

## Post-print: Innovation and Development of Traditional Broadcasting under the Influence of the Internet

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### Abstract

The development of the Internet has precipitated substantial transformations across traditional media. Concurrently, broadcast media, as an indispensable component of traditional media, is also experiencing tremendous disruption. Against this backdrop, this paper examines the innovative development of traditional broadcasting under the influence of the Internet.

### Full Text

## Innovative Development of Traditional Broadcasting Under Internet Influence

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## 1. Disadvantages of Traditional Broadcasting in the New Era

### 1.1 Insufficient Timeliness Compared to New Media

In the current media landscape, the speed of information dissemination directly determines audience reach and influence. New media platforms can release information within seconds through mobile devices, whereas traditional broadcasting follows fixed program schedules with limited flexibility. This time lag significantly reduces the competitiveness of traditional radio, particularly for breaking news and real-time events where audiences increasingly turn to digital platforms for immediate updates.

## 1.2 Poor Originality in Broadcast Programming

Traditional broadcasting suffers from a lack of original content creation, with many programs relying on imitation and replication rather than innovation. The homogenization of content across stations leads to audience fatigue and disengagement. Many broadcasters simply replicate popular formats without adapting them to local contexts or audience needs, resulting in generic programming that fails to build listener loyalty. This creative deficit stems from insufficient investment in content development and a risk-averse culture that prioritizes proven formulas over experimental approaches.

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## 2. Innovative Development Strategies Under Internet Influence

The internet has fundamentally transformed information consumption patterns, requiring traditional broadcasters to evolve beyond one-way transmission models. By integrating internet technologies, broadcasters can create interactive, multi-platform experiences that combine audio broadcasting with digital content delivery. This convergence enables real-time audience feedback, personalized content recommendations, and data-driven programming decisions that enhance both reach and relevance.

### 2.1 Aggregating Massive Information Resources

Internet platforms allow broadcasters to collect and curate vast amounts of information from diverse sources, creating comprehensive content repositories that serve as foundations for program development. By establishing centralized information hubs, stations can systematically gather news, cultural content, and audience-generated material, then process and redistribute it across multiple channels. This approach transforms broadcasters from passive content distributors into active information managers, enabling them to provide value-added services such as fact-checking, contextual analysis, and thematic curation that distinguish them from unfiltered social media streams.

### 2.2 Diversifying Traditional Distribution Channels

Broadcasters must expand beyond airwaves to establish integrated online-offline distribution networks. This includes developing mobile applications, social media presence, podcast platforms, and smart speaker integrations that allow audiences to access content anytime, anywhere. Each platform should offer tailored content formats while maintaining brand consistency, creating a seamless listening ecosystem that accommodates different usage scenarios—from live radio for commuters to on-demand podcasts for evening relaxation.

### 2.3 Meeting Diverse Audience Needs

Digital platforms enable broadcasters to segment audiences and deliver personalized content that addresses specific interests and demographics. Interactive features such as live commenting, audience polling, and user-generated content submissions transform passive listeners into active participants. By analyzing listener data, broadcasters can identify niche interests and develop specialized programs that serve underserved communities, thereby building loyal audience clusters that generate sustained engagement.

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## 3. Implementation Principles for Digital Transformation

### 3.1 Content Is King

Despite technological advancements, high-quality content remains the core competitive advantage. Broadcasters must invest in original programming that combines journalistic rigor with creative storytelling, producing content that is both informative and engaging. This requires recruiting talented producers, providing ongoing training, and establishing quality control systems that ensure every program delivers unique value. Content should be designed for cross-platform adaptation, with audio programs serving as foundations for extended digital articles, video documentaries, and interactive web features.

### 3.2 Effective Integration of Multimedia Elements

Modern broadcasting must transcend audio-only formats by strategically incorporating text, images, and video to create rich, immersive experiences. Radio programs can be complemented by visual content on companion apps, social media graphics that highlight key quotes, and short video clips that provide behind-the-scenes context. This multimedia approach caters to different learning styles and attention spans while reinforcing core messages through multiple sensory channels, significantly enhancing audience retention and engagement.

### 3.3 Achieving Greater Social and Economic Benefits

Successful digital transformation requires balancing public service missions with sustainable revenue models. Broadcasters should leverage their enhanced digital presence to attract targeted advertising, develop premium subscription services, and create e-commerce partnerships that generate income while serving audience needs. Simultaneously, they must maintain editorial independence and continue providing essential public information services, particularly during emergencies. The dual focus on social impact and financial viability ensures long-term institutional stability while maximizing community value.

### 3.4 Central Kitchen Model

The “central kitchen” approach standardizes content production through unified planning, resource sharing, and coordinated distribution. Editorial teams create core content that is then adapted for various platforms by specialized units, ensuring consistency while optimizing format-specific presentation. This model reduces duplication, improves efficiency, and enables rapid response to breaking events by leveraging shared resources. It also facilitates quality control and brand management across fragmented digital channels, maintaining organizational coherence during expansion.

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## 4. Conclusion

Internet influence presents both challenges and opportunities for traditional broadcasting. By embracing digital technologies, aggregating information resources, diversifying channels, and prioritizing audience needs, broadcasters can transform into modern media organizations that combine the credibility of traditional journalism with the agility of digital platforms. The key lies in maintaining content quality while innovating distribution methods, ultimately achieving a sustainable model that delivers both social value and economic returns. Through strategic integration of multimedia elements and adoption of efficient production models like the central kitchen approach, traditional broadcasting can secure its relevance and thrive in the digital age.

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

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