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Postprint of the Northeast Press New Media Summit Forum held in Harbin

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Abstract

Regarding the “central kitchen” implementation, Zhang explained that robust technical infrastructure has been crucial. In recent years, by integrating existing resources and developing new business formats, the newspaper has established a “22115” industrial layout: “two newspapers, two micro-blogs, one website, one app, and five economic entities.” The organization is building a future-oriented mobile internet all-channel new media matrix management platform to achieve integrated management of n...

Full Text

Northeast Newspaper New Media Summit Forum Held in Harbin

The Northeast Newspaper New Media Summit Forum, jointly organized by the Heilongjiang Newspaper Association, Jilin Newspaper Association, and Founder Electronics, was held on July 20 in Harbin, Heilongjiang Province. The event also marked the establishment of the New Technology Professional Committee of the Heilongjiang Newspaper Association. Opening remarks were delivered by Bao Gang, Secretary-General of the Heilongjiang Newspaper Association, and Liu Changming, Vice President of Founder Electronics. The forum brought together over 100 media professionals, including newspaper presidents, editors-in-chief, new media directors, and managing editors from newspaper portals and news apps to discuss new media construction and media convergence. The New Technology Committee of the Heilongjiang Newspaper Association was formally established through a vote. Zhang Baofu, President of Langfang Daily, and Lü Shoumin, President of Yichun Daily, shared their experiences in advancing media convergence. During the technical presentation session, relevant directors and technical staff from Founder Electronics provided recommendations on products, case studies, and development pathways for media organizations navi-

gating the convergence “tipping point,” drawing on the company’s technological achievements and application cases in media transformation.

[Figure 1: see original paper] Forum venue

Keynote Speeches on Media Convergence

Zhang Baofu, President of Langfang Daily, delivered a keynote address highlighting the newspaper’s remarkable transformation over the past decade. “We turned a relatively backward newspaper into a top-tier regional publication in the Beijing-Tianjin-Hebei area, earning recognition as one of ‘China’s Top 100 Newspapers,’” Zhang noted. The newspaper’s revenue grew from just over 10 million RMB in 2005 to nearly 100 million RMB, defying industry trends. In 2016, while the national newspaper industry experienced widespread declines in advertising and circulation, Langfang Daily achieved a 35% increase in advertising revenue and a 30% increase in newspaper circulation. Zhang attributed this success to six key factors: (1) updating conceptual thinking and establishing a clear development strategy; (2) creating a “central kitchen” to build an integrated innovation platform; (3) constructing a new media matrix to achieve all-media dissemination; (4) implementing a three-step strategy to advance intelligent communication; (5) establishing institutional mechanisms to strengthen systemic guarantees; and (6) highlighting integration effectiveness to accelerate converged media development.

[Figure 2: see original paper] Zhang Baofu, Party Committee Secretary and President of Langfang Daily, speaking

Regarding the “central kitchen” implementation, Zhang explained that robust technical infrastructure has been crucial. In recent years, by integrating existing resources and developing new business formats, the newspaper has established a “22115” industrial layout: “two newspapers, two micro-blogs, one website, one app, and five economic entities.” The organization is building a future-oriented mobile internet all-channel new media matrix management platform to achieve integrated management of news resources across newspapers, websites, WeChat, Weibo, and news apps. The goal is to ensure new media is “fast,” news websites are “substantive,” and print media are “in-depth,” continuously improving the guidance level of news and public opinion while vigorously promoting integrated development.

Lü Shoumin, President of Yichun Daily, shared regional media convergence experiences, noting that *Yichun Daily* and *Forest City Evening News* have been rated as the only “double excellence” products in the provincial press quality inspection for four consecutive years and have received top evaluations in municipal government performance assessments for five straight years. Facing the impact of emerging media in recent years, Yichun Daily has actively explored integration paths between traditional and new media, forging a development model suited to its characteristics. The newspaper has built an all-media central control room integrating hub functions, information aggregation, and command

coordination, creating a new converged media 阵地 that includes an all-media communication platform, big data platform, public opinion monitoring platform, event marketing platform, and public service platform. This establishes a new “one-source, multi-terminal, all-weather, real-time monitoring” model for strategy, gathering, editing, distribution, and evaluation.

[Figure 3: see original paper] Lü Shoumin, Party Committee Secretary and President of Yichun Daily, speaking

Technical Solutions for Media Transformation

Xu Jian, Director of Media Big Data Products at Founder Electronics—the technology solution provider for the central kitchen systems of both Langfang Daily and Yichun Daily—explained that a media “central kitchen” refers to a comprehensive data fusion and application solution for media transformation that integrates information collection, command, editing, distribution, storage, evaluation, and analysis. The solution addresses critical practical challenges by reconstructing news production workflows and enabling the shift from internal integration to open integration. Currently, nearly 200 media organizations have implemented and applied the “central kitchen” solution.

The common application models fall into four categories: (1) unified-distributed integration (unified command for major events, distributed daily operations for subsidiary publications); (2) mobile-first (brand new media APP as core driver); (3) super hub (relying on a “super hub” for routine coordination and command of the “media matrix”); and (4) full-gathering and full-editing (business domain integration). The core system comprises six modules.

Founder Electronics also introduced the Xinkong Cloud Platform, which serves newspaper converged media operations with features including “mobile-first + big data integration, building an open new media online service platform, and providing value-added auxiliary operation services.”

Open Letter: Collecting Historical Materials for *A History of Chinese News Media Technology*

To technical leaders of news media organizations and media technology development companies:

Mr. Sun Baochuan is a veteran news technology worker approaching eighty years old. He formerly served as Director of Xinhua News Agency’s Communication Technology Bureau, Chief Engineer of Xinhua, and member of the agency’s Party Group. He is a co-founder of the China News Technology Workers Federation, the Wang Xuan News Science and Technology Award, and *China Media Technology* magazine, having served as the first, second, and third council chairman of the Federation and honorary chairman of the fourth and fifth councils.

Most of his career was dedicated to news communication technology, and he has continued to follow the development trends of China's news technology for nearly 20 years since retirement. In recent years, he has focused on collecting materials related to China's news communication technology development, sorting out and researching the historical process of news media informatization in China. He previously published the book *Flying with Wings—A Documentary on Xinhua News Agency's Communication Technology Development* and is currently writing *A History of Chinese News Media Technology* (tentative title).

To objectively and impartially document the development journey of China's news media technology and fully and truthfully reflect the efforts of generations of news technology workers—striving to be as objective as possible and avoid major omissions—Mr. Sun Baochuan has entrusted *China Media Technology* magazine to solicit relevant historical materials nationwide from various news media organizations and related companies.

We therefore hope you will provide us with highlights from your organization's informatization construction, particularly technologies and projects that are innovative and leading in national news informatization, as well as influential events and stories, in the form of written materials and historical photographs. If you possess or discover valuable historical materials, old photos, or clues regarding China's news communication technology development process, we sincerely request your assistance.

Contact: Editor Kang

Email: cmkj@xinhua.org

Phone: 010-63071478

Please include “Historical Materials Collection + Content Title” in your submission subject line.

You may also contact Mr. Sun Baochuan directly:

Phone: 18618338750

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Thank you for your generous support and assistance!

China Media Technology Magazine

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

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