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Omnimedia Convergence Management Postprint

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Date: 2023-10-08T00:00:00+00:00

Abstract

In the new era, the market for print media has been gradually shrinking. Facing the impact of digital media, China's fashion media is undergoing transformation from print to digital, achieving intensive all-media convergence. During this convergence process, active exploration has yielded successful experiences and methods, such as those involving traditional and modern digital terminals. In their development, enterprises realize the brand value of journals and adjust organizational structures to change the current development pattern, thereby enabling comprehensive development in the new era. This paper demonstrates the forms of convergence management through the process of all-media integration, promoting the development of fashion media and mastering correct development methods and concepts amidst the impact of the times.

Full Text

Preamble

As the new era unfolds, the state has placed increasing emphasis on media development, making the integration of traditional and emerging media a key topic of societal debate that policy-wise guides the industry's trajectory. For fashion media in particular, this convergence presents an opportunity to transcend conventional patterns while achieving deep, practical fusion toward comprehensive all-media integration. Fashion media readily aligns with new media platforms, as their visually-rich content suits online consumption models. While many periodicals have begun experimenting with multimedia formats, this represents only the initial step. Inevitable challenges demand deeper reflection to achieve genuine integration and transform organizational management structures.

1. Creating Digital Terminals for Print Media to Enhance Brand Value

With the advent of the new media era, numerous periodicals have launched digital business platforms, with virtually all fashion magazines establishing digital terminals and reading applications across various tablet platforms, including Weibo, WeChat, and mobile apps.

Fashion Group was among the early adopters of digital terminals, deploying reading formats on aggregated mobile platforms such as the Sohu News client. This initiative had minimal market impact and did not shift its positioning, serving in the new era as a standard complement to print media. The fundamental rationale behind this continuous development is to expand the print media's market reach and growth prospects, as the competitive focus for periodicals lies not in digital terminals but in the print medium itself [1].

From an international perspective, well-developed top-tier print media possess powerful appeal and influence. Although new media dominates mobile platforms in this era, with content relying on computer systems, the incomplete fragment is removed as garbage text.

Taking Fashion Group as an example, the company established an All-Media Business Division as early as 2010. In 2014, departmental staff transitioned into the digital department, primarily engaged in production for its standard brand portfolio to expand channels for developing new print media brands; other personnel entered the digital business department, mainly responsible for innovation and conducting independent business within the overall plan, while simultaneously subdividing brand resources to provide detailed segmentation for industries such as home and tourism [4].

3. Building Fashion Industry Value Chains and Enhancing Fashion Content

All-media convergence involves not merely the integration of multiple media formats but also the consolidation and utilization of various resources. It extends beyond subscription-based profit models to demonstrate diverse revenue streams in future development [3]. In the internet information age, Fashion Group has integrated available resources to attract users through content, creating opportunities for its own growth.

Numerous platforms have partnered with Fashion Group, including e-commerce, entertainment companies, and real estate, establishing mutually complementary relationships to secure advantageous market positions in the all-media convergence era. Among Fashion Group's many magazines, *Fashion Bazaar* successfully negotiated a cross-border cooperation with Alibaba several years ago. Both parties integrated their respective resources—such as celebrity assets and designer information—while Tmall primarily provided brand merchants. *Fashion Bazaar* supplied designers and invited celebrities to join promotional campaigns,

enabling consumers to customize apparel on Tmall's exclusive platform. The collaboration seeks appropriate opportunities to create unique fashion shows, presenting products to consumers in distinctive formats to increase transaction volumes and total profit value. Such cross-border cooperation has become a normalized partnership model through continuous application. In future developments, Fashion Group will continue to strengthen its fashion content and production, providing brand content to various merchants and expanding the scope of fashion promotion.

Fashion Group does not solely rely on cooperative models; under the influence of the times, it also pioneers innovative fields and achieves diversified development. Leveraging long-term industry accumulation of content and brand advantages, the group positions itself to serve its own industries, primarily targeting high-end populations to meet diverse demands. With industry support during development, the incomplete sentence is removed as garbage text.

4. Management of All-Media Convergence

Through the series of examples analyzed above, we can observe that all-media convergence is a systematic and comprehensive process that emphasizes the full-scale integration of different media forms within a shared contemporary context.

Therefore, management of all-media convergence should adopt a macro perspective while addressing micro-level details. Based on a thorough understanding of the demands and characteristics of media convergence in the current new media era, effective management can be achieved through standardized institutional development and improvements to relevant supporting facilities and human resources. For instance, establishing a relatively objective and comprehensive market management framework for media operations provides a basis for the utilization and integrated development of various media resources, facilitating the management of media convergence. Additionally, management of all-media convergence should emphasize process management—addressing problems that arise during convergence through managerial intervention to promote more effective and scientific integration, bringing greater convenience to daily life and advancing societal progress.

In the new era, focusing solely on high-quality content development can no longer meet societal demands. Traditional media should construct new technology application models based on content during their development, achieving perfect fusion between content and demand to capture significant market share. Chinese journals will continue to face numerous difficulties on the path of all-media convergence development, encountering greater challenges and opportunities as new technologies emerge. Therefore, continuous practice is essential to find suitable development paths for media, particularly for fashion magazines whose content changes rapidly and diversely. The required management concepts must surpass current development status, identifying appropriate development channels to accelerate the pace of all-media convergence.

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