

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.02432](https://chinaxiv.org/items/chinaxiv-202310.02432)

---

## Research on New Models for Convergent Development of Television and New Media: Postprint

**Authors:** Liu Yue

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

### Abstract

Under the premise of triple-network convergence, the integrated development between traditional media and new media in China has achieved initial success, and remains a subject of ongoing research and discussion in both industry and academia. How to establish a development model for television-new media integration and pursue a sustainable development path constitutes the core of television-new media convergence. This paper first analyzes the five major challenges confronting the integration development of traditional television with new media, and based on these challenges, conducts an analysis of transformation strategies for integrated development. It further reflects on the development model for television-new media integration, and proposes the perspective of applying new media thinking to television media operations.

### Full Text

## Research on New Models of Television and New Media Integration and Development

**Author:** Liu Yue

**Journal:** ChinaXiv Cooperative Journal

**Abstract:** Under the premise of triple network convergence, the integrated development between traditional media and new media in China has achieved initial success, representing a critical topic continuously researched and discussed in both industry and academia. The core of television and new media integration lies in establishing a sustainable development model. This paper first analyzes five major challenges facing the integration of traditional television with new media, then proposes transformation strategies based on these challenges, and finally explores integration development models. The central argument advocates operating television media with new media thinking.

**Keywords:** television and new media integration; new development models; research

---

## 1. Challenges in Traditional Television and New Media Integration

At present, the technological integration between traditional television and new media remains in its infancy. The inherent openness and interactivity of new media pose severe challenges to traditional television's integration and development.

### 1.1 Communication Challenges

New media has diminished traditional television's once-dominant communication advantages. Previously, traditional television's powerful coverage capacity secured its prominent position in information dissemination. Today, however, the emergence of new media has fragmented public attention, with younger users particularly gravitating toward new media platforms. Mobile internet, WeChat, Weibo, and similar platforms not only disseminate information instantaneously but also enable interactive expression, fostering rapid user growth. These new media channels increasingly rival traditional television in information dissemination and public opinion guidance, gradually eroding television's communication dominance. Furthermore, audience fragmentation challenges traditional broadcasting models, as users exhibit increasingly diverse and complex personal values and online behaviors. Media consumption has become dispersed, immediate, and personalized, with content tailored to individual preferences.

### 1.2 Institutional Challenges

Compared with market-oriented new media enterprises, traditional television institutions face structural disadvantages. Most new media companies operate with flexible economic mechanisms, advanced management systems, and widely adopted equity incentive structures that effectively attract substantial venture capital and even public listing. Television station websites, operating under public institution frameworks—or even after corporate restructuring—continue to follow administrative management models. This traditional approach lacks appeal for recruiting top talent, resulting in diminished competitive vitality.

### 1.3 Operational Challenges

New media operations face significant cost pressures, primarily from bandwidth and copyright expenses. Online video and mobile television services remain limited in scale with prohibitively high costs. To ensure high-speed downloads and high-definition streaming, new media companies must establish server nodes and subsystems across provincial cities nationwide, with monthly server expenses

reaching as high as 6 million RMB per video platform. For traditional television, such high operational costs represent an unsustainable burden. Additionally, traditional television encounters substantial financing constraints during new media development. Research reveals that many traditional television organizations maintain singular revenue models based on self-sufficiency, whereas new media companies require market-based capital operations to achieve rapid growth.

#### 1.4 User Challenges

Netizens' online behaviors and personal values are undergoing significant transformation, characterized by increasing diversification and complexity. Most television media organizations remain confined to live broadcasting and video sharing services when developing online video operations, lacking clear differentiation in their business philosophies. This manifests in several ways: community interaction services, emotional appeals, and update speeds. Moreover, as information access channels multiply during the integration process, television usage rates gradually decline. Evidence shows that most young people now use computers and mobile phones far more frequently than television sets. However, new functions such as television-based payment systems and shopping services continue to emerge and gain popularity, marking a shift from “watching television” to “using television.” Consequently, traditional television faces enormous challenges in both communication methods and service awareness enhancement.

#### 1.5 Talent Challenges

Developing new media requires an indispensable team of specialized and composite talents. Specialized professionals are needed across various domains, including information technology, finance, and other expert fields. Composite talents fall into two categories: high-level management personnel capable of integrated communication planning at the group level—leaders who understand both new media and television—and versatile journalist-editors who can master multiple technical tools. Currently, China's broadcasting industry faces its greatest challenge in talent scarcity for new media development.

