

Postprint: Exploring the Construction of a Three-Level (Provincial, Municipal, County) Convergence System for Broadcasting Media

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Abstract

Since the Central Committee of the Communist Party of China issued the “Guidelines on Promoting the Integrated Development of Traditional and Emerging Media,” media organizations from central to local levels have actively explored media convergence to accelerate transformation and construction. However, regional media at the city and county levels face numerous challenges, including intense pressure from technical investment, declining advertising revenue, shortage of IT talent, and incomplete n...

Full Text

Exploration of Province-City-County Three-Level Convergence System Construction for Broadcasting Media

Yang Yong, Vice President of Zhejiang Radio and Television Group

Since the Central Committee of the Communist Party of China issued the “Guidelines on Promoting the Integrated Development of Traditional and Emerging Media,” media organizations from central to local levels have actively explored media convergence to accelerate transformation and construction. However, regional media at the city and county levels face numerous challenges, including intense pressure from technical investment, declining advertising revenue, shortage of IT talent, and incomplete new media collection-editing-distribution workflows. According to Yang Yong, investigations into various county-level media outlets reveal two key trends: first, a movement to upgrade traditional standard-definition networks, and second, relatively low capabilities and quality in new media production, urgently necessitating the development of new business formats.

Yang Yong noted that Zhejiang Radio and Television Group began planning a new architecture in 2013 to support the construction of both traditional and new media. Confronted with these challenges, in 2017 the group proposed building a modern converged media communication system characterized by “two cores, three circles, one platform, three connections,” which must fully leverage platform resources such as “China Blue Cloud” and “Central Kitchen” to establish a cross-regional alliance of broadcasting converged media.

In 2015, the group collaborated with numerous companies to develop a new architecture for broadcasting production and media convergence on cloud platforms. As a case in point, Lishui Radio and Television Station has essentially completed the digital transformation of its broadcasting equipment, establishing digital studio systems, non-linear editing systems, and all-hard-disk broadcasting systems. In its media convergence process, Lishui Radio and Television Station has proposed four key requirements: first, establishing a central kitchen to meet integrated news production needs; second, fully achieving high-definition production to provide technical and content accumulation for high-definition broadcasting; third, constructing an IP backup broadcasting system to strengthen broadcasting security; and fourth, improving personnel skills despite talent shortages.

Regarding system construction, Yang Yong stated that Zhejiang Radio and Television Group adheres to two development principles: first, fully integrating internet concepts by adopting an “Internet Plus” approach rather than “Broadcasting Plus Internet”; second, system construction must embrace an iterative concept, providing solutions tailored to the needs of various news organizations.

Zhejiang Radio and Television Group utilizes the “China Blue” cloud platform as its foundation, relying on the China Blue Converged Media Center platform to construct a provincial broadcasting convergence technology collaboration platform, thereby assisting the converged media development of city and county broadcasting media.

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

Source: ChinaXiv — Machine translation. Verify with original.