

## The Predicament and Post-Transformation Edition of Traditional Television Media in the Mobile Internet Era

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### Abstract

Traditional television media has witnessed substantial audience attrition and a persistent decline in advertising revenue during the internet era, with its mainstream status being severely undermined. This paper will explore how to effectively facilitate traditional television media's breakthrough from its numerous predicaments and promote its proper transformation within the internet context, examining the issue from the perspectives of operational thinking, operational mechanisms, and production-broadcasting models.

### Full Text

### Preamble

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### The Dilemma and Transformation of Traditional Television Media in the Mobile Internet Era

**Abstract:** In the Internet era, traditional television media faces massive audience loss, continuously declining advertising revenue, and severe challenges to its mainstream status. This paper examines how to effectively facilitate breakthroughs from these dilemmas and promote proper transformation in the Internet context, analyzing approaches from the perspectives of operational thinking, operational mechanisms, and production-broadcasting models.

**Keywords:** Mobile Internet; Traditional Television Media; Transformation; Dilemma

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The transformation of traditional television media should begin with shifts in thinking and concepts, guided by scientifically applying Internet thinking.

### 1.3 Status Severely Impacted

Since the rapid development of mobile new media, the mainstream media status of traditional television has been severely challenged. First, after major new media platforms effectively captured computer users, they swiftly shifted their strategic focus to mobile device users. Following the successive occupation of PC and mobile screens by new media, traditional television has lost its former competitive advantages and a large portion of its audience. Currently, online information platforms have become the primary channels through which audiences browse and receive information. Second, as various mobile terminal devices have become increasingly widespread, traditional television audiences are continuously migrating to more flexible and convenient mobile new media such as mobile video and online video, resulting in massive audience loss within a short period. Consequently, traditional television's influence and status are steadily declining while people's dependence on mobile new media grows ever stronger.

### 1.1 Audience Loss

Compared with traditional television media, new media based on mobile Internet is favored by the public due to its rich and diverse content, convenient viewing methods, and the ability for audiences to watch anytime and anywhere. In recent years, China's online video user base has continuously expanded, with mobile video users occupying the dominant position. As this user base grows, traditional television audiences are shrinking year by year. In 2016, per capita television viewing time in China reached a historic low. The convenience brought by mobile Internet has prompted more viewers to shift toward new media, a trend further accelerated by the popularization of various mobile terminal devices, making it extremely convenient for people to access information through new media channels. Under the impact of the new era, traditional television media's audience scale continues to shrink, with severe audience attrition.

### 1.2 Television Advertising Revenue Decline

As online media and mobile terminal devices continue to develop, the audience shifting to new media is expanding dramatically. Simultaneously, advertising investment and other forms of capital are increasingly flowing toward online new media. In recent years, advertising funds invested in the Internet have grown rapidly, with new media advertising revenue increasing substantially and far

exceeding that of traditional television media. Due to its own weakening and the pressure and impact from mobile new media, traditional television media's advertising revenue continues to decline, experiencing negative growth for the first time in 2014. Its advertising-supported economic model is nearing collapse.

## 2. Traditional Television Media Transformation

### 2.1 Operational Thinking Transformation

First, audience thinking should guide the transformation of traditional television media. Media products must fully satisfy audience needs while ensuring service quality, as this is the only way to win audience favor. Therefore, in response to the mass migration of audiences to mobile news, traditional television media must attach greater importance to audience thinking and redesign television products that meet current audience preferences based on this principle. Simultaneously, traditional television media should actively shift toward mobile network terminals, drawing on the design models and concepts of mobile new media products to continuously innovate its own program formats.

Second, platform thinking should effectively promote transformation. From the current development trend, mobile Internet platforms will become the dominant force in the media industry. Traditional television media's information dissemination channels are not only monotonous and inefficient but also characterized by closure, which exacerbates the conflict with current audience needs. In contrast, mobile new media encompasses both media components and diverse network platforms. Consequently, mobile new media can effectively aggregate various media information resources while possessing numerous information dissemination channels, integrating information collection, distribution, and audience interaction to provide higher-quality services with greater information openness, thereby effectively meeting current audience information needs. Therefore, to effectively promote transformation, traditional television media should fully draw on the "openness and sharing" thinking of Internet platforms to build television platforms with open and shared characteristics, further satisfying audience needs in the new era.

