

Post-print on the Convergent Development of Broadcasting Media Based on Internet Thinking

Authors: Zhao Rui

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

Abstract

At the present stage, with the continuous advancement of Internet technology, the integrated development of broadcast and television media has emerged as a key research focus among relevant stakeholders. The investigation and analysis of novel models and pathways for the integrated development of broadcast and television media holds significant importance for expanding the development space of China's media industry. This paper examines the background and development trends of contemporary broadcast and television media convergence, and analyzes the existing problems and developmental approaches in the integration process, providing a reference for the field.

Full Text

The Integrated Development of Broadcast Television Media Based on Internet Thinking

Abstract: With the continuous advancement of Internet technology, the integrated development of broadcast television media has become a key focus for stakeholders. Researching and analyzing new models and pathways for this integration holds significant importance for expanding China's media development space. This paper examines the current background and development trends of broadcast television media integration, analyzes existing problems in the process, and proposes development approaches for reference.

Keywords: Internet thinking; broadcast television media; integrated development

CLC Number: G220

Document Code: A

Article ID: 1671-0134(2017)11-106-02

DOI: 10.19483/j.cnki.11-4653/n.2017.11.037

1. Background and Development Trends of Broadcast Television Media Integration

At present, China's high-tech innovations in Internet, big data, cloud computing, and computer technology continue to evolve, enabling mutual communication and integration among computer networks, telecommunications networks, and cable television networks. Triple network convergence has substantially transformed the traditional development model of broadcast television media, laying the foundation for its integrated development. Meanwhile, the deep-rooted concept of Internet thinking has made the integration of traditional broadcast television media with emerging media an inevitable future trend and a fundamental strategy for the long-term development of China's media industry. To realize this integration under the Internet thinking paradigm, relevant personnel and institutions must clarify national media development needs, implement relevant central government decisions and deployments, and drive continuous innovation and development in China's broadcast television media.

However, investigations reveal that numerous media enterprises still adhere to outdated traditional systems and have failed to undertake corresponding mechanism innovations, directly impeding integration objectives. Traditional broadcast television programs have experienced severe rating declines and substantial audience loss. Although media executives claim to prioritize integration with new media and have adopted measures such as establishing new media departments and launching Internet clients, cooperation between traditional news departments and new media units remains poorly coordinated and lacks communication. In some cases, even when working in the same area, personnel rarely interact, rendering integration merely nominal. Furthermore, the strategic core content and value identity for new media integration have yet to be formed. The development of Internet thinking has subverted China's traditional information models, and as computer network technology combines previously dispersed terminal systems, new media information resources can achieve collaboration and sharing. Nevertheless, many traditional media organizations still inadequately understand the role and significance of network media, fail to grasp the strategic thinking and core values of new media integration, and do not actively explore new development channels from the essence of new media development.

3.1 Strengthening Communication Capacity of Broadcast Television Media Mechanisms

To effectively promote the integrated development of China's broadcast television media under the Internet thinking model, we must clarify the fundamental characteristics of current broadcast television new media. We can establish a comprehensive media convergence and development platform using Internet and computer technologies, leveraging platform service layers, software service layers, and infrastructure service layers to maximize the application value of scientific technology in media integration. Additionally, we can achieve planning,

integration, and utilization of new media information resources throughout the entire process of collection, editing, broadcasting, storage, and utilization. By standardizing platform construction, we can promote mutual communication among broadcast television media and establish a comprehensive new media communication mechanism across different environments. Building a scientific media communication platform requires advanced Internet technology processing, necessitating the introduction of sophisticated technologies to establish correspondingly robust system platforms that enhance product quality.

3.2 Strategic Talent Planning

Personnel play a crucial role in the integration process and constitute a primary factor affecting development quality. Therefore, strategic talent planning is essential for traditional-new media integration. In the current integrated development talent management system, we must construct a professional talent structure and strengthen personnel training. First, we should focus on new media talent cultivation and planning through university-enterprise partnerships to develop Internet technology and network maintenance professionals. Second, we must improve the compensation system for media staff, providing broad development space for broadcast television media personnel and establishing a high-quality, high-efficiency work team. We need to establish personnel assessment and evaluation mechanisms for strict staff management, using these mechanisms to promote capacity enhancement among media professionals.

