
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.02777

A Preliminary Study on New Media Capital Operation in the Era of Media Convergence (Post-print)

Authors: Sun Wei

Date: 2023-10-08T00:00:00+00:00

Abstract

With the rapid development of network technology today, China's media industry has also experienced swift growth, transitioning from the traditional media era into the converged media era. The explosive advancement of network and digital technologies has fundamentally transformed the technological foundation of China's economic and social development, subsequently bringing about significant changes in public opinion and profound shifts in the media landscape. This paper primarily addresses the following issues: the concepts of converged media, new media, and capital operation; the current situation and characteristics of new media capital operation in the converged media era; an in-depth analysis of problems emerging during the capital operation process of new media; and the proposal of corresponding targeted solutions, hoping to provide theoretical references for new media operation.

Full Text

ChinaXiv Partner Journal: Integration and Development Research

A Preliminary Study on New Media Capital Operations in the Era of Converged Media

Abstract: With the rapid development of network technology, Chinese media has also experienced swift growth, transitioning from the traditional media era to the era of converged media. The explosive advancement of network and digital technologies has fundamentally transformed the technological foundation of China's economic and social development, bringing about significant changes in public opinion and profound shifts in the media landscape. This paper primarily addresses the following issues: the concepts of converged media, new media,

and capital operations; the current situation and characteristics of new media capital operations in the converged media era; an in-depth analysis of problems arising during the capital operation process of new media; and targeted solutions, hoping to provide theoretical reference for new media operations.

Keywords: Converged Media; New Media; Capital Operations

Chinese Library Classification: G210

Document Code: A

Article ID: 1671-0134(2017)04-057-02

DOI: 10.19483/j.cnki.11-4653/n.2017.04.008

Author: Sun Wei

1.1 Converged Media

What is “converged media”? Literally interpreted, it means integrated media. From the perspective of media development, “converged media” is a concept that maximizes the advantages of traditional media such as broadcast, television, and internet alongside new media. This concept takes development as its premise, compatibly integrating the functions, means, and values of both traditional and new media to enhance competitiveness, achieving maximum communication effect and revenue with minimum investment cost. Converged communication and all-media development also represent the future trend of media development.

1.2 New Media

If “converged media” is a concept, then “new media” is a relatively broad concept and an environment. It is a new media form that has developed from traditional media such as broadcast, newspapers, and television, providing information and entertainment services to users, including network media, mobile media, digital television, computer terminals, etc. Strictly speaking from a technical perspective, “new media” should be called digital...

1.3 Capital Operations

“Capital operation” is a concept created by China’s mainland business community, also known as capital management. It refers to business activities that utilize capital markets, employing the know-how and means of turning small into large and few into many, to obtain profits through buying and selling enterprises and assets. Its main purpose is to integrate scattered funds, conduct secondary allocation according to certain ratios, enabling most participants to quickly obtain benefits. This point is interconnected with the operation of new media.

2. Characteristics and Current Status of New Media Operations

With the vigorous development of the internet era, new media has also flourished. The importance of new media in people's lives and work is increasing, and as demand grows, the development space for new media operations expands accordingly. Based on the current situation of new media operations, the following characteristics can be summarized.

2.1 Interactivity and Openness of New Media Operations

Compared with traditional media operations, the advantage of new media operations is mainly reflected in its interactivity. Because new media has multiple transmission methods, it avoids the singularity of information transmission in traditional media, allowing the identities of receivers and transmitters to be interchangeable.

2.2 Explosive Growth of New Media Market Size

The "China New Media Market Pattern Research and Development Strategy Report" points out that China's Weibo users have exceeded 500 million, with a Weibo usage rate of 50.9% among internet users; WeChat and WeChat combined monthly active users have reached 806 million. This demonstrates that new media is the primary choice for users when obtaining information. The huge user demand is a powerful driving force for new media development and has also promoted the explosive growth of the total new media market.

2.3 New Media Operations Require Large Amounts of Capital

Establishing, developing, and operating new media requires substantial capital investment. In addition to effectively integrating internal resources, it is also necessary to build platforms, recruit personnel, and formulate supporting measures. It is difficult for new media to absorb sufficient funds on its own to support its expansion. Under such circumstances, the demand for capital in new media has become increasingly evident. New media capital operation is an extremely effective means of attracting funds, using relatively small capital costs to absorb large amounts of idle social capital, thereby expanding both social influence and economic benefits.

2.4 Wide Channels for New Media Operations with Gradually Strengthening Capital Absorption Capacity

Overall, investment in new media has already achieved multi-channel and diversified capital sources. The amount of crowdfunded capital is an important indicator of new media development success, and currently, new media's ability to raise funds is gradually improving. In terms of operational channels, against the backdrop of the current internet era, the ease of operating computer-related

facilities and equipment has increased, which not only reduces communication and equipment costs but also opens up more channels for new media operation and development. The growth of the new media economy has promoted the birth of new business models, and pure state-owned teams represented by CCTV, Shanghai Media Group, People's Daily Online, and Xinhua Net are also gradually playing increasingly important roles in the new media field.

3. Problems in New Media Operations

3.1 Misconceptions in Understanding

First, there are misconceptions in understanding new media, viewing it merely as the online version of traditional media, emphasizing technology while neglecting operations. Second, new media is only regarded as a means of propaganda work, with limited practical content.

