

“Central Kitchen” Adds New Force Boosting Media Convergence of Yangcheng Evening News and Transmission of Lingnan Culture! Post-print

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Abstract

Following the opening ceremony, attending media professionals visited the Yangcheng Evening News all-media editorial command center, known as the “Central Kitchen.” As a flagship achievement in the Group’s push for deep media integration, the Central Kitchen received high praise and special recommendation from Liu Hailing, President of Yangcheng Evening News. During the visit, a meticulously produced promotional video showcasing the comprehensive capabilities of the Central Kitchen was screened,...

Full Text

The “Central Kitchen” Model: A Catalyst for Media Convergence at Yangcheng Evening News

On August 31, the 32nd Annual Meeting of the China Evening News Association—hosted by the Association, guided by the Guangdong Provincial Committee’s Publicity Department, and organized by the Yangcheng Evening News Group—commenced in Guangzhou. The conference brought together presidents and chief editors from over 140 evening newspapers nationwide, along with senior executives from *People’s Daily’s News Front* and *Xinhua News Agency’s Chinese Journalist*, to collectively discuss strategies for media reform, development, and convergence, offering insights for the transformation of traditional media and the advancement of integrated media initiatives.

Following the opening ceremony, attending media professionals visited the Yangcheng Evening News all-media editorial command center, known as the “Central Kitchen.” As a flagship achievement in the Group’s push for deep media integration, the Central Kitchen received high praise and special recommendation from Liu Hailing, President of Yangcheng Evening News. During the visit, a meticulously produced promotional video showcasing

the comprehensive capabilities of the Central Kitchen was screened, earning recognition and acclaim from industry peers.

Development and Capabilities of the Central Kitchen System

In 2015, with technical support from Fangzheng Electronics, Yangcheng Evening News became the first media organization in China to establish a physical all-media editorial command center based on the “Central Kitchen” operational model, enabling normalized, round-the-clock operations. In 2017, the center underwent a comprehensive upgrade, evolving into a highly integrated information visualization and control hub featuring “unified supervision and complete oversight.” Through intensive on-site research and development over nearly a month, the upgraded system significantly enhanced capabilities in data support, news 线索 discovery, reporting planning, command coordination, and production monitoring.

At the media convergence development summit on August 31, President Liu Hailing shared how Yangcheng Evening News Group has worked to enhance its communication power and influence in recent years, transforming itself into a modern media group with distinctive Lingnan cultural characteristics. He emphasized the Group’s dual-wheel drive strategy: reforming the traditional newspaper while innovating new media platforms. This approach prioritizes strengthening the Central Kitchen infrastructure, accelerating mobile-first development, and shifting the primary news battlefield from print to mobile platforms. Facing the next wave of media convergence, the Group is committed to expanding its communication power and influence, defending its traditional newspaper base while deeply integrating and expanding across all new media sectors and platforms to better serve the social and civic needs of the Lingnan region.

Throughout this transformation, Fangzheng Electronics, as a strategic partner, has leveraged its technological expertise and industry experience to continuously optimize the all-media editorial command platform. The company contributes to the Group’s deep convergence transformation through advancements in visualization, media big data applications, editorial interaction, and coordinated command systems.

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

Source: ChinaXiv — Machine translation. Verify with original.