

Exploring Convergence Pathways for Traditional Television Media and New Media in the New Era: Postprint

Authors: He Yi

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Abstract

With the development of Internet technology, new media has posed a threat to traditional television media, occupying a certain economic share in the increasingly competitive market. Only through active collaboration with new media can traditional media secure a viable space for survival and development in the Internet era. This paper primarily investigates and explicates the pathways for integrated development between China's traditional television media and new media.

Full Text

Exploring Integration Paths for Traditional Television Media and New Media in the New Era

Abstract: With the development of Internet technology, new media has emerged as a competitive threat to traditional television media, capturing a significant economic share in an increasingly competitive market. Only by actively collaborating with new media can traditional media secure space for survival and development in the Internet era. This paper primarily explores and elaborates on the integration and development pathways for China's traditional television media and new media.

Keywords: traditional television media; new media; integrated development

Author: He Yi (Xingtai Radio and Television Station)

1. Development Challenges Facing Traditional Television Media

The rise of the information age has transformed the development landscape for traditional television media. With the emergence of various new media platforms, traditional television media faces pressure for technological innovation, making media convergence the primary pathway for current media development. The proliferation of smartphones—the most common information and communication tool—has created a vast market for new media, breaking the monopoly once held by television media. Audiences can now independently select programs via smartphones or mobile PCs, free from the constraints of traditional broadcast schedules, posing significant challenges to conventional television.

1.1 Declining Television Viewership The demographic that regularly watches television in China is primarily concentrated in the 40-60 age bracket, while the 18-40 age group prefers smartphones, mobile PCs, and other devices for content consumption. According to reports, by the end of December 2016, Internet penetration in China had reached 60%, demonstrating how digital trends have fundamentally transformed daily lifestyles.

1.2 Significant Loss of Advertising Clients The Internet era has witnessed a growing preference among young people for online programs and news video content. While traditional television advertising markets flourished two to three decades ago, the information age has seen new media platforms proliferate rapidly, with the Internet becoming their primary stronghold and gradually encroaching upon traditional television's market share. New media's cost-effectiveness and broad influence have made it the preferred platform for advertisers, resulting in a sluggish advertising market for traditional television and substantial client attrition.

2.1 Joint Reporting and Building Authoritative Platforms

The integration of traditional television media and new media requires proper approaches to achieve mutual benefit. Traditional television must accurately recognize its own limitations while understanding new media's advantages. When collaborating on joint reporting, clear division of labor is essential to maximize strengths and compensate for weaknesses, achieving complementary advantages. Only on the basis of original content can such platforms secure a competitive market position. For instance, after broadcasting news stories, traditional television should conduct in-depth analysis and investigation to satisfy public curiosity and provide deeper understanding, thereby guiding public opinion toward rational directions.

2.2 Broad Attention to New Media Information

Traditional television media must promptly monitor all information reported by new media, identify content that attracts audience attention, and conduct

thorough research and reporting to guide public opinion correctly. Traditional media can focus news coverage on topical issues or popular social topics, addressing sensitive questions without avoidance to enrich its content offerings.

2.3 Leveraging New Media to Enhance Traditional Television Influence

Traditional television media can harness new media's advantages to strengthen program dissemination and enable audience interaction. By utilizing email, Weibo, WeChat, and other platforms, broadcasters can stimulate audience curiosity and capture attention, mobilizing viewer engagement. Additionally, traditional television can interact with audiences via Weibo, allowing viewers to gain comprehensive understanding of program hosts. Direct audience feedback can facilitate program upgrades that satisfy viewer demands and ultimately improve ratings.

2.4 Enhancing Competitiveness Through Improved Transmission Speed

The advent of the Internet and popularization of smartphones have created enormous economic opportunities for new media. Traditional television's greatest advantage lies in its live broadcast capability and accumulated audience base over years of continuous broadcasting. However, it suffers from the limitation of fixed broadcast schedules, creating a sharp contrast with new media's flexibility. Traditional television must improve its broadcast methods by leveraging live streaming to deliver time-sensitive content. With extensive live broadcast experience, traditional television can quickly capture audience attention. Therefore, it must capitalize on its strengths as a primary media source to maintain its authoritative position.

2.5 Establishing TV Station Portals to Understand Audience Needs

Traditional Chinese television stations must establish their own web portals through new media platforms. Taking Shanghai Dragon TV as an example, its "Comedy Show" program represents new media integration, complemented by self-produced television programs and film dramas that help build an Internet presence. China's television station websites not only compensate for traditional broadcasting disadvantages but also combine new media's advantages, offering convenient access while generating revenue. Traditional stations must also leverage the timeliness of news dissemination to update programming promptly and promote key programs to strengthen brand identity and bridge the gap with audiences.

3. Internet Media as the Optimal Platform for Integration

Facing China's new social development context, traditional television media must correctly understand the integration subject and its significance. Integra-

tion must be achieved through the Internet carrier.

3.1 Changing Traditional Television Media's Integration Approach

Traditional television media must seek innovative approaches and optimal integration platforms. First, it is essential to recognize the complementary relationship between traditional and new media. While traditional media may lag behind in transmission speed and carriers, its years of development have yielded specific personnel and resource advantages. Only through full integration and mutual learning—not arbitrary replacement—can both parties achieve common development. Internet platforms must be utilized to maximize respective functions and provide comprehensive information services to the public.

3.2 Correctly Understanding the Integration Approach Traditional television media and new media achieve convergence through Internet-based methods, yet traditional media often lacks profound understanding of this integration model and its essential characteristics. Only through media convergence can traditional television achieve sustainable operation and development strategies that align with current Internet trends. Internet-based integration essentially uses digital platforms to integrate traditional television media, enabling coordinated evolution on a win-win foundation.

4.1 Benefits for Strategic Adjustment and Transformation

For long-term development, traditional television media must adopt forward-looking perspectives for optimization and design. In the Internet era, traditional media should innovate management systems, improve organizational structures, enhance staff training and skill development, formulate strategic development plans for the new era, and fully integrate with new media. By learning from and drawing upon new media's strengths, they can build more functional and richer media forms to better serve the public.

4.2 Benefits for Healthy Development of Traditional News Media

Traditional news media can no longer adapt to social development rhythms in the new era. Without reform and innovation, progress will stagnate. Therefore, while continuing to uphold authoritative characteristics, traditional media should incorporate new media's communication methods, advanced equipment, and platforms to enhance public interaction and strengthen cooperation with advantageous media enterprises, thereby promoting long-term development.

4.3 Benefits for Enhancing Social Credibility

Promoting integrated development between traditional television and new media involves not only technological and formal integration but also content convergence. The key to establishing content advantages lies in ensuring media information remains objective, authentic, and transparent. Enhancing social

credibility constitutes the foundation for traditional television media's sustained and healthy development.

5. Conclusion

The information age has created serious obstacles for traditional television media development while simultaneously opening new markets for new media. Traditional television media must combine its inherent strengths with new media characteristics, leveraging its own advantages to develop news media undertakings. Integration must also align with national governance systems and actual public needs to promptly address social concerns, fundamentally transcending traditional development boundaries, jointly promoting democratic politics and social development, and achieving mutual benefit.

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