

Analysis of Development Prospects for Qujing M Mobile New Media (Postprint)

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Abstract

Since ancient times, information dissemination methods have consistently evolved alongside technological innovations. Mobile new media refers to the transmission of diverse media content (including text, audio, video, and other formats) through mobile terminals. By virtue of its numerous new technological characteristics that align with the developmental imperatives of the new era, mobile media is assuming increasing prominence across political, economic, cultural, social, and quotidian domains, thereby heralding a new epoch for media. In July 2014, following more than a year of planning and establishment, the Qilin Branch of Qujing Radio and Television Bureau successfully transformed the “Qujing M” mobile new media from conceptualization to practical implementation. Since its launch over three months ago, “Qujing M” has gradually gained acceptance among a broad audience. This paper presents an in-depth analysis of the development prospects of “Qujing M” mobile new media from four distinct perspectives.

Full Text

Preamble

Abstract: Throughout history, information dissemination methods have continuously evolved alongside technological innovation. Mobile new media refers to the transmission of media content (in various forms such as text, audio, and video) through mobile phone terminals. Due to their novel technological characteristics that align with the needs of the new era, mobile media have become increasingly prominent in political, economic, cultural, social, and everyday life domains, ushering in a new epoch for media. In July 2014, after more than a year of planning and preparation, the Qilin Branch of Qujing Radio and Television Bureau successfully transformed “Qujing M” mobile new media from concept to practical implementation. Within just over three months of operation, “Qujing M” has gradually gained acceptance among a broad audience.

This paper presents an in-depth analysis of the development prospects of “Qujing M” mobile new media from four distinct perspectives.

Keywords: mobile new media; development prospects; “Qujing M”; business model analysis

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1. Industry Background for “Qujing M” Mobile New Media

Within the broadcasting and television industry alone, media professionals should possess the acute vision characteristic of their field. Yet there exists a phenomenon so commonplace that we have become numb to it, scarcely generating any journalistic passion: the ubiquitous “head-down tribe” or social media enthusiasts. While we turn a blind eye to this trend, we simultaneously rush to embrace it. I believe most of us here use iPhones, and during this very conference, the iPhone 6 has launched in mainland China, sending countless fans into ecstasy. In truth, what we embrace is not the device itself, but the endless convenience it brings. From a consumer’s perspective, we naturally welcome new tools; however, from an industry standpoint, this small device represents the very culprit that has moved our cheese. Not long ago, broadcasting professionals were surrounded by halos of prestige, yet in the blink of an eye, we lament that life in broadcasting grows increasingly difficult. Even outsiders mock us as a sunset industry. We have no justification to blame the internet’s impact, nor grounds to accuse audiences of abandoning broadcast television. We should not ask, “Where have our viewers gone?” Steve Jobs’ innovation in smartphones created our predicament, but it also transformed global information dissemination and communication. In a sense, this represents a great creative achievement—it is we who have fallen behind.

In recent years, intelligent mobile terminals (smartphones) have gained popularity due to their simple operation and convenience. The proliferation of mobile applications has shifted gaming, social networking, information dissemination, and e-commerce onto mobile devices, enabling people to effectively utilize fragmented time and dramatically improving transaction efficiency. Mobile network growth rates have surpassed those of traditional networks, with increasing proportions of information acquisition occurring through mobile internet terminals. The era of mobile communication has quietly arrived. Smartphones have drawn more viewers away from television; even broadcasting professionals now use WeChat to forward information, Meituan to order dinner, and mobile phones to publish their photographic works. Some enterprises have made WeChat sub-

scription accounts their primary promotion platform, making television audience loss inevitable. For news dissemination, Sina and NetEase have captured the commanding heights of the web; for online video, Youku's market share rivals even CCTV. Broadcasting and television have fallen far behind in internet applications and become increasingly marginalized, yet we remain indifferent or helpless. Through extensive analysis and evaluation, our conclusion is clear: broadcasting must actively integrate into the new media era.

New media construction requires, first, understanding the changes, advantages, and development trends it brings, and second, recognizing that broadcasting has accumulated a complete system over decades of development, particularly in management, operations, dissemination, talent, technology, and resources. Television's audio-visual characteristics and sense of immediacy are unique advantages. In citizens' eyes, broadcasting news remains an authoritative release channel; for entertainment programs, participation is considered an honor; in documentary fields, professionalism is unquestionable; and cable network television service quality remains a livelihood issue closely monitored by people's congress delegates. These represent broadcasting's wealth. If we recognize that communication methods are undergoing irreversible transformation, we should actively shift our mindset and firmly integrate into new media.

2. Market Positioning Analysis of “Qujing M” Mobile New Media

Any new entity generally requires justification for its existence, which in marketing terms is called product or commodity market positioning. As a new product of Qujing Broadcasting, “Qujing M” mobile new media naturally underwent market positioning.

After more than three months of investigation and evaluation, the Qujing Broadcasting “Qujing M” team established the basic concept, content framework, technical structure, and development plan for Qujing's new media.

2.1 Concept

Qujing's new media is named “Qujing M,” meaning “Qujing Media,” where “Qujing” denotes the geographical concept and “M” is the initial letter of the English word “media.” “Qujing M” is a free news and information application program for smartphones. It serves as the official new media platform for the local party committee and government, utilizing advanced technology for real-time publishing and reception of all-media news and information. “Qujing M” operates as a mobile media platform primarily serving local users while reaching a global audience, integrating local news and information, comprehensive information publishing, citizen life services, and all-media interaction platforms, achieving both social and economic benefits through comprehensive data application. Both the technical system and management model of “Qujing M” are replicable.