3.3 Enhancing Broadcast Television Media Service Levels

In response to current socio-economic development needs, we should utilize Internet technology to establish broadcast television media clouds, breaking through traditional information dissemination patterns and the limitations of broadcast time and terminal servers. This enables intelligent new media integration development and provides targeted services based on user history. Relying on modern science and technology, we should strengthen the integration of broadcast television media with mobile terminals and Internet technology to create an ecological service model for broadcast television.

3.4 Emphasizing Content Innovation

In media integration development, we must emphasize investment and innovation in content production, striving to create premium content and produce personalized news products suitable for different terminals. Content constitutes the foundation of media integration and a necessary condition for winning audience trust; precise content distribution represents an absolute advantage in media integration development. Broadcast television media integration must prioritize information authenticity and objectivity as prerequisites. Through big data applications across the entire media integration process, we can achieve integrated collection, editing, and distribution, disseminating text, images, audio, video,

and other content through multiple modalities. This maintains audience stickiness, improves satisfaction, enhances broadcast television media ratings, and strengthens content monetization capabilities on converged media platforms.

3.5 Improving Asset Management

We should establish a rational network platform integrating broadcast television media production, operation, and management within a unified open and shared architecture for the entire resource management process. By applying network and computer technologies and integrating them with broadcast television media terminal technologies, we can achieve a resource management platform for resource sharing based on collaborative organization and unified resource management. The integration of broadcast television media resources greatly improves team work efficiency, enables rapid launch of innovative media products, provides personalized, intelligent, and diversified viewing services to audiences, facilitates real-time content push, enhances viewer experience, and provides accurate viewing data to relevant industry research institutions. This data informs program planning, design, and scheduling, promoting content optimization.

3.6 Reconstructing Relationships with Old and New Users

Under the Internet thinking model, broadcast television media integration must address user relations effectively. Promoting relationships with old and new customers can enhance new media influence. The integration development goal of old and new media requires continuously meeting the needs and standards of various social sectors in China, building excellent party spirit, and transmitting modern development concepts to every television media user to achieve new media integration development. Based on Internet technology, we must restructure the relationship between new media and users, combining the main trends of media market economy development. Starting from reality, we should understand users' most authentic needs, as well as their information requirements and standards for new media integration development, to provide high-quality and comprehensive services.

4. Strengthening Standardization and Intelligentization of Media Terminal Technology

Media integration can effectively expand information coverage, reduce dissemination costs, improve timeliness, and enhance interactivity with audiences. The realization of broadcast television media terminal integration can effectively promote the construction of an all-media platform. We should formulate and plan a standardized terminal technology development strategy, emphasize intelligent construction of broadcast television media terminal technology, and promote the application of NGBTVOS in Internet and cable network terminal technologies, providing foundational conditions for future smart city construction.

In summary, in the Internet era, the integrated development of broadcast television media is not only a major modern development trend but also a crucial pathway for ensuring its own innovation and effective development. Therefore, we must recognize and clarify the integration development objectives of broadcast television media under the current Internet development situation. Based on relevant Chinese laws and regulations and grounded in technological innovation, we should drive the integrated development of China's broadcast television media.

References

- [?] Lin Xiaoyong, Luo Hui. Integrated Development of Broadcast Television Media under Internet Thinking [J]. China Radio, 2015(09): 36-40.
- [?] Hu Xiao. Traditional Broadcast Television Media Needs Transformation for Development in the New Media Era [J]. Journalism Research Guide, 2015, 6(17): 9-10.
- [?] Ouyang Hongsheng, Liang Xiangzi, Xu Shujie. On the Construction of an Integrated Innovation Model of "Broadcast Television Media +" in the Internet Era [J]. Journal of Southwest Minzu University (Humanities and Social Sciences Edition), 2016, 37(01): 173-179.
- [?] Li Yuquan. Integrated Development of Broadcast Television Media under Internet Thinking [J]. West China Broadcasting Television, 2016(01): 60.
- [?] Wu Chao. Transformation and Construction Strategies of Broadcast Television Media in the Internet Environment [J]. News Dissemination, 2014(03): 194.

(Author's affiliation: Station 292, State Administration of Press, Publication, Radio, Film and Television)

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

Source: ChinaXiv — Machine translation. Verify with original.