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Postprint: A Brief Analysis of the Convergence and Innovation of Internet Broadcasting and New Media

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Abstract

To adapt to societal development, traditional broadcasting has begun to further integrate with the internet and new media. This paper examines the current development status of traditional broadcasting, elaborates on the survival challenges it faces in the networked environment, and provides an expanded analytical perspective on the integration and innovation between traditional broadcasting and new media based on practical realities, with the aim of enabling traditional broadcasting to expand into broader development space.

Full Text

A Brief Analysis of the Integration and Innovation of Network Broadcasting and New Media

Abstract: To adapt to social development, traditional broadcasting has begun to further integrate with the Internet and new media. Based on the current development status of traditional broadcasting, this paper elaborates on the survival challenges of traditional broadcasting in the networked environment and analyzes the integration and innovation of traditional broadcasting with new media from an expanded perspective, aiming to broaden the development space for traditional broadcasting.

Keywords: Traditional Broadcasting; New Media; Internet; Integration; Market

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1.1.3 The Competitive Era of Network Radio Stations

Entering the 2010s, smartphone and 4G technologies have deepened people's understanding of Internet terminals, with network elements increasingly permeating daily life. Building upon the accumulation of the previous decade, mobile APP software and Wi-Fi technology have enabled platforms such as Qidian Radio, Kuw Music Radio, and Qingting FM to compete in network broadcasting and new media through novels, music, and offline channels. Network radio stations have now become a key competitive tool for operators and software providers, ushering in an era of "intense rivalry among numerous contenders." In response to this rapid development, authorities have gradually strengthened management of Internet broadcasting after a period of exploration, promulgating multiple laws, regulations, and departmental rules including the *Notice on Further Strengthening the Management of Satellite TV Comprehensive Channel Programs*, *Regulations on the Management of Private Network and Targeted Transmission of Audio-Visual Programs*, *Regulations on the Management of Mobile Internet Application Information Services*, *Regulations on the Management of Internet Live Broadcasting Services*, and the *Cybersecurity Law of the People's Republic of China*. These policies have established a regulatory framework for the integration of network broadcasting and new media, ensuring that the path of innovation follows legal and regulatory standards. In the long term, these measures have purified the environment of Internet broadcasting and instilled a sense of reverence for regulations among practitioners, driving the "supply-side reform" of network broadcasting integration and innovation.

1. The Development History of Network Broadcasting and Supportive Policies for Integration and Innovation

1.1.1 The Trial Stage of Broadcasting Industry on the Internet

In the 1990s, as local area networks and the Internet gradually entered China, many organizations lacking traditional broadcasting qualifications began to establish online sites leveraging network convenience. Their primary method involved instant broadcasting of articles and information through web graphics and text, a format similar to broadcasting that formed the prototype of later network broadcasting. Driven by this development, traditional radio stations also recognized the importance of the Internet and established their own websites to provide program downloads and on-demand services, thereby enhancing their visibility. Due to the relatively simple structure and limited number of network radio stations during this phase, which had not yet formed a market scale, it is referred to as the trial stage of network broadcasting.

1.1.2 The Formal Establishment Stage of Network Radio Stations

In the first decade of the 21st century, the Internet developed further as household users and mobile devices came under Internet coverage. The adoption of 3G technology reduced network traffic costs, enabling network radio stations to be accessed through computers, mobile phones, and other terminal devices. During this stage, Internet radio stations led by Douban Radio and Mop, as well as directly-affiliated stations hosted by China Radio International and China National Radio such as Galaxy Radio and Network Radio, became the mainstream players in the Internet market. This phase marked the departure from the simple offline listening model (one-way communication), approaching traditional broadcasting in form and channels, and establishing itself as a genuine network radio station.

2. New Concepts and Perspectives on Network Broadcasting and New Media Integration

2.1 New Concepts of Integration

2.1.1 The “Internet Plus” Concept in Integration The emergence of the “Internet Plus” concept has made significant contributions to the integration of network broadcasting and new media. On one hand, the top-down Internet economy has driven the national level to use economic levers to stimulate grassroots innovation, channeling more capital and technology into network broadcasting innovation and forging a convergence path between network broadcasting and new media such as mobile phones through practice. On the other hand, the “Internet Plus” concept also serves as an encouragement for mass entrepreneurship and innovation, allowing grassroots forces to take root and grow into industry leaders from the bottom up, thereby achieving a grassroots-driven industrial revolution. This dual-level interaction between government and civil society has made the integration trend between traditional broadcasting and new media even more powerful.

