

# Convergent Development and Innovation of Urban Broadcasting Media in the Mobile Internet Era: Postprint

**Authors:** Gu Haiyan

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

## Abstract

The broadcasting industry faces challenges to its traditional advantages amid the rise of emerging communication modes such as internet radio, mobile media, APPs, and self-media. Mobile internet, leveraging its advantages of being concise, direct, and fast-paced, is rapidly capturing the traditional media market, making the convergence development of traditional and new media an inevitable trend. Confronted with new media, traditional broadcast media must both transform and retain their distinctive characteristics. How to grasp opportunities, seize chances, and seek development space in this convergence process has become the primary issue for traditional broadcast media development.

## Full Text

### Integration and Development of Urban Broadcast Media in the Mobile Internet Era

**Abstract:** The rise of online radio, mobile media, mobile applications, and self-media has challenged the traditional advantages of broadcasting. Mobile internet has rapidly captured market share from traditional media with its “short, flat, and fast” characteristics, making the integration of traditional and new media an inevitable trend. Facing new media, traditional broadcasters must transform while preserving their distinctive features. The primary challenge lies in how to seize opportunities and identify development space during this convergence process. With China’s 5G technology trials and future commercial deployment, urban and even district-level broadcasters will face more severe challenges. Implementing media convergence strategies, actively applying high technology, transforming traditional business models, expanding brand influence, and forging new paths for integrated media development have become trends in traditional broadcast media innovation.

**Keywords:** New media; Integrated development; Innovative development  
**Classification Number:** G229.2

---

## 2. Innovation Strategies for Urban Broadcast Media Convergence

The portability, mobility, convenience, timeliness, and interactivity of broadcast media share strong similarities with new media, providing a foundation for convergence with mobile internet. The alignment between broadcast audience segmentation and online “communities” and “social circles” offers a basis for broadcasters to leverage new media platforms. Mobile internet-based broadcast convergence represents the integration of content, technology, and distribution platforms under modern media technology, with audio content possessing inherent advantages in this environment. Analysis of broadcasters in Beijing, Shanghai, Zhejiang, and Shenzhen reveals the following trends:

**Audience Terminal Mobilization and Intelligence:** With the proliferation of smartphones and in-vehicle smart terminals, the proportion of mobile and intelligent broadcast listening continues to rise. Traditional broadcasters will continuously develop and improve listening terminals based on new media technology.

**Listening Experience Socialization and Interaction:** Interactive and social audio listening has become a trend, driven by social networks and applications. Platforms like Qingting FM and Himalaya, along with social music apps such as QQ Music and Xiami Music, aggregate extensive audio content, offering users rich live and on-demand programming with sharing, liking, and commenting functions.

**Content Standardization and Customization:** Internet technology and massive information content have spawned personalized audience demands. Urban broadcasters are continuously exploring segmented and precise content delivery tailored to new media characteristics.

**Business Model Diversification and Pluralization:** Some urban broadcasters have integrated e-commerce models, developing profit structures combining on-air broadcasting, online networks, and offline activities. They are consolidating frequency advantages, reshaping production and broadcasting workflows, creating integrated cloud platforms for gathering, editing, and broadcasting; emphasizing mobile terminals; actively developing mobile and cross-platform products; expanding mobile listening through “micro radio,” online radio, and various APP listening software. For broadcasting, mobile radio leveraging mobile internet characteristics represents the fastest path to enhancing competitiveness. Content innovation expands broadcast distribution channels, while media convergence innovates radio marketing models.

## 2.1 Content Innovation Upgrades

For news media, content remains the core competitive advantage. In the convergence era, while media channels have become abundant and diversified, the principle of “content is king” still dominates media competition. As broadcasting digitization advances to higher stages, disruptive features will emerge: no geographical restrictions, high-quality sound, audio-visual integration, real-time interaction, non-linear listening, user-initiated dissemination, voice semantic search, personalized customization services, and rich UGC content—all driving continuous program innovation.

### 2.1.1 Innovating Program Formats to Enhance Interactivity and User Stickiness

Broadcast programs should fully utilize new media channels and technological advantages to strengthen interactive management and user resource management. By leveraging WeChat, Weibo, mobile applications, and other tools, broadcasters can innovate interaction models, establish real-time interactive channels, and fully integrate program interaction with new media. Additionally, attention to user data enhances content precision and expands on-demand and subscription-based content products beyond live broadcasting.

### 2.1.2 Enhancing Local Services to Expand Industrial Development Space

Broadcast media can connect broadcast audiences with offline industries such as transportation, healthcare, education, finance, and tourism through mobile internet technology. By actively participating in the construction of smart cities, rural areas, communities, and smart homes, broadcasters can achieve industrial upgrading.

