

## Construction and Innovation of “Content is King” for Television Programs in the Era of Media Convergence (Post-print Version)

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### Abstract

Content is king represents a crucial advantage for traditional media; however, in the era of media convergence, traditional media should continuously innovate upon this foundation, reconstructing the principle of content is king through aspects including user experience, convergence thinking, interface construction, and scenario matching.

### Full Text

#### Construction and Innovation of “Content is King” for Television Programs in the Era of Media Convergence

**Abstract:** Content is king represents a crucial advantage of traditional media. However, in the era of media convergence, traditional media must continuously innovate upon this foundation, constructing and redefining content is king through user experience, convergence thinking, interface construction, and scene matching. In the development of converged media, content remains the foundation and essence of communication for television stations. Not all content possesses equal value [3]. Therefore, information resources must be segmented to carefully distinguish whether content is substitutable. Substitutable information should be aggregated, which yields high platform value, whereas non-substitutable information, such as exclusive news, possesses unique value that renders platform and technological value relatively low. However, content is king does not entail producing non-substitutable content or merely transferring content across platforms, as the costs of such approaches would exceed their value. Rather, using communication platforms to aggregate user-generated content, elite content, and other resources can strengthen content value—a practice that has become normalized under media convergence. Non-substitutable content is better suited to traditional media environments where it can create

sensational effects and rapidly elevate influence. Yet in the media convergence era, the extremely rapid information flow makes it difficult to secure exclusive, non-substitutable content, and its value is hard to maintain stably. New media platforms and technologies can aggregate diverse information resources, simultaneously presenting various audio-visual content, particularly content that is easily forwarded and replicated, thereby achieving information resource sharing.

**Keywords:** media convergence era; television programs; content is king; convergence thinking; interface construction

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In the media convergence era, information communication technology and the public opinion environment have undergone major transformations. To address survival pressures, traditional media continuously integrate resources and utilize converged development to innovate their development models, thereby enhancing their capacity to guide public opinion, disseminate information, maintain credibility, and expand influence, ultimately forming a new mainstream media model [1]. However, in the development of converged media, content remains the foundation and essence of communication for television stations. Not all content possesses equal value [3]. Therefore, information resources must be segmented to carefully distinguish whether content is substitutable. Substitutable information should be aggregated, which yields high platform value, whereas non-substitutable information, such as exclusive news, possesses unique value that renders platform and technological value relatively low. However, content is king does not entail producing non-substitutable content or merely transferring content across platforms, as the costs of such approaches would exceed their value. Rather, using communication platforms to aggregate user-generated content, elite content, and other resources can strengthen content value—a practice that has become normalized under media convergence. Non-substitutable content is better suited to traditional media environments where it can create sensational effects and rapidly elevate influence. Yet in the media convergence era, the extremely rapid information flow makes it difficult to secure exclusive, non-substitutable content, and its value is hard to maintain stably. New media platforms and technologies can aggregate diverse information resources, simultaneously presenting various audio-visual content, particularly content that is easily forwarded and replicated, thereby achieving information resource sharing.

### 1.1 Conditions for Content is King

Content is king is conditional upon convergence thinking rather than relying solely on providing specialized information content. In the convergence era, information content is more abundant and sources are more diversified; focusing on content while ignoring convergence is incompatible with media development and has become outdated [2]. Emphasizing differences in information scene matching and user experience is a crucial condition for evaluating whether media communication content is high-quality. Content is king requires full application

of modern technologies such as AR, VR, and real-time interactive technology to achieve targeted production of communication content and real-time information exchange and timely distribution.

Currently, media communication does not lack content, technology, or platforms, but rather lacks the integration points to fuse and match them effectively. Different information content requires different communication platforms and technologies. The development of self-media has brought richer information content while significantly increasing users' active participation, whereas traditional media struggles to achieve this state and produce high-level audio-visual content to attract users. This is precisely why new media can attract users while traditional media finds it difficult to sustain. In the convergence context, audiences demand high-quality content. Although traditional media's content is not low in quality, it poorly suits audience needs. If traditional media cannot drive audiences to actively receive audio-visual content and fails to utilize mobile terminals, apps, and other platforms to present such content, it will lose audiences massively. When this loss reaches a certain level, it causes the collapse of the entire audio-visual communication system—precisely the result of focusing exclusively on content while neglecting technology and platform adaptability.

