

Postprint: An Exploration of Publishing under the Convergence of Digital Media and Print Media

Authors: Wei Jia

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

Abstract

With the progress of society and the development of the national economy, digital new media has exhibited a high-speed development trend in recent years, thereby creating a tremendous impact on traditional media. As emerging industries gradually rise, traditional media must integrate resources in combination with digital media to break out of their predicament, subsequently better adjust the industrial structure, and achieve cross-border integration effects to seek common development. The publishing industry has also been significantly impacted within the new media environment, with traditional print media exhibiting heightened uncertainty when confronting digital media. It is precisely within such a media market environment that the relationship between digital new media and print media has prompted new thinking within the industry, and how to better construct integration channels between the two has become an issue that every media professional needs to actively address.

Full Text

An Analysis of Publishing Under the Integration of Digital New Media and Print Media

Abstract: With social progress and national economic development, digital new media has experienced rapid growth in recent years, creating a tremendous impact on traditional media. As emerging industries gradually rise, traditional media must integrate resources with digital media to escape its predicament, adjust its industrial structure more effectively, and achieve cross-boundary integration for mutual development. The publishing industry has also faced significant challenges in this new media environment, with traditional print media exhibiting heightened uncertainty when confronting digital media. It is precisely within this media market environment that the relationship between digital new

media and print media has prompted new reflections within the industry, making the construction of better integration channels an urgent issue for media professionals to address.

Keywords: digital new media; print media; integration; publishing

CLC Number: G206.2

Document Code: A

Article ID: 1671-0134(2018)02-034-02

DOI: 10.19483/j.cnki.11-4653/n.2018.02.009

Author: Wei Jia

1. Transformation and Integration of Internal Structure in Print Media Publishing

Digital new media publishing has gradually emerged alongside the rapid development of modern computer technology and internet technology, and China's publishing industry has increasingly acknowledged the impact this development has exerted on the sector. In traditional print media, content represented the most critical factor, with emphasis placed on editorial curation, utilizing computer design and laser phototypesetting before final publication and distribution through established market channels. This traditional closed business model once flourished and developed into a massive operational scale.

During the transition from traditional to digital publishing models, it is essential to actively master the novel concepts that digital technologies bring to print publishing. Digital media publishing primarily emphasizes planning and creativity, requiring user interface design that integrates various forms such as animation, video, gaming, and programming. Whereas traditional publishing focused on the relationship between content and market, digital publishing emphasizes this connection while placing greater importance on user experience and interaction, providing diverse services to foster engagement between media publications and users. Under these conditions, the industry has gradually shifted its focus from content to channels, representing a crucial future direction for publishing. This conceptual transformation will inevitably lead to structural changes within the industry's institutional framework.

These internal structural changes are also reflected in the evolution of publishing and production personnel. Traditional print media production required art editors, text editors, and typesetters, whereas digital media production teams comprise interaction designers, graphic designers, and user test engineers. Graphic designers essentially serve as art editors in traditional publishing but place greater emphasis on designing the internal and external appearance of digital publications. Interaction designers, typically software engineers, are primarily responsible for designing digital coding and programming within digital media. User test engineers evaluate product effectiveness from the user's perspective to assess product rationality. Currently, most Chinese publishers have

merely established digital publishing departments to collaborate with animation companies and design studios to address technical issues from a technological standpoint. However, design firms and studios with extensive publishing experience are extremely rare, resulting in numerous problems in digital publishing that directly affect publication quality and cost investment.

2. External Refinement of Industrial Structure

Digital new media has transformed people's reading habits while simultaneously altering the future development direction of print media, which has seen its market space severely compressed. The publishing environment has undergone significant changes, as industries such as internet, manufacturing, and digital technology have gradually merged into the media publishing sector. This has rendered the digital new media industry chain more complex, while the emergence of online and offline transaction models has facilitated integration between digital new media and print media, forming a new industrial model.