2.1.2 The Management and Operation Concept in Integration In the earliest stage of network broadcasting, it functioned as a branch of traditional broadcasting, a minor component among numerous media models. However, after more than a decade of development driven by capital and technology, network broadcasting has gradually established a foothold in the fierce market competition after integrating with new media, gaining its own voice and the capital to compete with other broadcasting media. Consequently, its management philosophy has undergone significant transformation during the integration process with the network and new media, no longer content to be subordinate to traditional broadcasting but existing as an independent broadcasting form and striving for recognition from government and society.

2.2 New Perspectives on Integration

2.2.1 The Management Integration Perspective In the process of seeking integration with new media, network broadcasting has developed different management models through its own practice. Generally speaking, in the current stage of rapid new media development, projects integrating network broadcasting and new media must have stable and sufficient funding sources and technical support to ensure effective promotion. Therefore, the integration perspective requires further innovation at the management level. If the network broadcasting program is initiated by a national or provincial radio station, it needs to be separated and extended from the original department and promoted in the form of an independent subsidiary. This approach ensures relatively independent finance and a flexible personnel system, which facilitates regular updates of network broadcasting programs and maintains internal vitality within the broadcasting program team, thereby guaranteeing innovation capacity for integration.

2.2.2 The Technology Integration Perspective With continuous technological development, the data value in information needs to be mined at deeper levels. The State Administration of Radio and Television has held special meetings to affirm the important role of big data technology in the development of broadcasting and the Internet, actively introducing and promoting the significance of big data technology for network broadcasting. It is evident that in the integration process with new media, network broadcasting must combine advanced technologies such as big data for full-process tracking of program development, market promotion, profit indicator analysis, and market acceptance analysis. For example, Zhengzhou People's Radio's *Little Bell* program, which has been broadcast since 1989 for nearly 30 years, has been heard by generations of children and has a strong regional audience base. However, with the continuous development of network technology, the interest preferences of the target audience (children aged 3-12) have shifted and terminal devices have upgraded, leading to a decline in program ratings. This decline is not caused by reduced program content or quality but by technical factors affecting listener-ship. Therefore, the program team has developed and consolidated its original audience through various technical means, promoting the program through Himalaya and Qingting FM network platforms and enabling live listening and program replay via mobile phones anytime. Through technological upgrades, the program has become more convenient for listeners while expanding its brand value and visibility, representing an important achievement of deep integration between network broadcasting and new media.

2.2.3 The Program and Service Integration Perspective Mobile terminals occupy an important proportion in new media, and the important function of mobile phones is the aggregation of functions. Therefore, for network broadcasting to gain a foothold in the overwhelming wave of software, it must enhance the comprehensive quality of its programs and service functions. Taking the *Lit-*

the Bell program as an example, it actively cooperates with local governments, party organizations at all levels, and social forces to organize multiple influential brand activities, such as the Zhengzhou People's Radio Little Host Competition. This competition is one of the top ten activities of Zhengzhou Radio and has been held for nine consecutive sessions, with thousands of children participating. The competition not only expands the program's influence and contributes significantly to the station's revenue but also provides a platform for children's growth and experience, delivering excellent young anchors for the program. This demonstrates both strong economic and social value, as well as the tremendous effect of integrating programs with service functions.

2.2.4 The Values Integration Perspective Compared with video networks, network broadcasting faces certain technical difficulties in content review. Due to the large number of new media terminals and broad listening demographics, once a program is broadcast, it may instantly leave a significant social impact through new media. The creative principle of network broadcasting programs is generally "listen whenever you want, anytime." To prevent negative impacts from broadcasting content, network broadcasting must pay attention to the correctness of value orientation in its integration with new media. Program content creation should follow requirements that align with universal social values and promote positive energy. Even entertainment programs must set certain entertainment boundaries; anchors cannot say whatever they want. Innovation should be conducted on the basis of publicizing and consolidating socialist ideology and cultural spirit.

3. Conclusion

In the information age, the emergence of new media has prevented traditional media from dominating the entire media market. The emergence of the Internet and mobile APP software has driven changes and increases in mobile information transmission paths. In the process of integrating with new media, network broadcasting should seek innovative ideas from various new perspectives beyond technical integration to promote the upgrading and transformation of China's broadcasting media industry.

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