## **1.2 Richness and Shareability of Content in the Content is King Concept**

In the convergence context, information resources are extremely abundant, yet not all hold equal value. Therefore, information resource content must be segmented to carefully distinguish substitutability. Substitutable information should be aggregated, which yields high platform value, while non-substitutable information, due to the uniqueness of its own value, results in relatively low platform and technology value, such as exclusive news. However, content is king does not mean producing non-substitutable content or constantly flowing and transforming content across platforms to achieve deep media integration, as the cost of such information content would exceed its value. Nevertheless, using communication platforms to aggregate users, elites, and other content can strengthen content value, and this practice has become normalized under media convergence. Non-substitutable content is more suitable for traditional media communication environments where it can generate sensational effects and rapidly increase traditional media influence. However, the extremely rapid information flow in the media convergence era makes it difficult to secure exclusive, non-substitutable content, and its value is hard to maintain stably. New media communication platforms and technologies can aggregate multiple information resources, simultaneously presenting various audio-visual content, particularly content that is easily forwarded and replicated, thereby achieving information resource sharing.

Thus, “content is king” represents a form of content aggregation—a shareable content. Under the convergence background, user experience should be prioritized, continuously innovating to adapt to user needs. Naturally, this renewal

depends on new communication technologies and platforms. At this point, the connotation of content is king further expands and innovates: its aggregative and shareable nature achieves diversification and precision of communication platforms, enabling more audiences to access audio-visual content and realizing the universal production and presentation of information content.

## 2. Strategies for Realizing Innovation and Constructing Content is King

Under the converged media background, constructing and innovating content is king requires consideration of scene matching, convergence thinking, and diversification of user experience. Only thus can the construction and innovation of content is king be effectively realized. Specific analysis follows:

### 2.1 Application of Convergence Thinking

Traditionally, media organizations divide communication technology, platforms, and content into separate sections that oppose each other. In the convergence era, however, these three form an interdependent unity, precisely this unity provides necessary conditions for constructing content is king. Media convergence and new media development have changed communication patterns, and audience identity is no longer that of passive recipients but has become dual—both “communicators” and “receivers” [4].

In the new media era, information resources are extremely abundant, with massive content emerging in different ways. Particularly, continuous advances in AR, VR, and 3D technologies drive information communication toward greater realism, while big data and cloud computing provide important guarantees for massive information content and viewing data. Under the rapid development of WeChat, Weibo, and micro-videos, the diffusion of specific information content drives cooperation and fusion among multiple communication platforms, further deepening content influence. New communication platforms and technologies create a new communication ecology for constructing content is king. This requires traditional media to transform and optimize both thinking patterns and communication content. In the new media era, convergence development diversifies audience channels for obtaining information content, and comprehensively utilizing multiple platforms to obtain personalized information has become a universal pursuit. Traditional media should transform information content production methods, shifting from single-mode to diversified push platforms to meet audience needs.

### 2.2 Precision of Scene Matching

In the converged media era, the value of information content is closely related to the scene in which audiences receive it; different scenes require different content adaptation. In other words, the media convergence era should select specific

scenes for information content presentation based on audience audio-visual content to demonstrate the degree of value experience. Scenes are divided into mobile and fixed categories according to different spatial terminals used by users. Mobile scenes involve fragmented information reception while in continuous motion and dynamic states, whereas fixed spaces involve static content selection. Static scenes can present relatively long-duration and complete information content, while mobile scenes mainly present relatively short-duration and curated information content to provide information to users in dynamic scenes. Simultaneously, personalized scene needs should be emphasized. Whether dynamic or static scenes represent personalized audience needs, audiences are no longer limited to specific time-spaces but have more choices. For example, using television platforms to obtain information content is restricted by fixed environments and scheduled times, with program broadcast times and content determined by television media. Audiences could allocate daily schedules according to program times. However, in the media convergence era, people no longer need program schedules; audiences obtain information content mainly through new media technologies. Thus, user-thinking-based information content production and communication has become mainstream. Single scene settings can hardly satisfy audience needs. Therefore, personalized scenes should be relied upon to stimulate and satisfy audience needs.

