

# Study on the Development of Competitiveness of Radio and Television Programs in the New Media Era (Post-print)

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## Abstract

The continuous emergence of new electronic products has also transformed people's pursuits. From the media industry's perspective, technological innovations in the new media era have gradually been supplanted by the internet. The advent of the new media era has not only presented novel challenges to media practitioners, but has also intensified competition within the media industry. This paper offers a brief analysis of the competitive development of broadcasting programs in the new media era.

## Full Text

### Research on the Competitiveness Development of Radio and Television Programs in the New Media Era

**Abstract:** As new electronic products continue to emerge and people's pursuits evolve, technological innovation in the new media era has increasingly shifted toward internet-based platforms. The advent of the new media era has not only brought new challenges to media professionals but also intensified competition within the media industry. This paper provides a brief analysis of the competitiveness development of radio and television programs in the new media era.

**Keywords:** New media era; Radio and television; Programs; Competitiveness

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## 1. Development Background of Radio and Television Programs

With the widespread application of new media technology, traditional media can no longer meet people's needs. The emergence of new media technology

has brought new opportunities to the radio and television industry, with broadcasters gradually integrating new media technology into their operations. As enterprises' awareness of new media continues to enhance, competitive pressure within the radio and television industry is steadily increasing. As new media continues to develop and strengthen, China's information age has arrived rapidly, requiring the media industry to continuously adjust its industrial model to adapt to the evolving new media landscape. In the programming and production processes, radio and television programs incorporate new media elements. From the audience perspective, investment and innovation in content production—dedicated to creating premium content, maintaining audience stickiness, and improving satisfaction—are powerful means to enhance news and information quality, thereby promoting the development of radio and television programs.

## 2. Challenges in the New Media Era

**2.1 Lack of Creativity** Traditional media primarily focuses on information dissemination and policy propaganda, with slow technological updates and long equipment maintenance cycles, resulting in limited dissemination capacity and obvious lag behind new media. Furthermore, program formats are overly monotonous, with simplistic presentation forms, mostly linear one-way communication, lacking innovative consciousness, and unable to meet current social demands. Therefore, only through effective integration that creates complementary advantages between the two, fully developing their own strengths, guiding public opinion, and improving radio and television program quality can the industry progress.

**2.2 Copyright Disputes** Currently, radio and television programs in the new media era are still in their infancy, with the vast majority being adaptations of foreign programs that share the same essential nature. During the adaptation process, broadcasters must purchase corresponding copyrights from foreign companies. Many broadcasting enterprises neglect these issues, engaging in unilateral copying, which results in numerous complaints and copyright dispute cases when discovered by foreign companies, severely impacting both corporate and program development.

**2.3 User Selectivity** In the current intense information age context, traditional media has gradually lost its advantage. The arrival of the new media era has attracted more users to some extent, particularly with the development of Weibo, mobile phones, and other platforms, delivering a heavy blow to traditional media. Faced with rapidly evolving new media, users have broken away from the traditional passive reception model of media information, replacing it with active information selection, which determines that radio and television programs must actively explore competitive advantages to gain more audiences.

**2.4 Insufficient Innovation Capacity** As new media continues to develop, demands for innovation in programming are gradually increasing. However,

broadcasting enterprises have yet to recognize the importance of innovation work and cannot skillfully apply technological methods. Regarding new media technology, it is an essential element for program innovation, yet broadcasting companies only superficially use new media technology to modify programs, thereby reducing overall program quality, leaving audiences without fresh experiences and unable to generate strong interest. Ultimately, this prevents the entire radio and television program industry from enhancing competitiveness in the new media era.

### 3. Competitiveness Development Strategies

**3.1 Highlighting Program Characteristics** In the new media era, to enhance their market competitiveness, one of the most important tasks for broadcasting companies is to highlight program uniqueness during editing and production. This requires broadcasting companies to accurately apply new media technology while thoroughly understanding their own corporate circumstances, combining the two to create programs with distinctive characteristics. Only when radio and television programs themselves possess clear features can they attract consumers' attention, thereby increasing market competitiveness and securing a position in the economic market of the new media era.

**3.2 Emphasizing Copyright Issues** In the new media era, competitive pressure on radio and television programs has increased significantly. To develop effectively in such a highly competitive market, programs must not only demonstrate innovation but also pay attention to copyright issues. In the new media market environment, similarities exist between various programs, making it essential for companies to enhance their copyright awareness. For example, popular recent programs such as *The Voice of China*, *Born to be Excellent*, and *The Coming One* are similar music talent shows with comparable segments. However, because producers have negotiated copyright issues properly, malicious competition over copyright has been avoided. Naturally, program producers should not merely imitate successful programs but must incorporate their own distinctive elements while drawing inspiration.

**3.3 Strengthening Format Innovation and Enhancing User Choice** With the arrival of the new media era, diversified products have emerged during its development process, enhancing program value. For radio and television programs themselves, obtaining derivative products is essential for better format innovation. Currently, broadcast programs are gradually developing toward diversification, demonstrating significant differences both in content and format. The special brand formed by a program can better facilitate format innovation and integrate derived products into the program for promotional effect. Therefore, facing current new media challenges, radio and television programs must innovate their formats and develop diversified program types to enhance core competitiveness, improve ratings, and ultimately achieve breakthrough progress and secure a position in fierce industry competition.

**3.4 Enhancing Program Innovation Capacity** To enhance competitiveness in the new media era, the most important task for radio and television programs is to improve their innovation capacity—not only in content but also in program concepts and formats. Regarding content innovation, radio and television programs must achieve progressive improvements. In the new media era, the saying “content is king” demonstrates the importance of program content. With the continuous emergence of new media, audience fragmentation has intensified to some extent, requiring programs to attract viewers’ attention during development. Therefore, when innovating content, broadcasting enterprises should first integrate current social hot topics to make content more relevant to people’s lives. For instance, they can launch community-focused programs while simultaneously continuing entertainment content innovation to better meet diverse audience needs.

In terms of format innovation, derivatives related to radio and television programs continuously appear in people’s lives in the new media era. The persistent emergence of these derivatives has generated substantial economic benefits for the industry, with program formats serving as their source. This demonstrates that format innovation is essential for program development. Therefore, program formats should be unconstrained, closely connected to people’s lives, and innovated according to the needs of different age groups.

Regarding conceptual innovation, current radio and television programs still follow traditional development concepts that lack strong innovative capacity and feature relatively rigid thinking, making them ill-adapted to the new era’s development. Therefore, on the one hand, the integration of radio and television programs with new media technology should be accelerated; on the other hand, production companies should achieve independence and autonomy. This not only enables self-production of programs but also ensures program quality. Under the impact of the new media era, radio and television programs face not only competition from peers but also internal issues, necessitating continuous innovation to drive development and enhance market competitiveness.

#### 4. Conclusion

In summary, the continuous development of new media technology brings both new opportunities and challenges to radio and television programs. How to obtain effective development pathways for the broadcasting industry requires continuous exploration by practitioners to find a suitable path for program development.

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