

Postprint: Convergent Development Pathways of Traditional Television and New Media

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Abstract

With the rapid development of the era, a multitude of novel developments have emerged within the media industry. Only by achieving the convergence of traditional television and new audio-visual media can the healthy development of both be promoted. While certain progress has been attained, various problems have concurrently arisen, impeding the smooth advancement of convergence development. Only through accelerated reform and innovation can joint development be realized. This paper investigates the developmental direction, underlying principles, and existing problems of traditional television, and proposes effective pathways for the convergent development of traditional television and audio-visual media.

Full Text

The Integration and Development Path of Traditional Television and New Media

Abstract: With the rapid development of the times, numerous novel phenomena have flooded into the media industry. Only by achieving integration between traditional television and audio-visual new media can the healthy development of both be promoted. While certain progress has been made, various problems have emerged that hinder the smooth advancement of integration. Only by accelerating reform and innovation can common development be realized. This paper examines the development direction, governing principles, and existing problems of traditional television, and proposes effective pathways for the integrated development of traditional television and audio-visual new media.

Keywords: Traditional Television; Development Path; Audio-Visual New Media; Expansion

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Since entering the new era, China's information technology has developed rapidly. Audio-visual media has risen swiftly by leveraging network technology, digital media technology, and real-time communication technology, exerting tremendous influence on traditional television broadcasting. To address this challenge, television and audio-visual new media have achieved integration, greatly expanding the development space for new media. Only through collaborative cooperation between traditional television and audio-visual new media can traditional television maintain a favorable position in fierce market competition. The integration process has gradually clarified the development direction: first, traditional television should achieve vertical development by focusing on creating platform-based internet television stations; second, traditional television should engage in horizontal cooperation with various online video media, conducting extensive development and utilization to achieve secondary dissemination. This paper primarily examines the integrated development of traditional television and audio-visual new media.

1. Determining the Path for Integrated Development of Traditional Television and Audio-Visual New Media

The integration of traditional television media and new media is an inevitable outcome of era development, realized through establishing platform-based internet television stations that enable deep convergence. The emergence of numerous new media platforms has severely impacted traditional media, placing it in a difficult survival predicament. Under these circumstances, only deep integration between traditional and new media can effectively enhance the core competitiveness of traditional media. In the increasingly fierce media industry competition, traditional media must establish sound operational mechanisms. Currently, various integration strategies exist between traditional media and audio-visual new media, including technological, content, terminal, and operational integration. Although most traditional media recognize these approaches, certain deficiencies remain. For instance, no mutually acceptable solution has been reached regarding profit distribution, requiring further research and coordination attempts from different perspectives. Traditional television media must conduct accurate self-assessment, recognizing both its strengths and weaknesses, to accelerate deep integration with audio-visual new media and achieve healthy development through the platform-based internet television station model.

1.1. Building Platform-Based Internet Television Stations as a Demand of the Era

Within China, CCTV was the earliest television station to establish a website, a process that unfolded in three stages. First, it attempted operation by estab-

lishing a website on the Internet, uploading program broadcasts and combining them with graphics and text. However, this model failed to fully demonstrate Internet advantages and functions, resulting in poor website performance. Second, it transformed broadcasting into video dissemination. After comprehensive reform, the website integrated news, entertainment, service, and various other programs from CCTV, offering multiple services including live streaming, relay broadcasting, on-demand viewing, and downloads. Third, it established a platform-based internet television station, utilizing advanced technology to drive system improvement.

1.2. Developing Platform-Based Internet Television Stations to Achieve Rational Integration

Currently, with support from relevant National Radio and Television Administration policies, provincial network television stations have developed at tremendous speed. For example, some television stations with strong local characteristics, such as Zhejiang Satellite TV, have concentrated their development efforts on creating locally distinctive online video dissemination platforms that widely distribute graphic and video content. News and information dissemination has become oriented toward television dramas and celebrity culture. Provincial television stations have added community interaction to real-time news content, primarily showcasing local policies and the actual lives of ordinary people, thereby demonstrating strong core competitiveness and effectively enhancing station attractiveness. The author believes that provincial television stations' development direction will present significant advantages for a certain period and is bound to trigger strong social repercussions.

