Convergence of New Media and Broadcasting and Its Impact on Content Dissemination: Postprint

Authors: Bao Chunxin

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Abstract

The rapid development of new media has engendered both opportunities and challenges for traditional media. With the vigorous expansion of the Internet, the convergence of radio and television media with new media has become imperative, and this transformation exerts profound influences on content dissemination modalities, the breadth and depth of communication, and the governance of new media communication. Based on an analysis of the developmental environment and transformations of radio and television under the new media landscape, this paper conducts an in-depth examination of the impact of new media development on communication content and the construction of communication systems.

Full Text

The Integration of New Media and Radio/Television and Its Impact on Content Dissemination

Abstract: The rapid development of new media has brought both opportunities and challenges to traditional media. With the vigorous growth of the Internet, the integration of radio and television media with new media has become imperative. This new transformation profoundly impacts content dissemination methods, breadth and depth of dissemination, and the management of new communication channels. Based on an analysis of the development environment and changes in radio and television under new media, this paper examines the influence of new media development on both communication content and the construction of communication systems.

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1. Development and Changes in Radio/Television Integration Under the New Media Environment

The continuous development of the Internet has gradually led to the convergence of operators, and from the perspective of communication media, companies' business operations have increasingly taken on the characteristics of self-media. New media possesses vast and diverse audiences, multiple media channel revenues, and a unique media mechanism, giving it immeasurable market potential. Traditional radio and television, meanwhile, hold absolute advantages in brand credibility, source monitoring and reliability, and information content production methods. The integration and development of these two forms of media is therefore inevitable. This convergence will introduce new characteristics in content dissemination, transmission methods, and system construction, breaking through the limitations of both new media and traditional broadcasting to better meet the diverse needs of different customers and substantially enhance the competitiveness of the media industry. First, new media holds advantages in service quality and transmission methods, while radio and television excel in content output and production; their collaboration ensures the richness and heterogeneity of disseminated content. Second, from the perspective of audience interests, new media transmission encompasses television sets, set-top boxes, and personal computers, freeing audiences from constraints of location, space, and time while greatly satisfying both auditory and visual senses. Broadcasting media have begun to unleash their intrinsic potential, highlighting the convenient advantages of new media service forms and creating a favorable development environment for the media industry.

The integration of radio/television and new media has generated new changes, fundamentally arising from audience demand deviations for content, methods, and service forms across different media. These changes can be summarized as follows:

First, the characteristics of traditional and new media integration have become evident. As barriers between traditional and new media are broken down, the relationship has transitioned from competition to parallel development and integration. Traditional media, with its early development, has established an impression of credibility and authority among audiences and has maintained a dominant position in the industry. New media, through technological means and thoughtful personalized services, has attracted large audiences, rivaling radio and television media. After integration, their mutually restrictive yet collaborative relationship genuinely satisfies audience demands for information diversity, reliability, and personalization. Simultaneously, when new media disseminates information, audience skepticism about certain content creates a need for fur-

ther verification, requiring radio and television media to provide confirmation and driving deeper cooperation between traditional and new media.

Second, diversified forms have emerged post-integration. Impacted by new media and inspired by its multi-terminal transmission models, traditional media has reexamined its previous business forms and begun to accommodate set-top boxes, PC terminals, and other platforms, covering tactile, auditory, and visual sensory experiences to enable deeper, more detailed, and comprehensive information reception.

Third, audience demographics continue to broaden. The audience groups for traditional and new media have begun to merge. Initially, there was a gap in new media adoption among traditional media consumers, but this situation has improved with integration. When new media businesses emerged on the Internet, they primarily targeted young consumers who demonstrated stronger acceptance capabilities and greater consumption potential compared to other age groups. However, as network 普及 and application domains expanded, the user base broadened. Potential customer groups and elderly individuals have had to accept network services—for instance, ride-hailing apps like Didi and the railway ticketing system 12306 have introduced previously non-networked populations to online software. This has laid an audience scale foundation for new media business expansion. Combined with new media's powerful expressive capabilities, convenient services, and advanced technological means, these factors maximally satisfy audience needs across all ages and social strata, quickly attracting potential consumers and encouraging autonomous promotion and dissemination.

2. Impact of New Media Development on Content Dissemination

The debate over whether content or transmission channels should dominate in new media development has been ongoing. In reality, the two are interdependent and inseparable. Existing new media terminals merely serve as new channels for traditional multimedia content release rather than designing new products and content forms from a new media perspective, failing to meet customer needs in the new media era. Content dissemination remains the core competitiveness of the radio and television industry. The integration of traditional and new media will fundamentally transform the existing content landscape, affecting dissemination patterns, depth, and space.

2.1 Content Dissemination Promotes Industry Restructuring

The advent of the network era has gradually increased participants across broadcast film and television channels, consequently altering the industry structure. In the era of big data and cloud computing, barriers between traditional media and telecommunications have been dismantled. PC and other media development models under the Internet have begun to transform, gradually reshaping

the landscape through new industrial approaches. In content production, foreign original program formats have been introduced, and unlike the past when only radio, television, and newspapers were content creators, today major websites, WeChat public accounts, and even users themselves have become content producers. Dissemination methods have also diversified, now including not only satellite and television networks but also fixed and mobile networks. More industry businesses have been integrated into programs, such as B2C services, gaming, and social networking features. As network technology advances, the integration of big data and cloud computing with various media channels and businesses has effectively expanded traditional media development pathways. These changes in content dissemination have simultaneously placed higher demands on broadcasting content production, transmission methods, and media business management, requiring more technical and management professionals to operate media, content production, transmission, and services via the Internet, thereby better promoting industry restructuring.