2.2 Content

“Qujing M” is a new media system targeting mobile terminals with local news and information as its primary content. The interface design is optimized for mobile usage characteristics to facilitate user operation, with columns established according to the importance of news and information. Content formats follow an all-media design, encompassing all forms including text, images, audio, and video. Content sources primarily consist of self-collected news from Qujing Radio Station, Television Station, Pearl River Network, and Qujing Weekly, while important domestic and international news is mainly reposted from authoritative media such as Xinhua Net, People’s Daily Online, and Yunnan Net. “Qujing M” features sections including “Headlines,” “News,” “Audio-Visual,” “Images,” “Information,” “Releases,” “M Vision,” “Qujing Chamber of Commerce,” “Lehui,” and “County and District Channels,” enabling instant and convenient special topic creation for concentrated coverage of important events. The content structure demonstrates that the new media platform primarily serves local party committees, governments, and ordinary citizens, while also considering socialized services as an important component.

2.3 Technology

The technical layout of “Qujing M” centers on a local main server, establishing a cloud data center for content management, user management, information publishing, and commercial services, complemented by audio/video transcoding servers and cache servers. Different types of information undergo efficient processing before connecting to mobile users through dedicated bandwidth lines from telecommunications and China Unicom, with open interfaces to third parties prepared for future cooperation. On mobile terminals such as smartphones, the “Qujing M” app enables users to access video, audio, text, and image information.

2.4 “Three-Circle Circulation” News Work Model

The convenience of network technology has enabled “Qujing M” to explore a “Three-Circle Circulation” new media work model for releasing various types of local news and information from the first moment and first scene. The first circle is the core circle, comprising municipal broadcasting and television media and Qujing M as the dominant core, establishing work rules, publishing information, and receiving feedback for continuous adjustment. The second circle is the horizontal circle, integrating information flows from major government departments, financial institutions, chambers of commerce, and enterprises, as well as news flows from county-level propaganda departments and broadcasting media to enrich the news information database and increase information volume. The third circle is the cross-media circle, recruiting editors and reporters from other media as our special correspondents and columnists to expand social influence.

2.5 Commercial Service Model

Any popular media will inevitably attract business attention. On the premise of providing widely accepted news and information content, “Qujing M” fully considers the commercial potential of second- and third-tier cities.

The Qujing Municipal Radio and Television Bureau’s new media project plans a total investment of 16 million RMB to be completed in three phases. Phase One (2013-2015) involves team formation, application development, establishment of the “Qujing M” operation team, leveraging Qujing Broadcasting’s media resource advantages to build a comprehensive news and information platform, and forming a certain brand. Phase Two (2016-2018) focuses on extensive promotion and application to become Qujing’s primary news and information platform, comprehensive information publishing platform, and citizen life service platform, while integrating social capital to advance big data center construction. Phase Three (2019-2020) aims to strengthen regional data exchange cooperation, initially forming a Northeast Yunnan Cloud Data Center to lay the foundation for constructing a Pearl River Data Circle.

3. Early Operation Practice of “Qujing M” Mobile New Media

Following preliminary preparations, the Qujing Radio and Television Bureau selected 20 key staff members from across the bureau to establish a New Media Business Center, which officially launched “Qujing M” on July 1. Since its public release, “Qujing M” has gained recognition from party committees and governments at all levels and welcomed by the public, establishing itself as a well-known official broadcasting mobile new media platform.

In cooperation with counties and districts, “Qujing M” selected Malong County as a pilot. The Malong County Party Committee and government attached great importance to this initiative, establishing a “Malong Channel” reporting team within the Propaganda Department, allocating special funds to ensure its operation, and issuing official documents through the General Office requiring all public officials to download and use the “Qujing M” app. During the planning and implementation of Malong Industrial Park designated by Yunnan Province and the provincial games’ Malong sub-venue, “Qujing M” served as the primary reporting medium. “Qujing M” is playing an increasingly important role in Malong’s external publicity. We will summarize the Malong experience for promotion to other counties and districts.

4. Development Prospects Analysis of “Qujing M” Mobile New Media

New media differs from traditional media in management, content, technology, channels, and operation, requiring the innovation of a model that suits its actual circumstances. After three months of trial operation, the “Qujing M” app has

demonstrated system stability and positive user feedback, with download and forwarding data from various channels exceeding our expectations and Phase One goals achieved ahead of schedule.

This success reflects our adherence to the “service is king” philosophy. Why insist on this concept? Through over a year of exploration and practice, we have inherited channel resources and management experience accumulated during the traditional media era, leveraged advantages in topic planning and organizational implementation, and served users with high-quality content. Balancing publisher demands and audience needs has become our key to winning users. Through data analysis of user requirements, we believe that adopting an integrated operational approach combining “content production + product form + channel occupation” with service consciousness permeating the entire information production and dissemination process is essential. The integration of traditional and new media is not simple addition but a continuous process of fusion, advancement, development, and innovation.

Overall, although “Qujing M” mobile new media has encountered bottlenecks in its development, as an emerging mobile medium, smartphones have provided users with too many fast and rich experiences. With continuous technological development and gradual improvement of relevant laws and regulations, “Qujing M” mobile new media will better align with consumer psychology, enjoy greater development space, and hold promising market prospects.

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

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