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Authors:

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Abstract

News is a battlefield without gunpowder. Just as modern warfare depends on logistics and infrastructure, the construction of a new supply platform—one that must be adaptable, open, flexible, and autonomously controlled—marks a milestone and represents a crucial step toward becoming a world-class international news agency.

Full Text

Preamble

News is a battlefield without gunpowder. Just as modern warfare depends on logistics and infrastructure, the construction of a new supply platform—one that must be adaptable, open, flexible, and autonomously controlled—marks a milestone and represents a crucial step toward becoming a world-class international news agency.

In the first half of 2017, the National Party Media Information Public Platform, operated by People's Daily Media Technology Co., was officially launched. The platform pushes party media convergence reports to users in real time through channels such as RSS and WeChat subscriptions, providing both real-time supply and historical archives.

At a media professionals exchange meeting in late 2017, Yang Jihong, Director of New Media at China Central Television (CCTV), stated regarding the construction of CCTV's News Mobile Network that traditional media must prepare in advance for challenges from internet open platforms. They should build a

global information release and sharing platform that integrates with new media products from numerous institutions, and create an all-media instant sharing platform that aggregates PGC and UGC content, gradually achieving integrated production and resource sharing between news and new media.

For news agencies, the supply business is located downstream in the entire process of “planning, gathering, editing, distribution, management, and feedback,” representing the ultimate manifestation of comprehensive capabilities such as reporting command and unified coordination. As a news agency in the internet era, the supply platform serves as a bridge between users and editorial operations. Beyond optimizing its own systems and building its team, it must “grow” into a docking platform between users and editorial departments, fostering trust and dependence among both parties through strong interaction, gradually becoming an internet platform that aggregates users, data, and even creative resources.

“Balancing wire and archive,” “emerging media,” “internetization,” and “independent R&D” have already become new labels for Xinhua’s new supply platform; a new era journey for news supply has quietly begun behind these keywords.

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

Source: ChinaXiv — Machine translation. Verify with original.