2.2 Accelerating Deep Expansion of Content Dissemination

The information technology revolution of cloud computing and big data has promoted profound changes in traditional media's content production, transmission methods, and service levels. This transformation encompasses not only the traditional media industry but also brings related industries such as gaming and sports into its operational framework. Meanwhile, the depth of content dissemination has gradually increased across three main dimensions. First, in content production, foreign original content has been introduced, and content creators have expanded beyond traditional radio, television, and newspaper professionals to include users who produce content through WeChat public accounts or forum posts. These new production methods and channels have expanded the production chain. Second, in dissemination methods, the original monopoly of satellite and cable has been broken, with mobile and Internet communications becoming new information transmission channels that demonstrate new advantages over traditional approaches. Third, at the service level, traditional television and news services have expanded to comprehensive services including B2C, smart gaming, and live streaming platforms with human-computer interaction functions.

2.3 Expanding Content Dissemination Space

In the future, new media will develop toward greater openness and inclusiveness, expanding the original radio and television industry chain through integration of old and new, value recombination, and superposition effects, while simultaneously intensifying competition within the media industry. As more technology and services are integrated into program content and presented to audiences in more diverse forms, entertainment and information consumption has entered a rapid growth phase. For example, China has nearly 200 million Internet broadband users and over 1 billion mobile users, with audiovisual technology, 4K

television, and smart terminals becoming increasingly widespread. Such a vast consumer base demonstrates that audiovisual new media and digital audio have entered people's daily lives and become closely connected with everyday existence. Building upon the existing Internet industry, new media will continue to expand its dissemination space from domestic to international business, achieving integrated global information services.

2.4 Changes in Content Dissemination Models

The rapid development of cloud computing and big data has transformed traditional radio and television. Changes in the technical foundation, particularly digital and Internet technology, have shifted the original single-mode system to a dual-output model, while smart terminals have evolved from single-reception to diversified synchronous reception. New media business models have also transformed from closed to open cooperation, and the redevelopment of traditional media has gradually shifted from quantitative growth to quality and efficiency improvements. The radio and television development model is transitioning from quantitative scale growth to qualitative benefit enhancement. Supported by digital technology, new media content production and dissemination require integration with social media, mobile phones, and the Internet, developing toward three-dimensional, global, and multi-terminal systems, and transitioning from domestic to global coverage. Operation models also require linkage with other industries through cross-regional and cross-sector cooperation, developing toward intensification and scale. Service models must shift from simple value-added services to more comprehensive and diversified offerings, creatively combining new media technology with local characteristics to form a high-quality, all-media service system centered on audiovisual media, thereby improving client terminals and dissemination models. Ultimately, this transformation aims to meet diverse and personalized customer needs, efficiently satisfy new media situation requirements, and consider reforms across numerous media platforms and cultural entertainment information to better promote industry restructuring.

3. Innovation and Management in Content Dissemination

3.1 Innovation and Integration of Content Production

Since traditional and new media previously operated independently with their own creative platforms and operational procedures, overlapping content resources existed. Their innovative integration requires sharing content resources, beginning with the standardization and sharing of content production and manufacturing. First, duplicate content must be reorganized, and original processing methods must be selectively integrated to serve both sides, eliminating previous independent production processes. Second, content depth must be shared, including the fields and dissemination channels where content is utilized. Additionally, content updating and adaptability must be

considered, taking into account its social attributes and interaction modes during application to provide support services for future business.

3.2 Integration of Content Dissemination Channels

With the development of telecommunications and mobile networks, traditional and new media have begun to penetrate radio and television network platforms. Achieving transformation requires shifting from single-mode to two-way interactive models, from simple audience reception to intelligent customization, and from basic value-added services to comprehensive development. These changes necessitate reforming original dissemination channels and integrating different transmission models to lay the foundation for carrying three-dimensional, multi-terminal all-media information. Furthermore, the technical means employed in content dissemination channels require further integration. Using ground wireless technology and satellite methods for data transmission can better deliver new media information, enabling radio and television audiences to achieve direct and seamless connection with whole-network information resources while providing more personalized services and more rationally handling film and television content and information services. Finally, new media channel construction requires support from broadband and other information infrastructure, making full use of cable and wireless technologies to ultimately promote the integration of radio and television, the Internet, and telecommunications.

3.3 Impact on Content Dissemination Management

Content dissemination management requires standardized transformation. While new media provides audiences with rich and colorful information services, it also reveals many new management challenges. Since management standards differ between new and traditional media—generally, traditional media management is relatively strict but lacks diversity, leading to reduced user stickiness—new media requires new management policies and regulations for content production, transmission, and audience acceptance. As new media businesses continue to emerge, corresponding policies and regulations become increasingly urgent. To better integrate traditional and new media, unified management is needed to improve management levels in content production, transmission, and services. The optimal combination of traditional and new media management requires overall planning and rational arrangement of existing content resources from both sides. Notably, management improvement requires institutional and technological innovation to achieve organic integration of monitoring, command, and scheduling, establishing a standardized content dissemination management system.

4. Conclusion

The rapid development of the Internet has profoundly affected the traditional media industry. The new media resulting from information technology trans-

formation holds enormous market potential, and traditional radio and television should actively adapt to new technological developments, seizing both the challenges and opportunities presented by new media. By conducting deep reforms and collaborative cooperation across dissemination channels, content production, and service levels, a comprehensive dissemination system can be constructed. Only by fully leveraging the advantages of both can we enhance the international competitiveness of China's media industry and provide audiences with higher quality, more efficient, and richer comprehensive information services.

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(Author Affiliation: School of Media and Design, Jiangsu Open University)

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