3.2 Insufficient Operating Capital

In the early development stage, new media requires substantial capital to support technology, promotion, and content production. When developing to a certain level and moving toward higher-level development, it becomes necessary to use financing means for scaled development. This is an inevitable choice and a fundamental law for new media operations.

3.3 Lack of Professional New Media Operations Talent

New media operations require innovative, practical, and compound talents integrated into one. Such talents need to possess strong new media technology application capabilities, good operational marketing abilities, and innovative capacity to effectively combine traditional and new media. New media has developed rapidly, and the cultivation of such talents has not yet formed a systematic approach, resulting in a talent shortage.

3.4 Increased Difficulty in Obtaining Investment

According to incomplete statistics, as of early 2017, judging from China's internet user population, the new media market is approaching saturation. For new media to continue surviving and developing, it must undergo a transformation and integration phase. Under these circumstances, the profits generated by new media involve great uncertainty, which increases profit uncertainty and continuously extends the cost recovery cycle, causing investors to become more cautious.

3.5 Profit Models Need Clarification

Currently, the primary profit model for new media capital operations in China is selling advertising resources. This advertising resource relies on a long-term free

model to obtain traffic, and this free acquisition model does not have sufficient capacity to support new media development and operations. Although attempts have been made to implement profit-making methods such as paid downloads and value-added services during operations, the execution effects have not been significant. Without a finalized profit model, new media investment still carries very high risks. Lack of profit or low profit will lose capital attraction, while capital shortage will also hinder new media development, thus creating a vicious cycle.

4. New Media Operation Strategies

The emergence of new media is an inevitable trend in media development. The process of operating new media will inevitably encounter some irreconcilable problems, but in line with media development trends, we should operate with innovative thinking and concepts. Summarizing the problems analyzed above, we can see that the development prospects of new media operations are an inevitable result of meeting the demands of the times.

4.1 Correct Understanding of New Media Operations

New media operations are carried out based on capital operations. To develop, it is necessary to clearly and correctly understand new media operations while changing capital operation concepts. As new media capital operations become more widespread, capital operation has become the core of new media operations. Looking at actual cases of capital operations in the new media field over the years, we can see that the concept renewal of media managers and practitioners is the core issue of new media operations. Capital is the most fundamental funding source for new media operations. Media groups, individual operators, and broadcasting groups should fully utilize obtained funds to generate ultimate benefits and increase capital value. During operations, it is necessary to view the role of capital rationally and regulate operations.

4.2 Establish Professional New Media Operation Institutions and Cultivate Talent

The construction of domestic internet and new media majors is in an exploratory period, and universities training new media operation talents are exploring cultivation models for this direction. The shortage of new media operation talents is the primary problem facing the establishment of professional new media operation institutions. To achieve rapid development of new media capital operations, it is necessary to separately emphasize economic attributes and effectively design various factors including management and profit models, thereby strengthening new media talent team construction. In terms of technical expertise, it is essential to timely introduce frontline talents with strong R&D capabilities and broad industry vision; for management positions, it is necessary to cultivate and introduce compound talents who understand both technology and management

and are skilled in operations. Establishing professional new media operation institutions and cultivating new media talents can better serve new media operations.

4.3 Build a New Media Development Industry Chain

Establish a complete new media development industry chain, covering human resources, technical resources, equipment resources, capital resources, and other aspects, to create a complete development model suitable for new media, truly achieving resource integration and optimal allocation to obtain maximum benefits.

5. Conclusion

New media is a media form that continuously develops forward based on new technologies. Due to its extremely high investment value, new media has become one of the focuses of capital popularity. To improve capital utilization efficiency, new media must make changes in capital operations that conform to new media characteristics and update development strategies. From the perspectives of economic, market, and technological development, existing Chinese new media must undergo reintegration and expansion, and this integration must be promoted through mergers and reorganizations in the capital market. Looking back at the past of new media operations, the combination of capital and new media has promoted the development of China's new media and new economy, bringing huge capital returns while also driving market economy and social progress.

References

- [1] Yu Hong, Li Ting. Research on Talent Demand and Professional Training for Internet and New Media in China [J]. Modern Communication (Journal of Communication University of China), 2014(02): 134-
- [2] Zhang Chengliang. "Multimedia Convergence": The Survival Law in the Pan-Media Era [J]. Media, 2006(07): 47-49.
- [3] Ouyang Guozhong. Analysis of New Media Development [J]. TV Research, 2006(02):
- [4] Jiang Hong, Xu Jian. Introduction to New Media [M]. Shanghai: Shanghai Jiao Tong University Press, 2006.
- [5] Li Ruoxi. Current Status and Countermeasures of New Media Operation Risk Management [J]. China Newspaper Industry, 2015(08).
- [6] Zhan Xinhui. Making Good Use of New Media Operation Methods [J]. News and Writing, 2011(06).

[7] Qiu Chengfeng. Development Countermeasures and Related Explanations of New Media Marketing [J]. China Business Theory, 2016(15).

[8] Tan Xiao. Cross-Media Marketing Based on New Media Technology Development [J]. New Media Research, 2016(16).

(Author's institution: Heilongjiang Branch, China Economic Information Service)

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

Source: ChinaXiv — Machine translation. Verify with original.