

Huo Weibing: Hyper-convergence Opens a New Era for Media Postprints

Authors:

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Abstract

“Transformation must re-establish connections with users, build user databases, and truly understand our audience.” — Huo Weibing, Division General Manager, Beijing Founder Electronics Co., Ltd.

Full Text

Hyper-Convergence: A New Era for Media

Huo Weibing: Hyper-Convergence Initiates a New Media Era

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In the evolution of media convergence, Founder began exploring media transformation in 2007, and following the landmark year of media convergence in 2014, the company engaged in numerous project implementations. Throughout this journey, we have continuously examined what convergence truly means—what it means to become integrated and unified as one. Three key insights have emerged: First, accelerating toward internet-native operations is an inevitable and necessary direction for transformation. This requires establishing news production methods, workflows, and command systems suited for internet dissemination, particularly mobile internet. Second, transformation must yield new products—internet-native products that genuinely attract audiences. Third, transformation must re-establish user connections, build comprehensive user databases, and achieve authentic understanding of our audience.

Within the four core elements of new media ecosystems—users, content, technology, and business—news and information represent fundamental user needs.

On average, individuals spend 76 minutes daily consuming news, with 29% accessing information through mobile internet. This data reveals a clear trend toward mobile, fragmented reading scenarios driven by personal interests. In content development, professional media and self-media will coexist long-term, reshaping content boundaries as the landscape evolves from basic information to broader content and knowledge subscriptions, forming a new three-tiered structure. Technologically, the most significant changes will come from intelligent production assistance, comprehensive tagging of users and content, and personalized distribution for individuals and communities. In business models, the shift from rich media advertising to precise, scenario-based distribution and refined membership management represents critical areas for experimentation and transformation.

Founder's hyper-convergence solution genuinely integrates management, operations, users, and data, all built upon a big data platform. This encompasses reporting command systems, converged media production and distribution workflows, intelligent decision-making management, and customer-oriented operations management, creating a competitive new media product matrix. The convergence process is not instantaneous but rather a progressive journey of technological, managerial, operational, and data integration.

Big Data Applications

Founder's data center captures over ten million data points daily through professional collection, targeted acquisition, and web crawling, providing comprehensive information gathering. After cleaning and processing updates from professional media sources and social media across the web, these data serve user needs. In intelligent analysis, capabilities include retrieval, smart analysis, distributed storage, and multimedia processing. In video processing, Founder's recognition technology enables rapid location of specific faces, logos, and subtitles within massive video libraries. In machine writing, Dreamwriter already produces over 2,000 articles daily, and we anticipate broader future applications. Founder has contributed to machine writing initiatives like "Xiaonan" at Nanfang Daily and "Atong" at Guangzhou Daily, and will continue to deliver value in this domain.

Founder emphasizes big data platform applications across reporting planning, content creation, dissemination analysis, new media operations, and media management. In recent years, we have participated in building reporting command platforms for dozens of media organizations. For instance, the system platform co-developed with *Yangcheng Evening News* serves as a highly integrated, visualized control center linking large screens, desktops, and mobile devices to enable ubiquitous, mobile-enabled reporting command. The platform prioritizes security, particularly for major news coverage, by implementing multi-level review processes tailored for new media needs. It provides intelligent alerts for sensitive words and content errors, and offers rapid article retraction capabilities—essential given new media's fast publication pace. For performance measurement, the solution adapts to diverse media requirements, capturing comprehen-

sive web-wide data including original article identification, tracking read counts, click-through rates, comments, and transmission metrics across the entire network.

The newly launched mobile collaboration platform transcends traditional mobile editing by facilitating not only mobile content creation but also providing recommended trending news data. In collaborative production, it enables rapid formation of temporary reporting teams. To help media rebuild user connections, we have established a user center platform that consolidates website, print, client, and social media user information for profiling analysis, enabling precise personalized services and marketing that generate new business models.

This hyper-convergence solution integrates entire production workflows, management processes, users, and data layers. Drawing from Tencent's perspective, this 注定是一场不平凡的迁徙—some losses are inevitable, but greater gains await.

Guo Quanzhong: Eight Technical Pain Points in Media Transformation

“A crucial methodology in media transformation is to view the present from the future's perspective. We must clearly understand future development trends to reverse-engineer our transformation path.”

— Guo Quanzhong, Department of Social and Cultural Teaching and Research, National Academy of Governance

Traditional media currently faces eight major technical pain points in transformation:

Pain Point 1: Emphasizing Editorial, Neglecting Operations

In traditional media, editorial, advertising, and distribution receive priority while management and technology are overlooked. Technology departments have historically focused on maintenance and equipment troubleshooting, with lower status, poor compensation compared to internet companies, and limited advancement opportunities. While this emphasis on editorial and operational functions made sense when traditional media relied primarily on these areas, the internet era demands different priorities.

Pain Point 2: One-Time Outsourcing Over Iteration

A core characteristic of the internet is rapid iteration, yet traditional media rarely update their technical architecture once established. The internet era prioritizes user experience, which requires continuous technical iteration to resolve issues and fix bugs quickly. Media organizations must build genuine in-house technical teams while establishing closer partnerships with technology companies to enable rapid iterative development.

Pain Point 3: Traditional IT Over Internet Technology

Media transformation requires cultivating a technology-first DNA. Technology

now plays a decisive role in media transformation, necessitating the establishment of Chief Technology Officer or Chief Data Officer positions in organizational structures. Without prioritizing technology, media organizations cannot keep pace with transformation. This requires addressing talent quality, status, and compensation for technical personnel.

Pain Point 4: PC-First, Mobile-Second

While transitioning toward mobile, traditional media still undervalue data and intelligence.

Pain Point 5: Content Extension Over User Retention

Focusing on content expansion while neglecting user 沉淀 (user retention and accumulation).

Pain Point 6: Hardware Over Institutional Mechanisms

Prioritizing hardware investment while overlooking institutional and systemic reform.

Pain Point 7: Closed Systems Over Openness

Maintaining closed systems rather than embracing open platforms and collaboration.

Pain Point 8: Lack of Determination and Ambition as Transformation Drivers

Insufficient resolve and vision to drive transformation forward.

Under these circumstances, neglecting technology lacks any justification. Technology has become decisive in media transformation, making it imperative to cultivate technological DNA and establish appropriate leadership positions in organizational structures.

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

Source: ChinaXiv — Machine translation. Verify with original.