Furthermore, content interactivity constitutes an important aspect of scene matching. In the convergence context, audiences have different focus points and interests; they no longer passively receive content but share with others and interact with communication platforms—this interactivity has become a universal audience need. This interactive scene demand injects new connotation into “content is king.” For instance, audiences can use WeChat, Weibo, web pages, forums, etc., to construct rich network scenes, sharing received information and scenes. This not only expands and extends communication content value but also creates interactive scenes, becoming an important pathway for presenting the value of “content is king.”

### 2.3 Diversified User Experience

User experience constitutes an important starting point for information communication in the media convergence era, and satisfying user needs and pursuing user feelings represents an important method for converged media development. User experience primarily involves audience personalization, sensory experience, and participation. Currently, audience demand for information content mainly manifests in psychological needs, which requires audiences to interact with technology, platforms, and content in specific environments to produce specific effects. Different communication platforms receive different information content, which can stimulate diversified sensory experiences among audiences. Naturally, this requires emphasizing information communication content production, emphasizing emotional exchange, and conducting deep mining of information content to attract and move audiences with more genuine emotions. Simultane-

ously, communication and interaction with audiences should be emphasized to create on-site atmosphere.

## 2.4 Producing High-Caliber Reporting

As an authoritative medium, television stations should assume responsibility for guidance and direction, producing high-caliber reporting. For some specious viewpoints and trends that may mislead the public, mainstream television media must investigate issues and voice timely opinions to clarify misconceptions.

In 2017, Zhengzhou Television's Political and Legal Channel, addressing the characteristics of rising telecommunications network fraud (more concealed and intelligent criminal methods, rapidly changing tactics, increased crime links, and finer division of labor), sent reporters to interview police officers, suspects, communication management departments, and operators, launching an in-depth report "How Personal Information is Trafficked," which received widespread acclaim. With the rise of the Internet, various online fraud schemes are impossible to guard against. Compared with financial institutions, ordinary investors have relatively scarce information and are easily deceived by ill-intentioned actors, falling into online fraud traps. In 2016, Zhengzhou Television's "News Live Room" reported on the capture of a stock recommendation fraud gang, exposing and analyzing the incident and interpreting the profound practical significance of television's "program is king."

## 3. Conclusion

The above analysis demonstrates that although traditional media still adheres to content is king in the media convergence background, its connotation has been expanded. Constructing and innovating content is king requires continuous application of convergence thinking, emphasizing user experience and scene matching to ensure diversified and personalized presentation of content value, thereby satisfying audience needs. By integrating technology, platforms, communication environments, and other elements to stimulate audience participation enthusiasm, traditional media can gradually adapt to the convergence era and continuously construct and innovate information content. In today's era, everyone has a microphone, everyone is a journalist, and everyone has a voice. Precisely because of this, we should be selective, responsible, and resolute.

**References:** [1] Li Bin. New Thinking on Media Convergence: From "Content is King" to "'Content' is King"[J]. China Radio & TV Academic Journal, 2017(01): 27-30. [2] Liu Hongyuan. Reflections on the Convergence of "Content is King" and "Channel is King" in the Social Media Era[J/OL]. New Media Research, 2016, 2(24). [3] Zhang Ying. Media Convergence Still Requires "Content is King"[J]. China Newspaper Industry, 2016(12). [4] Zhang Guang, Shi Ruihong, Wang Tonglu. Construction and Innovation of "Content is King" in the Converged Media Era[J]. News Enthusiast, 2017(08): 55-57.

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

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