Digital new media products have become interconnected with the internet and its corresponding platforms, particularly following the advent of mobile internet, which has intensified website development and substantially shifted consumer media preferences. Consequently, media publishing can no longer maintain its previous advantages, and the media industry has assumed a more diversified developmental trajectory. The digital new media industry chain can be primarily divided into seven components: (1) providers of digital new media planning and product marketing supply; (2) suppliers of product content; (3) suppliers of network equipment and media production devices; (4) system operation technology and software integrators for services, management, and pricing; (5) media product distribution operators; (6) manufacturers of consumer carrier terminals for media products; and (7) consumers.

The transformations brought about by digital new media publishing have diversified publishing methods, while changes in the consumption environment and external market conditions have placed higher demands on the publishing industry, necessitating further refinement of the industrial structure. Print content that has gained market recognition is gradually being converted into digital new media formats for distribution, while some digital media publishing products have also become subjects for print media publication. These transformations essentially represent adaptations to the current market environment and consumption habits. The content and forms of digital new media publishing continue to expand, with formats such as games, animation, and video gaining popularity among younger consumer groups. This demand will critically influence the development direction of the publishing industry. Undeniably, the gradual development of digital new media has already impacted the overall market structure of the media publishing industry, requiring its re-division and redefinition.

3. Profit Models

Traditional print media profit models consist of primary sales and secondary sales. The former refers to profit generation through market distribution based on product content, reflecting print media's traditional focus on content, while the latter refers to profit acquisition through advertising placement based on circulation volume. Most Chinese media companies rely on secondary sales for profitability, with over half sustaining operations through advertising revenue. In recent years, continuous internet technology development has led advertisers to favor online advertising, whose growth has gradually eroded print media's advertising market share. Currently, China's digital new media profit model remains immature, yet effective resource integration between traditional print media and digital new media can significantly advance publishing industry profitability for the following reasons:

First, the coordination between digital new media and print media can create cross-media communication formats, thereby strengthening brand profit model development. Digital new media and print media exhibit substantial differences in publishing methods and connotations. Print media publishing primarily implements point-to-face communication toward audiences, whereas digital new media enables point-to-point communication on this foundation. Monotonous communication methods will inevitably see their influence gradually weaken in fierce market competition. Cross-boundary integration between print and digital media can effectively strengthen brand image promotion, which proves highly beneficial for China's long-term media development.

Second, the integration of these two publishing forms enables content development and selection based on specific media characteristics, achieving complementary advantages and leveraging respective strengths for better profitability. Print media products offer single-direction reading functionality, whereas digital new media publishing presents diverse formats. This integration allows each medium to capitalize on its strengths.

Third, the mutual integration of both media publishing methods can enhance advertising placement and generate better profits. Both represent media platforms of consistent interest to advertisers, and their integration creates a more diversified media platform constituting an online-offline integrated communication format—commonly known as the O2O marketing model. This approach generates greater advertiser interest and more flexible placement methods, thereby expanding the primary profit mechanism of the advertising publishing industry and creating a win-win situation for both publishing and advertising sectors.

In summary, modern computer technology, communication technology, and internet development have created tremendous impact on traditional print media. However, regarding China's digital new media development, only through effective integration of print media and digital new media can better development outcomes be achieved. Relevant practitioners should actively explore, draw upon advanced foreign development concepts, and combine them with China's

actual publishing industry conditions to establish a media publishing development system suited to national circumstances, thereby injecting continuous vitality into the long-term healthy development of China's national economy.

References

- [1] Xia Chunmu. Reflections on the Value of Print Media in the New Media Environment[J]. Association Science Forum (Second Half), 2013, (04): 147-148.
- [2] Yan Xin. Discussion on the Survival Status of Print Media in the Information Age[J]. China Newspaper Industry, 2013, (08): 133-135.
- [3] Meng Deyu. Exploration of Development Measures for Print Media in the Digital New Media Environment[J]. China Media Technology, 2017, (01): 83-84.
- [4] Mu Xiaowen. Analysis of Publishing Under the Integration of Digital New Media and Print Media[J]. Science & Technology Vision, 2015, (13): 55, 57.

(Author's Affiliation: Zhejiang Electronic Audio-Visual Publishing House)

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

Source: ChinaXiv — Machine translation. Verify with original.