

On the Post-Print of New Media's Impact on Television Media

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Abstract

New media, relative to traditional media, refers to a communication form that leverages digital and network technologies through channels including the Internet, broadband local area networks, wireless communication networks, and satellites, utilizing television, computer, and mobile phone terminals to deliver interactive information and entertainment services—such as video, audio, voice data services, and distance education—to users for economic gain. Television media, however, suffers from inherent limitations including linear broadcasting, ephemerality, and poor archival capabilities. Concurrently, it is imperative to convert the challenges presented by new media into new opportunities for future development, discard obsolete developmental paradigms, establish interdependent coexistence with new media, achieve mutual advancement, and embark on a path of convergent development.

Full Text

Abstract

New media, relative to traditional media, refers to communication forms that utilize digital and network technologies through channels such as the Internet, broadband LANs, wireless communication networks, and satellites. These platforms deliver interactive information and entertainment services—including video, audio, voice data services, and distance education—to users via television, computer, and mobile terminals, thereby obtaining economic benefits. Television media suffers from inherent problems such as linear broadcasting, fleeting content, and poor preservation. To address these challenges, television media must transform them into development opportunities, abandon outdated growth models, and pursue a path of integrated development through mutual dependence and common progress with new media.

Keywords: New media; Television media; Impact; Influence

Introduction

As new media continues to evolve, the information dissemination environment has become increasingly diversified, leaving traditional television media with an unpromising survival space and development prospects. The impact from new media has grown increasingly significant, with advantages in diversified dissemination forms and content, rapid transmission speed, broad reach, and high efficiency. These factors pose a strong challenge to traditional media, particularly television. The impacts on television media manifest in three primary areas:

1. Diversifying Audience Choices

Television media suffers from limited feedback mechanisms, fleeting content, poor preservation, fragmented internal and external resources, insufficient integration, inflexible viewing modes, and inadequate brand influence and technical talent. In contrast, new media offers vast content, timeliness, and rapid dissemination. Internet-based new media, built upon the Internet infrastructure, covers a broader area without temporal or geographic constraints—viewers can access content anytime, anywhere with a playback device and network connection.

According to the 40th Statistical Report on Internet Development in China released on August 4, 2017, China's internet user base reached 751 million, with an internet penetration rate of 54.3%. Among them, mobile internet users totaled 724 million, accounting for 96.3% of all netizens, while online video users reached 545 million, representing three-quarters of the total netizen population. Young people and working-class individuals are gradually moving away from television toward online programs that can be watched anytime. The popularity of "TV boxes" demonstrates the advantages of combining television with the internet. Compared to digital TV set-top boxes, the smart home industry has developed rapidly, with smart TVs' internet functionality becoming increasingly prominent—26.7% of users access the internet via television. TV boxes have optimized traditional television's playback limitations, offering not only diversified choices but also lower costs than digital TV set-top boxes. However, network television also has obvious limitations, such as complex operations that are difficult for elderly users to master.

2. Declining Television Advertising Revenue

According to 2017 CTR data, China's traditional advertising market declined 4.1% year-over-year in the first half of 2017, with television advertising rates falling 3.6% and advertising duration decreasing by 7.6%. These figures demonstrate diverse characteristics while advertising coverage has significantly increased. Many brands seeking to rapidly capture communication high ground require extensive exposure, but at extremely high costs.

For television drama broadcasting, traditional TV requires continuous ad viewing, long waiting times, extended update cycles, poor ad quality, and high

advertising fees, leaving audiences with limited choices. In contrast, internet platforms allow viewers to select preferred content anytime, with adjustable playback quality, shorter ad durations, and higher-quality ad content and visuals. New media not only provides low-cost platforms but also enables low-cost dissemination, reaching the masses more effectively. As long as netizens find content interesting or valuable, they will help spread it free of charge. With lower costs, more convenient dissemination channels than television, and diverse content, enterprises have more marketing channels to fully communicate product information and establish brand image.

In the traditional media era, enterprises needed to invest substantial resources in website development, regular content updates, and professional maintenance personnel, consuming enormous time and costs. For news broadcasting, television programs require multiple steps before anchors can disseminate information to the public through voice. Print media needs layout design, printing, publication, and distribution—complex processes that not only diminish news timeliness but also significantly increase costs. New media can substantially reduce these expenses. In the new media era, changes in consumer lifestyles and the advantages of new media enable enterprises to leverage interactive features to bridge the gap with consumers, ushering in an “everything is media” paradigm amid the internet wave. This open and diversified new media marketing approach appears more popular with audiences than traditional media, with clear advantages in content productivity. These various strengths of new media have led to declining advertising revenue for television media.

3. Talent Drain from Television Media

Fierce competition in the television industry essentially represents competition for high-end innovative talent. Television media work demands higher standards from professionals. Excellent television media talent must be versatile rather than specialized in a single area—professionals with only one outstanding skill do not fit the current new media era’s cross-regional, cross-industry landscape. While television media maintains high authority and in-depth content quality, it imposes significant restrictions on internal staff, with survival pressures increasing under new media impact. New media provides new ideas and inspiration for many high-end innovative television talents, who are more willing to follow contemporary trends.