## 2.2 Technology Integration Upgrades

Media development 离不开 technological innovation. Complete program gathering and editing systems, along with technical systems compatible with new media, provide strong support for broadcast media convergence. Breaking original production processes enables multi-platform, integrated operations. For instance, Beijing Radio is building an all-media gathering and editing platform—the “central kitchen”—which includes a complete ecosystem for all-media content gathering, production, broadcasting, and advertising operations. Future development should continuously monitor new media technologies, improving technical platform construction under 5G, connected vehicles, and IoT to better serve all-media content production and distribution. Broadcasters should perfect their convergence technology support systems centered on cloud platforms and big data, promoting the construction of a national integrated media production and broadcasting cloud. Cloud technology and services should be utilized to improve IPTV integrated broadcasting control platforms, mobile TV integrated control platforms, and internet TV integrated platforms.

### 2.3 Channel Platform Upgrades

In the mobile internet era, urban broadcasters should actively leverage new media to develop channel resources centered on in-vehicle listening devices, led by traffic frequencies. This enables real-time integration of content and location for effective information push based on listener location. Building independent platforms is key to media convergence—establishing an influential new media platform secures an active position in new media communication. Beijing Radio’s “Free Listen FM” audio client, officially launched in 2015, aims to become an aggregation, sharing, and social platform for audio content producers, as well as a platform for user service and operation. Additionally, relying on mature external platforms represents an important path for traditional broadcast media convergence. In the new media era, broadcasters should adopt an open concept, fully leveraging WeChat, Weibo, applications, and other new media advantages to establish their own three-dimensional content distribution networks.

### 2.4 User Thinking Upgrades

In the new media environment, traditional broadcast media should regard audience analysis as a crucial component of integrated media development, using internet thinking and user thinking for planning and operation. This involves strengthening audience segmentation, program customization, and enhancing interaction. Broadcasters should develop services that analyze user preferences to provide precise, customized content and services. News, music, and storytelling constitute the main program types and represent broadcasting’s core value. Broadcasters should emotionally and substantively connect with listeners, cultivating media loyalty and forming close relationships through customized services. Furthermore, cultivating new-generation listeners through establishing listener social circles and commercial platforms can attract audience groups.

### 2.5 Business Model Upgrades

Analysis of broadcast development data in Beijing and Shanghai reveals that most new media broadcasting currently relies on traditional broadcast parent organizations for financial support. Data generated during media operations, particularly user data, constitutes crucial support for integrated media development. Establishing a profit model based on content and platform advantages, centered on user services, has become the future trend for broadcast convergence. Transforming traditional listeners and viewers into user resources represents the core concept for future broadcast development. Relying on advanced media technology and content platforms to increase listener aggregation, and applying big data analysis to convert this into commercial value, will drive business development. Through quality content and innovative platforms, broadcasters should develop a “broadcast + online + offline” “content + service” model to transform from traditional audio content providers to comprehensive information service providers. Innovating advertising business models will cultivate new growth points in the convergence field, shifting from selling audience attention

to advertisers to directly providing services to users. Building “micro-platforms” for programs and operations, developing the value of copyrighted content, and extending copyright industry chains are essential. Exploration of new business areas should primarily rely on content and platform innovation to develop various online and offline businesses, including e-commerce, information services, real economy, fragmented marketing, radio keyword advertising, location-based audio QR code placement, and data marketing.

In summary, under the mobile internet era background, traditional urban broadcast media’s original communication ecology has been disrupted and its communication logic reshaped. Broadcasting business has shifted from linear to closed-loop, from synchronous to asynchronous, with users becoming the core. Urban broadcast media must break fixed communication patterns, actively explore upgrades in content, technology, channels, and business systems, and comprehensively utilize mobile internet technology to achieve leapfrog development in media convergence. Of course, promoting media convergence requires not only technology upgrades, platform expansion, and content innovation, but also adjustments and improvements to organizational structures, communication systems, and management systems. Only through such comprehensive transformation can true integration be achieved.

## References

- [1] Wang Daming, Huang Lijun. Exploration of Broadcast Media Convergence Development and Industrialization[J]. Radio & Television Information, 2016(4).
- [2] Dai Jie. Enhancing the Core Competitiveness of Traditional Broadcasting Media in the New Media Environment[J]. China Broadcasting, 2016(8).
- [3] Bu Chenguang. Construction of Internet Thinking and Development Strategies for Broadcast Media in Transition[J]. New Media, 2015(8).
- [4] Zhang Ning, Yang Liu. Dilemmas and Development of Broadcast Media in the Mobile Internet Era[J]. Radio, TV & Audio-Visual, 2016(3).
- [5] Zhao Yihong. Mobile Internet: New Opportunities for Broadcast Development[M]. Media Observer, 2014(3).
- [6] Pan Rui. Revealing the Development of Broadcast in the Mobile Internet Era through Broadcast APPs[J]. New Media Research, 2016(2).

**Note:** 2017 Hebei Social Science Development Research Project (Project No.: 201703050307).

**(Author Affiliation:** Department of Cultural Management, Hebei Vocational College of Art)

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

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