Finally, cross-boundary thinking should drive transformation. Although traditional television media currently faces development dilemmas, its internal program planning teams have accumulated extremely rich planning and production experience over decades of development. Television media managers can systematically integrate internal resources, actively develop innovative businesses, and effectively promote transformation while fully realizing industrial value. Regarding how to effectively integrate internal resources and maximize their value in the new era, television media needs to break through traditional television business, actively integrate with various new media, achieve industrial cooperation, expand television media business, and jointly build a comprehensive media industry chain with mobile new media.

## 2.2 Operational Mechanism Transformation

Currently, as new media advertising revenue continues to grow while traditional television media advertising revenue declines, China's media market will undergo tremendous structural changes. Facing the current advertising revenue crisis, traditional television media should accelerate market reorientation and deepen operational mechanism reforms to address the development crisis. Having long been under institutional protection, traditional television media's lack of competitiveness and insufficient operational experience have become apparent under the continuous impact of mobile new media. Therefore, to effectively promote transformation, traditional television media needs comprehensive operational mechanism transformation, accelerated market reorientation, and broadened financing channels to facilitate direct connection with market capital. Only in this way can it break through the traditional, inefficient operational mechanisms that no longer meet developmental needs and achieve thorough reform.

## 2.3 Production-Broadcasting Model Transformation

In the network and information age, media audiences' viewing habits are gradually shifting toward mobility and personalization, requiring timely adjustments to production-broadcasting models. Television media should clearly recognize these changing habits and promptly adjust programming and broadcasting according to audience preferences and screen characteristics, gradually transitioning toward innovative production-broadcasting models.

First, shift toward diversified production-broadcasting models. Traditional television media employs extremely singular product production methods with dispersed internal production entities. Lacking close connections between programs, internal media resources cannot achieve integrated sharing, resulting in television products that lack depth and innovation, failing to meet current audience preferences. In contrast, through mobile new media, audiences can not only more conveniently receive media information via computers and mobile phones but also effectively use these devices for real-time information publishing, making everyone a source of information production and dissemination. Faced with this situation, television media should actively integrate with mobile new media and cooperate with external enterprises to develop innovative and diversified television product production models, ultimately achieving the goals of deepening television media business and innovating production models.

Second, shift toward niche communication. As audiences' appreciation demands and personalized consciousness continue to improve, their role in the information dissemination process has undergone tremendous change, shifting from passive information reception to autonomous reception and dissemination, from conformity consumption psychology to individualized consumption psychology, and actively selecting relevant information according to their own needs. In this environment, traditional television media's mass-oriented production-broadcasting approach can no longer meet different users' personalized needs. Therefore,

television media should further segment the market, shifting from focusing on overall ratings to fully focusing on specific audience preferences to implement niche communication. Additionally, television media should reasonably construct audience systems to systematically collect and record different viewers' viewing habits, enabling more effective market segmentation and further developing corresponding television products for different types of users with different habits, thereby satisfying personalized audience needs while achieving product diversification.

Finally, shift toward multi-channel distribution. Currently, audiences have transformed from passive information receivers to autonomous and independent information disseminators who can receive and transmit information anytime and anywhere. In this process, the role of media for audiences is to achieve seamless connection between audience information dissemination through various mobile terminals and network channels. However, traditional television media's dissemination methods severely mismatch current user information transmission methods and needs. Therefore, television media should actively integrate internal media resources, use the network to effectively broaden information dissemination channels, and reasonably construct television product distribution platforms to satisfy different audiences' personalized needs, ultimately achieving the goal of improving overall television media coverage.

### 3. Conclusion

In summary, given the severe audience loss, serious advertising revenue decline, and mainstream status challenges facing traditional television media, only by fully recognizing the current situation, breaking through traditional institutional protection, and transforming operational thinking, operational mechanisms, and production-broadcasting models through integration with mobile new media can it effectively create television products that meet current audience personalized needs, break through current development dilemmas, and enter a new development stage.

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

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