As program formats evolve, traditional radio and television programs that once provided news information and entertainment face pressure from increasingly powerful new media functions. Broadcasting media requires outstanding talent to adjust and improve television program formats, retaining original functions while continuously exploring new connotations. New media, leveraging free, shared, and collaborative internet thinking and models, attracts more outstanding partners and talent, accelerating the brain drain from traditional television media.

Particularly in major coverage such as the 19th National Congress of the Communist Party of China and G20 Summit, major radio and television media have universally employed all-media and new technologies, reporting through websites, apps, WeChat, Weibo, and other instant messaging social platforms in addition to broadcast programs, providing real-time updates and uploading audio and video news content produced by journalists. These news videos feature clear images and high-quality audio, can be watched, listened to, and shared anytime and anywhere, are easy to preserve and share, and allow access to previous news information, greatly simplifying news production processes while expanding dissemination channels and enhancing user experience. Furthermore, Alibaba's cooperation with Zhejiang Satellite TV, Beijing Satellite TV, and Shenzhen Satellite TV presented the spectacle of "three stations, one evening, double eleven" on the Double Eleven Gala. On November 30, the *2016-2017 China Television Media Convergence Development Report* was released at the Fifth China Online Audio-Visual Conference. While last year's report positioned media convergence within the coordinate system of television media transformation and development, this year's report emphasizes: "The core and essence of media convergence must conform to media's own development trends and laws." To better plan the integration of television media and new media technologies, expert groups composed of professionals and media backbone can be established, widely absorbing authoritative experts from various fields both inside and outside stations to maintain strict quality control from pre-production to post-production, providing excellent guidance and specificity for the deep integration development of television and emerging media. As artificial intelligence fields become increasingly sophisticated, applying AI and natural language processing capabilities to media convergence enables intelligent news media work, with AI writing news articles that will rapidly improve dissemination efficiency. Television media fully has the conditions and capabilities to utilize the internet to broaden its own dissemination channels and power on the path of integrated development.

Although new media has caused tremendous impact, it also has certain defects. First, television media is audio-visual media with relatively close communication methods and forms to most new media. In comparison, new media lacks authority and certain depth in content. Second, in terms of audio quality, visual quality, and playback smoothness, television broadcasting media still holds significant advantages. Internet-based new media is constrained by network connections and unstable signals, which can cause playback interruptions or even prevent playback altogether. Meanwhile, internet usage involves concerns about data usage and information security. Therefore, we should actively respond to new media's impact on radio and television media, effectively enhance television media's competitiveness under new media impact, and seek opportunities within challenges.

Strategies for Television Media Development

Despite new media's enormous impact on television media, it cannot completely replace radio and television immediately. Television media will seek opportunities within challenges, continuously amplify its own advantages, and pursue integrated development with new media. Simultaneously, it must transform challenges brought by new media into future development opportunities, abandon outdated growth models, achieve mutual dependence and common progress with new media, and pursue a path of integrated development—only then can television media achieve development under new media impact.

3.1 Amplifying Inherent Strengths Where Opportunities and Challenges Coexist

The value of media lies in providing comprehensive services to audiences. It must not only focus on audience interests and understand audience needs promptly but also incorporate audiences as participants. The 2017 CTR Insight Report shows that within the traditional media ecosystem, television remains the medium with the largest audience scale, reaching 1.28 billion viewers, and television still holds absolute advantage in user stickiness. People use media to satisfy personal needs and desires. For instance, news can be gathered to consolidate advantages, collecting information centrally before processing and organizing it according to audience preferences for news content and formats, and finally meeting diverse and personalized audience needs through different dissemination methods. Customizing interesting and innovative television programs for audiences gradually drifting away from television can attract them back. Highly-rated programs should continue innovating to improve television program ratings. Possessing extensively covered information dissemination and the most advanced communication forms allows people to capture effective information immediately, stabilizing media status and enabling broader audience reach. Therefore, segmenting user groups and market demands, precisely positioning brand development directions, employing innovative thinking, and targeted amplification of television media advantages can help identify opportunities within challenges.

3.2 Developing Through Convergence

Television media possesses professional news communication concepts and operational mechanisms, long-established brands, professional journalism, and expanded information channels. Although television media faces enormous impact, it should actively respond, enhance competitiveness under new media impact, and seek opportunities within challenges.

Conclusion

In summary, although new media's impact on television media is tremendous, it will not immediately and completely replace radio and television. Televi-

sion media must seek opportunities within challenges, continuously amplify its inherent strengths, and pursue integrated development with new media. By transforming challenges into future development opportunities, abandoning outdated growth models, and achieving mutual dependence and common progress with new media, television media can realize sustainable development in the new media era.

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

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