing dedicated new media teams. Examples include Hunan TV's Mango TV, Zhejiang TV's New Blue Network, and CCTV's CNTV. By independently developing proprietary new media platforms, these stations have expanded their internal channels while effectively integrating the advantages of new media dissemination pathways [1]. Although these industry leaders have successfully built new media platforms, most stations within the broadcasting industry have yet to complete technological innovation and remain in a stagnant state. The reason lies in the fact that independent development of new media dissemination channels requires substantial capital, talent, and technology, as well as expertise in new media operations and sufficient customer information. Without long-term accumulation, these requirements are difficult to fulfill in a short period, leading some stations to refrain from independently developing new media dissemination channels.

3.2 Collaborative Creation of New Media Platforms

On one hand, broadcasting groups collaborate with internet companies to introduce internet development thinking and promote mutually beneficial informatization. However, this approach is currently difficult to implement effectively, as video content produced by internet companies often fails to meet professional production standards, and the scarcity of relevant skilled talent makes it difficult to ensure stable development. On the other hand, broadcasting groups cooperate with each other to establish new media platforms. To reduce risks and cut expenses, many broadcasting groups have formed alliances to collaborate, combining new media production requirements to disseminate information through new media channels. However, the information data produced often lacks sufficient appeal to sustain continuous development. At present, new media development in developed foreign countries has matured, promoting information sharing and interaction through practices covering culture, entertainment, and other fields—providing valuable references for collaborative new media platform

creation [2].

3.3 Building New Media Platforms Through Internal Resource Restructuring

In the process of dismantling and reorganizing internal broadcasting resources, programs must be sorted according to their intrinsic value, with core values identified through in-depth analysis. Subsequently, new media programs should be produced in combination with the broadcasting group's social value to ensure good secondary effects in information dissemination. It is evident that while new media dissemination covers a wide range, much information fails to convey cultural depth to audiences and cannot achieve lasting impact—precisely where traditional media holds its advantage. Therefore, broadcasting should fully leverage its own experience, combined with long-accumulated capital, talent, and program resources, to establish independent departments responsible for operating video websites, WeChat public accounts, and official Weibo accounts. In this way, broadcasting stations can become information producers, disseminators, and gatekeepers on new media platforms, maximizing the preservation of information authenticity and authority, thereby naturally enhancing social influence.

4.1 Leveraging New Media Platforms to Broaden Integration Scope

Currently, numerous broadcasting programs have opened dedicated WeChat public accounts and official Weibo accounts. Engaging in online interaction with audiences not only enhances the program group's and station's visibility and social influence but also establishes interactive relationships unprecedented in the traditional media era, enabling better understanding of audience viewing needs. Notably, while opening accounts on platforms such as WeChat and Weibo is simple, achieving effective promotion requires new media operational thinking and reasonable planning with dedicated management personnel. Therefore, it is essential to improve organizational structures and establish professional new media promotion teams, with scientific and rational planning required for all stages—from initial platform establishment to promotion of different programs and fan management [3]. For instance, before program broadcast, behind-the-scenes content can be released through these platforms to build momentum and generate traffic and buzz, ensuring program ratings. Sweepstakes and other interactive activities can also be launched to remind fans to watch programs for answers and participation, mobilizing fan enthusiasm. Simultaneously, user feedback on programs left on WeChat, Weibo, and other platforms can be collected by program directors for optimization in subsequent production to better satisfy audience demands.

4.2 Leveraging Mobile Phones and Mobile TV to Broaden Integration Fields

Mobile televisions are visible in public spaces such as buses, subways, and stations. Therefore, broadcasting needs to recognize the importance of this sector and employ reasonable planning and management strategies to push targeted programs based on analysis of these audiences' viewing needs.

With the maturation of mobile internet and the popularization of smartphones, mobile phones have become indispensable tools in people's daily lives. Consequently, broadcasting should focus on program development for smartphones, and there are already many successful cases. For example, the "Wireless Suzhou" program launched by Suzhou Broadcasting Group is a local TV station's mobile APP. This client covers numerous functions relevant to local residents' daily lives, such as weather, bus inquiries, and traffic congestion queries, significantly improving the efficiency of local information dissemination and making people's daily lives more convenient. This has been widely embraced by local citizens. It is evident that broadcasting media can refer to these successful experiences, disseminating local news through mobile client development, enabling more audiences to watch TV programs simply by picking up their phones.

4.3 Leveraging Network Information Technology to Improve Integration Efficiency

With continuously advancing technology, an increasing number of network information technologies are being applied in broadcasting program production. Technological reform and innovation are also primary objectives for the integrated development of broadcasting and new media. Numerous practices demonstrate that the application of network information technology in broadcasting has become a development trend, including satellite live field broadcasting and 360° panoramic VR live broadcasting. These high-tech applications hold greater advantages over media such as radio and newspapers, capable of presenting news events more vividly before audiences. Modern technological progress has also influenced audience demands for broadcasting programs. Although current industry leaders have basically achieved online platform live broadcasting and program transmission with smooth video content, the development of the broadcasting media industry requires joint advancement across the entire sector. Therefore, increased policy and financial support is needed to fully leverage network information technology to promote integration efficiency between broadcasting and new media.

Conclusion

In summary, the rapid development of new media has impacted the market position of broadcasting media. Therefore, future development of the media industry should adhere to a "win-win" principle to promote integrated development

between broadcasting and new media. Broadcasting should identify its proper positioning, address developmental issues, and achieve integration and innovation with new media platforms to improve information dissemination quality and efficiency. Observing the development of many traditional broadcasting media, most have proactively achieved self-transformation and achieved good results in integrated development with new media. Many valuable experiences deserve reference by industry practitioners, who should explore integration paths with new media based on their own media characteristics to contribute to the steady development of China's broadcasting industry.

[1] Liu Yong. Research on the Integrated Development and Innovation of Broadcasting and New Media [J]. *Economic Management: Full Text Edition*, 2016(7): 136. [2] Chen Yumin. Exploration of Integrated Development of Broadcasting and New Media [J]. *Technology and Innovation*, 2016(13): 37. [3] Suo Jianyu, Tian Fang. Exploration of Integrated Development of Traditional Television and New Media [J]. *West China Broadcasting TV*, 2014(17): 39.

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