

The Convergence of Broadcasting and Mobile Internet from the Perspective of the Internet Audio Market: A Postprint

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Abstract

This study conducts an in-depth analysis of the necessity for convergence between radio broadcasting and mobile Internet within the Internet audio market, compares their current status, and proposes pathways for integration. These pathways include leveraging the advantages of mobile Internet media to expand dissemination, broadcast professionals developing short-form audio content based on their production strengths, cultivating host personal charisma to foster a fan economy, and radio broadcasting attempting to integrate Internet visualization technologies. On this basis, it is hoped that this paper can provide reference suggestions for media professionals, thereby enabling radio broadcasting and mobile Internet to maintain a positive integration trajectory.

Full Text

Preamble

Title: Viewing the Integration of Broadcast and Mobile Internet from the Internet Audio Market

Abstract: This paper provides an in-depth analysis of the necessity for integrating broadcast radio with mobile internet within the internet audio market context, compares the current status of both media forms, and proposes integration pathways. These pathways include leveraging mobile internet media strengths to expand dissemination, broadcasters developing short-form audio content based on their production advantages, building host personal charisma to cultivate fan economies, and broadcast radio experimenting with internet visualization technologies. The paper aims to provide media professionals with actionable recommendations to foster a positive integration trend between broadcast and mobile internet.

Keywords: internet audio; broadcast; mobile internet

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With the rapid development of the economy, the internet audio market has achieved significant growth. During this expansion, “audio” has become increasingly relevant to daily life. For instance, the Himalaya FM audio platform has experienced explosive user growth, generating substantial revenue for audio content providers and enabling rapid profit increases. Consequently, broadcast radio and mobile internet must follow contemporary trends and integrate to some degree, thereby creating a new development landscape.

1.1 Adapting to the Fragmentation Era Trend

Against the backdrop of the evolving internet audio market, broadcast radio and mobile internet should integrate. Such integration would align with the trend toward fragmentation in the digital age. When people consume content online, they receive progressively increasing amounts of information compared to the past, with content becoming more dispersed. Media outlets often segment information about a single event, potentially creating information overload. Under these circumstances, if broadcast radio and mobile internet continue employing traditional development models, they will fail to adapt to contemporary trends.

1.2 Enhancing Listener “Presence”

With the rapid advancement of information technology and corresponding improvements in scientific capabilities, television programs and audiences should interact in the new era, thereby continuously enhancing listener “presence.” Currently, internet audio represents the general trend of development, and under these conditions, listener interaction awareness grows increasingly strong. Moreover, contemporary audiences’ mindsets have undergone corresponding changes; when listening to broadcast programs, they need their status to be acknowledged. Consequently, audience demand for interaction becomes extremely strong. For broadcast and mobile internet, this trend necessitates integration.

2.1 Audience Scale Comparison

2.1.1 Mobile Internet Audio Audience Shows Significant Youth Orientation

In comparing the current status of broadcast radio and mobile internet, certain differences emerge. Regarding audience scale, the mobile internet audio demo-

graphic demonstrates a clear youth orientation. A survey of 100 individuals concluded that these people listen to 61 minutes of broadcast radio daily, while internet audio accounts for a substantial proportion of total listening time at 53 minutes. The age range of these respondents was 20-44 years old, with the internet audio listening age segment concentrated at 25-39 years old, indicating a youth-oriented development trend.

2.1.2 Traditional Broadcast Maintains Advantages in Audience Scale and Listening Duration

Data from the China Urban Resident Survey indicates that traditional broadcast maintains significant advantages in both audience scale and listening duration. Nationwide, 34.1% of the population listens to traditional broadcast, while only 20.5% listen to mobile internet audio programs. This demonstrates that traditional broadcast still wields considerable influence. Additionally, a survey of Shanghai residents reached the same conclusion: 23.4% of the population listens to internet audio programs, while 30.1% listen to traditional broadcast radio programs. Analysis of these two surveys clearly reveals traditional broadcast's advantages in audience aggregation.

2.2 Program Content Comparison

2.2.1 Internet Programs Integrate with Daily Life

When comparing program content between the two media, significant differences emerge. Internet programs integrate with daily life and maintain close connections with the masses. Consequently, audiences demonstrate high engagement with internet program content. First, internet programs feature diverse formats that satisfy audiences' evolving individual needs. As program formats continuously change, audience satisfaction with internet program content gradually increases. When audiences seek music programs to relax, internet programs can follow fashion trends, grasp psychological changes, and cater to audience needs [1].

