

## A Preliminary Analysis of Precision Operations in Broadcasting DVB+OTT Model Postprint

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

### Abstract

In recent years, with the continuous development of China's economy, competition across various industries has become increasingly fierce. For the Central Radio and Television Station, although it possesses greater competitiveness relative to other local television channels, the rise and development of certain local channels have significantly impacted the ratings and user base of broadcasting. If the current situation is not effectively resolved, it will pose a substantial obstacle to the development of broadcasting. Therefore, the broadcasting industry must develop the DVB+OTT model to address these emerging issues. Only through refined operational management under the DVB+OTT model can it strengthen its competitiveness, prevent user churn, increase economic profits, and ensure a brighter future development.

### Full Text

#### Abstract

In recent years, with China's continuous economic development, competition across all industries has intensified. For China Central Radio and Television (CCRT), although it remains more competitive than local television channels, the rise and development of these local channels have significantly impacted its viewership ratings and user base. Failure to effectively address the current situation will pose substantial obstacles to CCRT's development. Therefore, CCRT must adopt the DVB+OTT model to tackle these challenges. Only through fine-grained operation and management under the DVB+OTT model can CCRT strengthen its competitiveness, prevent user attrition, increase economic profits, and ensure a brighter future.

**Keywords:** DVB+OTT; fine-grained operation; management and application

**Classification Codes:** TP393

**Document Code:** A

**Article ID:** 1671-0134(2017)11-094-02  
**DOI:** 10.19483/j.cnki.11-4653/n.2017.11.031  
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## Introduction

For China Central Radio and Television, its competitive advantage is diminishing. Although CCRT has long dominated the television industry, influencing China's development trends, and many of its excellent programs and news reports are irreplaceable by local channels, the situation has changed markedly in the past two years. As the user base renews, more young people have become television viewers. Young audiences generally prefer entertainment programs from local channels, leading to increasingly severe user attrition for CCRT. Therefore, implementing fine-grained operation under the DVB+OTT model will significantly improve this user loss phenomenon and is of great significance. The following sections introduce the DVB+OTT business model.

### 1. Overview of DVB+OTT Mode

In recent years, with continuous technological development, competition across all industries has intensified significantly. China Central Radio and Television has maintained a dominant position in the domestic television industry since the early stages of reform and opening up. Many classic programs and columns have left deep impressions on audiences, becoming classics for generations. However, the rise of local television stations and the rapid development of the Internet industry have delivered a tremendous impact on CCRT's viewership ratings and user traffic[4]. CCRT must implement corresponding reform measures to win back lost users while attracting younger generations. The DVB+OTT model holds significant importance for CCRT's operations, as many local stations with increasing viewership have already applied the DVB+OTT operation model in their daily development, forming systems that meet their own needs. Only by implementing fine-grained operation and management under the DVB+OTT model can CCRT remain competitive in this fierce environment and secure better prospects for future development[3].

However, in the process of implementing fine-grained management of the DVB+OTT model, CCRT still faces certain issues that require detailed analysis to facilitate its development.

### 2. Problems in DVB+OTT Fine-grained Operation

First, when implementing the DVB+OTT model, CCRT has not yet found an operation model that conforms to its own development patterns. Simply conducting DVB+OTT operation and management without intensifying efforts in the Internet domain yields poor results. CCRT must recognize that closed digital television systems cannot adapt to network development. Many historical examples demonstrate this issue, such as Nokia, which was a major giant in

the mobile phone industry during the early Internet era[5]. However, as times changed, it failed to implement corresponding reforms, stubbornly developing its own products without finding a suitable development path, ultimately leading to its acquisition by other companies. CCRT must balance intelligent development between cable digital television and the Internet industry, rather than leaning toward the digital television model. Only by increasing emphasis on intelligent terminals for Internet services can CCRT establish a foothold in development.

Additionally, CCRT still faces model management issues in implementing fine-grained operation under the DVB+OTT model. CCRT must fully understand that Internet industry development is essential and should prioritize the Internet as the future dominant force. Previously, many local stations distributed their flagship programs across various Internet video platforms, which often have massive user bases and subscribed fans, enabling these programs to achieve viewership and playback rates far exceeding those on cable digital television. Although CCRT operates the DVB+OTT model, it has yet to break through by distributing television programs to various video platforms[6]. Although many programs cannot be viewed on other local stations, significant user traffic loss still occurs. Moreover, while CCRT has developed its own websites and video software, their popularity lags far behind those of other local stations. Therefore, strengthening the practical significance of the DVB+OTT model and finding an operation model that suits CCRT is crucial. Only by taking corresponding measures to enhance the management of DVB+OTT fine-grained operation can CCRT attract increasing traffic during its stable development process, bringing better prospects for future growth.

### 3. Solutions and Development Prospects

In the process of fine-grained DVB+OTT operation, CCRT must strengthen management of this operation model, establish reasonable systems that meet its own development needs, and define this operation model as a means to attract more users and traffic to enhance its competitiveness. Compared with the reform and opening-up period, CCRT's competitiveness in the television industry has gradually declined, although it still possesses some classic programs that local stations cannot broadcast. However, variety shows and other programs launched by local stations have attracted increasing audiences, exacerbating user attrition for CCRT. After establishing detailed regulations and systems for fine-grained operation management, CCRT must intensify DVB+OTT model operation, achieving better results on the Internet side rather than focusing primarily on digital television development. It should adopt a two-pronged approach, attracting both new and old users from all aspects to facilitate better development. Simultaneously, CCRT must strengthen Internet model operation by promptly updating and reforming its own video software to encourage more users to choose CCRT-developed video platforms. Additionally, CCRT should actively acquire other television programs to win back lost users.

## Conclusion

This paper introduces the management model of DVB+OTT fine-grained operation for broadcasting and addresses the emerging issues, thereby enabling CCRT to assume a more proactive position in future competition and development. In summary, the development of DVB+OTT fine-grained operation for broadcasting aims at positive outcomes. It is essential to demonstrate the effectiveness of fine-grained operation under this model and effectively resolve existing problems, allowing CCRT to gain greater advantages in future competition.

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*Source: ChinaXiv — Machine translation. Verify with original.*