

# Survival and Development of Traditional Media Under Triple-Network Convergence: Postprint

**Authors:** Zhang Dianquan

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

## Abstract

The emergence of new media forms such as mobile media and online media has posed a severe threat to the survival and development of traditional media. Traditional media refers to television media, broadcast media, and newspaper and periodical media in the field of traditional media communication, while triple-network convergence refers to the integration of technical applications and business scope among telecommunication networks, mobile internet networks, and digital television networks, bringing new development opportunities and challenges for traditional media. Triple-network convergence can bring more diverse and personalized application experiences to the public.

## Full Text

### 1.1 Rational Return of Market Customer Groups

As lifestyle habits evolve, traditional media must make corresponding adjustments to maintain audience stability. Traditional media's customer base comprises two primary components. The first consists of advertising clients. Revenue generated through advertising on media platforms represents one of the main economic models for media organizations. The emergence of new media initially prompted numerous advertisers to flock to these novel platforms, causing traditional media's advertising share to decline sharply and severely impacting their economic returns. However, after several years of development, many advertising companies have recognized that new media advertising costs substantially exceed those of traditional media, leading them to renew their emphasis on traditional media advertising and thereby achieving a rational return of advertising clients.

The second component comprises media audiences. Audiences gradually neglected traditional media due to the novel content, formats, and convenient applications offered by new media, with "phone addicts" becoming increasingly

prevalent. However, immersion in mobile-centric lifestyles has bred disillusionment among many users. Consequently, an increasing proportion of the public is returning to traditional lifestyles, attempting to break free from phone dependency while simultaneously increasing their attention to traditional media, thereby demonstrating a rational return of the audience group [1].

## **2. Development Bottlenecks Traditional Media Must Overcome Under Triple Network Convergence**

### **2.1 External Operating Environment: Increasingly Intense Market Competition**

### **1.2 Impact of Changing Public Reading Habits on Traditional Media**

The advent of the new media era has precipitated significant changes in public lifestyles, with mobile phones becoming indispensable daily necessities. Media consumption has become increasingly reliant on mobile devices, which, while delivering efficient and convenient services, have fundamentally transformed reading habits. “Fast-food” style reading has become the norm for many, as audiences expect to obtain desired information through brief combinations of text and images. Furthermore, audiences now seek not merely to consume content passively but to express their own perspectives based on that content. New media’s dissemination formats and interactive methods have transformed audience expectations, and traditional media audiences now expect content that aligns with their reading habits and lifestyles.

### **2.3 Institutional Constraints as a Major Factor Restricting Traditional Media Innovation**

Traditional media historically benefited from institutional protection, acquiring substantial resource and developmental advantages. Stability and standardization have traditionally characterized these organizations. However, the flexibility and adaptability of various new media forms have transformed this institutional protective shield into a constraint on innovation. Traditional media’s operational and management systems have become overly rigid, struggling to adapt to modern development trends. How to reform these systems to meet the demands of the triple network convergence era represents an urgent research question and practical challenge for traditional media. Simultaneously, since media exists to serve society, the industry must consider how to provide diversified, personalized services to the public while maintaining professional principles, and whether regulatory authorities can balance leniency and strictness in overseeing multiple media forms [5].

## 4. Conclusion

Under the backdrop of triple network convergence, the media industry has achieved integrated development of internet, television, and telecommunications networks based on its developmental needs and utilizing various technological applications such as network and digital information. This convergence has enabled cross-sector business operations and network interconnectivity, ushering in a new phase of media industry development. Traditional media should ground themselves in current realities, comprehensively evaluate their developmental status, innovate operational formats and content, break through encountered bottlenecks, and achieve new development under triple network convergence by leveraging information resource integration, achieving network resource sharing, and constructing diversified information dissemination models.

## 3. Opportunities for Traditional Media's Survival and Development Under Triple Network Convergence

### 3.1 Leveraging Information Resource Integration

The promotion of triple network convergence provides an elevated platform for traditional media's survival and development, enabling the aggregation of news resources in various forms and offering more channels for media content delivery. It facilitates the efficient integration of newsworthy images, text, and video into media platforms while transforming traditional media's functional applications. Media information can be integrated and optimized through data exchange processes. Media professionals must adapt their working methods to the times. In the all-media era, anyone using mobile smart applications may become a creator and disseminator of media information, expanding traditional media's operational contexts to any setting through audience participation.

Future media development trends will become more extensive and universal, capable of breaking through limitations of time, location, and communication channels while converging technologies from multiple related industries. Both content and format will become more diversified, providing more varied media services to the public. To achieve sustainable survival and development under current conditions, traditional media must embrace progressive development concepts, revolutionize their operational systems, formats, and content, and integrate networked, mobile media technologies into their own application domains. Building upon their developmental advantages, they should create distinctive and influential new media platforms, optimize their media resource integration, and utilize the advantageous resources of triple network convergence to promote their own development [4].

### 3.2 Achieving Network Resource Sharing

Continuous triple network convergence development has provided momentum for ongoing network technological advancement. The high speed, convenience,

and diversity of network information offer numerous developmental advantages for traditional media. Traditional media can also become audiences of network media, discovering disseminable information within network resources to serve their own development. However, it is noteworthy that traditional media must maintain journalistic sensitivity and media responsibility when navigating massive data sets, carefully screening and thoroughly verifying network information to ensure content authenticity and effectiveness. They must leverage their role as mainstream media in guiding public opinion and avoid detrimental phenomena such as “clickbait” that could constrain sustainable development.

### 3.3 Building Diversified Information Dissemination Models

With the continuous development of triple network convergence, media information dissemination channels and methods are gradually changing. Public attention to media is no longer limited to conventional parameters.

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

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