With the rapid development of local television stations at all levels, China's internet television development has become remarkably diverse. Through strong support from the National Radio and Television Administration, platform-based internet television stations have gradually taken shape, merging public program platforms with co-organized unit sub-platforms across more than 24 provinces. In the integration process with local media, this model has achieved not only high-level capital integration but also improved capital utilization efficiency. As user groups continue to surge, numerous investors have emerged, and advertising revenue is jointly distributed to resolve conflicts of interest, thereby promoting platform-based internet television station development. This represents an effective pathway for integrated development of traditional television and audio-visual new media.

1.3. Perfecting Platform-Based Internet Television Stations to Clarify Development Direction

Data shows that numerous operational radio and television websites have been registered in China. The primary reason is the emergence of new transmission methods driven by rapid broadband technology development, which has effectively improved radio and television website resource utilization rates. From dif-

ferent perspectives, traditional media and new media still cannot achieve deep cooperation, and certain disharmonies remain in their development. Recently launched radio and television websites are disconnected from public demands for diversity, currently lack reasonable media publicity culture, and have resulted in many neglected radio and television websites. In China, radio and television websites exist as ancillary products and cannot achieve information exchange with local stations, causing numerous difficulties for media integration. This problem has, in turn, facilitated the rapid development of commercial video websites and portal websites.

The media industry has now reached considerable scale, and the integration direction between traditional television media and audio-visual new media has gradually become clear. It is necessary not only to establish a two-way interactive sharing platform but also to create a non-linear technology transmission platform, requiring a more professionally sophisticated content dissemination platform that fully utilizes current Internet technology. Traditional television media content can be transmitted to users through networks, and audio-visual new media can meet audiences in new forms while promoting rapid platform-based internet television station development. The transition from CCTV establishing a website on the Internet to the emergence of numerous network television stations demonstrates that China's traditional television media industry has completed its transformation toward platform-based internet television stations.

2. Exploring New Channels for Integrated Development of Traditional Television and Audio-Visual New Media

Today, numerous portal sites have continuously launched various online video services via the Internet. Companies such as Sohu, Tencent, and Sina have engaged in fierce market competition in video dissemination in conjunction with their original video websites. Therefore, in the integration process between traditional television and network new media, achieving better integration results requires completing resource integration, actively introducing high-quality talent, and promoting stable integration development.

2.1. Strengthening the Alliance Between Traditional Television and Online Video Websites

Data indicates that the number of online video websites worldwide has already surpassed the total number of traditional radio and television stations. China's television industry has developed for half a century, and through television professionals' unremitting efforts, it has accumulated vast program resources, enabling today's outstanding performance. Currently, television media possesses countless program resources that can address resource shortage problems in online video development. Therefore, both parties must complement and promote each other, learning from each other's strengths to achieve healthy integration.

By fully utilizing existing program resources to focus on innovation and leveraging online video websites' dissemination advantages, traditional media can accelerate its transformation and upgrading.

2.2. Achieving Integration Between Traditional Television and Mass-Generated Video Content

We have entered the information age, where information dissemination accelerates daily, and massive amounts of information exist on the Internet. Everyone is not only an information receiver but also an information disseminator and creator. Every netizen can independently upload videos to the network, and casually filming fresh events around them can attract many people's attention, achieving large-scale dissemination in extremely short time. For television media, it is essential to actively collect various videos from the public. Many television media have already opened columns for mass-generated video content, such as Liaoning Television's "New North," which has gained widespread user recognition and simultaneously indicates a new direction for television media development.

2.3. Strengthening the Alliance Between Traditional Television and the Telecommunications Industry

During the rapid development of the electronics industry, mobile television business technology has become increasingly mature, fully utilizing mobile Internet to push mobile network videos and provide consumers with higher-quality dissemination services. Traditional television media establishing cooperative relationships with the telecommunications industry can not only occupy certain advantages in market competition but also achieve common development through the following cooperation models:

- (1) Television media allied with wireless operators can both provide television programs to audiences and purchase data to serve their own needs.
- (2) Television media can purchase shares from operators to increase their control level.
- (3) Television media allied with wireless operators can not only effectively enhance both parties' market competitiveness but also facilitate long-term cooperation.

In summary, achieving integration of traditional television and audio-visual new media requires leveraging network video dissemination integration and establishing a sound platform-based internet television station. With mobile network media's emergence, traditional media will inevitably move closer to audio-visual new media. Achieving perfect integration also requires traditional media to accurately evaluate itself and accept new era development concepts and strategies. During the reform process, continuously innovating integration pathways and

realizing traditional television's network-based transformation and upgrading will further promote traditional television's leapfrog development.

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

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