2.2.2 Broadcast Programs Focus Exclusively on News Dissemination

Research on broadcast programs reveals that they focus exclusively on news dissemination without adequately understanding audience psychological needs, resulting in an imperfect developmental state. Broadcast programs maintain a serious and tense tone, creating a sense of psychological suppression among listeners. Because broadcast programs emphasize news dissemination and define their characteristics around program objectives, they fail to understand audience needs, placing them in a negative development trajectory inconsistent with societal evolution. Furthermore, when broadcast programs attempt reform without precise research, positioning errors occur, causing audience disappointment and eventual boredom after prolonged viewing.

2.3 Listening Scenario Comparison

2.3.1 Mobile Internet Enables Scenario Switching

For mobile internet, listening scenarios can switch in real-time, presenting an increasing variety of contexts. As information technology continues developing, the number of smart devices has gradually increased, placing the internet in a positive developmental state. Moreover, following the emergence of smart devices, mobile internet can integrate with these devices. Under these conditions, people can listen to relevant programs on mobile internet platforms during various scenarios such as commuting, exercising, and other situations, thereby greatly satisfying listener needs across diverse contexts.

2.3.2 Broadcast Listening Scenarios Remain Overly Monotonous

Broadcast listening scenarios remain in a monotonous development pattern, with low application rates observed during investigations. Today, in private vehicles and other automobiles, most drivers still prefer using mobile internet to watch television programs. When using broadcast programs for listening, the singular conversion model affects people's moods, creating a sense of anxiety that subsequently impacts daily life. Under these circumstances, these issues warrant serious attention from relevant personnel [2].

3.1 Leverage Mobile Internet Media Strengths to Expand Dissemination

To achieve greater development for broadcast radio and mobile internet under the evolving internet audio market, the two should integrate reasonably to establish a perfect development model. Currently, with the continuous emergence of multiple media forms, the audio market has integrated with media, employing text, video, and other basic methods to attract listeners and thereby gain increasing audiences. For instance, when a news event emerges and audiences wish to understand the matter, they hope to access information through multiple media channels. Therefore, it is essential to fully understand the advantages and disadvantages of various media to gradually expand dissemination scope. For example, when major events occur, Weibo can be used for news dissemination while users can also comment on the platform, giving it substantial influence [3].

3.2 Broadcasters Develop Short-Form Audio Based on Production Advantages

As the audio industry continues developing, broadcasters can leverage their production advantages to develop short-form audio. During audio production, program formats should be reformed rather than copying the original program system entirely, thereby innovating their own program development system. Additionally, short-form audio should present a networked development pattern.

When disseminated on relevant platforms, host brands should be packaged to increase media influence and adapt to media development trends. Furthermore, content selection requires analyzing audience needs across different platforms to ensure relevance.

3.3 Build Host Personal Charisma to Develop Fan Economy

Radio hosts play a crucial role in media program development. When hosts possess distinctive characteristics, they can attract significant audience attention and generate substantial appeal. Therefore, under these conditions, hosts should first enhance their comprehensive personal qualities; second, they should develop unique language styles to exert influence over programs. On this foundation, hosts can accumulate a certain number of fans, and with these fans, they can develop corresponding fan economies, enabling programs to generate revenue and achieve development objectives.

3.4 Broadcast Radio Experiments with Internet Visualization Technology

To achieve reasonable integration between the two media, broadcast radio can experiment with integrating internet visualization technology to usher in new development trends. Therefore, broadcast radio must keep pace with the times, collaborate with reputable platforms, and appropriately package broadcast programs to create a three-dimensional development model. Moreover, as broadcast radio gradually develops, audio should remain the primary product while video becomes an auxiliary product. During the integration of visualization technology, broadcast radio must emphasize its own developmental characteristics. Only through reasonable combination can broadcast radio achieve better development.

In summary, under the continuous development of the internet audio market, broadcast radio and mobile internet should integrate to promote broadcast adaptation to society's constantly changing trends, thereby creating positive development prospects. On this basis, people will develop a renewed understanding of broadcast radio and mobile internet.

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

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