---

## 2. Structural Issues in Traditional Television Industry

### 2.1 Singular Industrial Structure

The vast majority of traditional television media still rely primarily on advertising revenue from broadcast platforms, failing to establish a diversified income structure. Their capacity for integrated industrial operations—such as developing derivative products and copyright distribution—remains weak. Furthermore, various new media advertising formats, with their precise marketing capabilities, increasingly attract advertisers, including targeted advertising and

online ads that continuously erode traditional television's advertising space. If traditional television persists with its singular business model, it will struggle to achieve significant growth and may face continuous decline.

## 2.2 Weak Brand Awareness and Management

Brand awareness determines brand image, which in turn influences brand perception. Most traditional television new media projects fail to prioritize brand establishment during implementation. The challenge lies in integrating traditional television's long-accumulated brand image and advantages into new media platforms, requiring comprehensive planning from the initial development stages.

---

## 3. Reflections on Television and New Media Integration Models

To overcome development bottlenecks amid rapid new media growth, traditional television must effectively integrate with new media to achieve holistic development.

### 3.1 Leveraging Television Media's Leading Role

As the most influential, credible, and authoritative traditional medium, television's dominant position will remain unshaken for the foreseeable future. While new media offers diversified communication advantages, it suffers from inherent deficiencies, including lack of management mechanisms, susceptibility to inconsistent and extreme viewpoints, and deficits in credibility and authority. Examples include cyber violence, malicious hype, and fake news—phenomena that can trigger social problems. Television news, by contrast, maintains credibility through evidence-based reporting. Therefore, television media must exercise its guiding function in this domain.

### 3.2 Building Platform-Based Websites

Establishing platform-based websites requires strengthening Internet-television interaction and utilizing new media communication methods, technologies, and composite channel structures to maximize information value and sharing. This approach expands traditional television's communication methods to attract broader audiences and increase economic returns. Television station websites should enable universal sharing, leveraging new media technology for massive information collection and storage to meet diverse and personalized public demands. Additionally, television stations must continuously develop and maintain their Weibo and WeChat public platforms while establishing dedicated interactive columns for netizens to share opinions and perspectives.

### 3.3 Optimizing Digital Channels to Increase Revenue

Currently, television media lacks development in online user interaction, suffers from scarce program content, and maintains singular development models. This necessitates continuous digital channel optimization and conversion, strengthened technical support, and the establishment of digital platforms. Television media must prioritize mass online interaction, continuously expand communication content, and thereby increase revenue. For instance, 4G technology can enhance television news broadcasting, particularly ensuring timely information dissemination during emergencies. Diversified charging items can provide personalized services, delivering tailored data and information pushes according to user needs—satisfying users while increasing television media revenue.

---

## 4. Operating Television Media with New Media Thinking

For television media to achieve successful transformation and development, it must innovate both content and platforms. By integrating television and new media operational thinking, traditional television communication concepts can shift to emphasize client and website marketing and promotion. Continuously innovating development models enables better adaptation to current social rhythms. For example, flagship television programs can be repurposed into various micro-videos to meet netizens' fragmented time needs. Additionally, interactive activities such as audience reviews and prize competitions can be launched on Weibo and WeChat platforms to attract viewers.

Rich content constitutes the core competitiveness among media. Traditional media possesses certain heritage and advantages in content compared to new media. Integrating television with new media, leveraging new media dissemination methods and concepts to spread mainstream values, and actively utilizing various new media resources and technologies for continuous innovation and reform can overcome development model deficiencies and better serve public needs. Consequently, users and audiences will increasingly favor integrated development models. Such models must maintain their advantages and competitiveness, seize opportunities, and embrace challenges.

---

**References:** [1] Dai Shifu. Development Strategies for Television Media in the New Media Era[J]. Press Circles, 2014.  
[2] Shen Zhengfu. Survival Challenges and Development Opportunities for Television in the New Media Era[J]. Modern Communication, 2014(10).  
[3] Wang Chunhao. Advantages and Challenges of Traditional Television in the New Media Era[J]. Video Engineering, 2014.  
[4] Liao Ting. Analysis of Television Development in the New Media Context[J]. Jiangxi Social Sciences, 2014.

**(Author Affiliation: Jiangxi Radio and Television Station)**

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

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