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Strategies for City Television Stations to Break Through Under the Impact of New Media (Post-print)

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Abstract

With the rapid development of China's economy, technology has undergone transformative changes, and a new form of media has gradually emerged into public view. The advent of various media has undoubtedly exerted certain influences on the television industry; however, such influences are not irreversible. City television stations can strategically leverage the current media landscape to forge a stronger and more robust image, thereby breaking through the onslaught of competing media. In what follows, the author offers a preliminary exploration of novel strategies for city stations to achieve breakthrough amid a rapidly evolving media environment, hoping to provide insights for professionals across various fields. Any inadequacies in this discussion are open to critique and correction.

Full Text

Research on Media and Development: Breakthrough Strategies for City Television Stations Under New Media Impact

Abstract: With China's rapid economic development and technological leaps, new forms of media have gradually emerged. While these undoubtedly impact the television industry, this effect is not irreversible. City television stations can leverage the current media landscape to build a stronger presence and break through the competition. This paper explores new strategies for city stations to thrive in this rapidly evolving media environment, hoping to generate ideas for professionals in the field. Constructive feedback is welcome.

Keywords: media; new media; city television stations; breakthrough; interaction

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As technology continues to advance and develop, various media forms have emerged in endless streams. Media is both a product of our era and a manifestation of scientific and technological progress. New media presents unprecedented challenges to city television stations, but from another perspective, it also provides more favorable conditions for their development. How to reasonably utilize the advantages of media to improve city stations themselves, and how to build a more sustainable and unique system, are issues that all city stations must thoroughly research. The state of reform and development has become more serious, making the creation of new ideas particularly urgent.

Current Challenges Facing City Television Stations

Lack of High-Quality Talent. It is well known that the development of any industry cannot be separated from talent, and the television industry is no exception. If city stations want to develop in the long term, they need to vigorously introduce professionals with strong expertise and outstanding comprehensive abilities. This will make our city station programs more innovative, greatly reduce homogenization, and significantly decrease the risk of audience aesthetic fatigue.

Unclear Positioning. Simply put, the development direction and path of a television station are determined by its attributes. We find that most city stations do not have very clear attributes, but rather waver between commercial, political, industrial, and public welfare orientations. The lack of clear positioning leads to the loss of development goals, which will certainly hinder content selection and program setting for city stations.

Outdated Development Models. In the current situation, most existing city stations have similar development models that are singular, outdated, and lack unique characteristics. In general, they lack creativity and have failed to form their own distinctive style. Nowadays, with the emergence of various new media, the way people receive information has changed, and consequently, demands on city stations are increasing daily. If city stations cannot update their development models in a timely manner, it will be difficult for them to establish a foothold in this era of rapid information development.

Massive Audience Loss Due to Rapid New Media Development. Relevant data shows that by the end of 2013, the number of internet users nationwide had reached 838 million, while cable television subscribers numbered 224 million, representing the lowest growth rate in five years. This demonstrates that television is no longer the most common way for people to receive informa-

tion. Currently, people prefer to obtain information from mobile phones and computers, resulting in massive audience loss for city stations. In terms of age distribution, young audiences are concentrated in CCTV and provincial satellite TV stations, while city stations are mostly watched by elderly viewers.

Strategic Approaches for Breakthrough

Adjust Operation Mechanisms. To fully utilize media advantages for developing city stations, comprehensive integration between city stations and new media must be achieved. Specifically, comprehensive reforms are needed in technology, products, and other aspects. Reporters, editors, and writers should pursue advanced studies at higher-level institutions to improve their professional competence and communication skills with users. In addition, timely adjustment of program production processes and formats is also important.

Achieve Accurate Positioning. As mentioned above, most city stations in China currently lack a clear self-positioning. We believe that content is the foundation and key to development for a city station. Therefore, city stations must observe audience viewing needs in the current environment and promptly reform existing programs. They can also develop programs with strong local characteristics by combining regional features to effectively attract local viewers. City station development should align with current social development trends in China, drawing from the flexibility and openness of various media while incorporating new media elements. At the same time, timely surveys should be conducted to understand audience preferences for various programs and viewing times, thereby adapting to audience needs.

Strengthen Service Awareness. With the increase in emerging media types, audiences have access to increasingly rich information and greater choice. The original programs of city stations cannot meet audience demands. Therefore, if city stations want to enhance market competitiveness and achieve better development, they must strengthen customer service. They can develop “one-to-one” personalized services, such as discussing recent major events in an engaging way using a combination of images and text, or providing customers with online shopping or meal ordering services. While waiting for delivery, customers are more likely to continue watching city stations, which can increase ratings. If city stations want to break through from the impact of new media, they must try various approaches in all aspects, accumulate rich experience, and ultimately achieve the goal of improving market competitiveness.

Timely Resource Integration. City stations should be adept at using their own influence and communication resources to build a relatively complete content integration platform, continuously attempting to improve the platform’s openness and flexibility to better adapt to the increasingly large information needs of audiences in today’s new media environment. Where conditions permit, city television stations can attempt cooperation with internet TV stations to achieve integration between local stations and new media. By complementing

the advantages of both media through live streaming, on-demand viewing, and interactive lotteries, they can expand their audience reach.

Enhance Interactive Awareness. There is no doubt that city station programs cannot compete with CCTV, provincial satellite TV stations in terms of content, format, or quality. In this unfavorable environment for city station development, only by enabling more masses to participate can they attract attention, and naturally maintain ratings. For example, while watching programs, audiences can interact with city stations through Weibo, WeChat, hotlines, text messages, email, and official websites. City stations can also launch multi-person online karaoke programs, which will attract many young viewers.

Case Study: Practical Applications from Kunming Broadcasting Television Station

For a long time, the competitive focus of the media industry has been concentrated on content, which is the core competitive advantage of traditional media over new media. In competition, traditional media must not only maintain its content advantages but also pay attention to platform construction. No single program is an audience “rigid demand”; the real rigid demand is the audience’s viewing experience. Therefore, the true transformation that city stations can achieve is not to make giant strides forward, but rather to take big steps backward, returning to the most basic identity. Relying on their own content production advantages, they should become providers of in-depth content, and based on high-quality content resources, they should provide good services, build service platforms, expand and strengthen, connect the industrial chain, enhance audience stickiness and loyalty, and explore a “TV + Service” model with city station characteristics.

Kunming Broadcasting Television Station, adhering to the principle of being locally based and service-oriented, has built a “TV + Internet + Industry” trinity “media community ecosystem,” which is an active exploration of the “TV + Service” model. This can be summarized in four aspects: focusing on users, focusing on industries, focusing on activities, and building platforms.

Focusing on Users. To explore user market potential, users should be transformed into consumers of program products.

Focusing on Industries. Relying on advantageous program resources to enter industries such as food, tourism, education and training, and cultural collection. “Huoshituan” (The Foodie Group) is an original converged media platform created by Kunming Broadcasting Television Station. Since its launch on March 25, 2013, based on the efficient integration of TV programs, mobile clients, and WeChat/Weibo, it has attracted thousands of food merchants to settle in the Huoshituan APP and has 300,000 highly sticky users. In 2016, Kunming Broadcasting Television Station launched the “Huoshituan E-commerce Project,” cooperating with Yunnan Tianwaitian Natural Beverage Co., Ltd. Through operable online and offline options, using a combination of WeChat service accounts,

APP, and call centers, it built an e-commerce platform providing more convenient life services for citizens.

Focusing on Activities. Relying on high-quality program resources to create activity brands that meet merchants' needs for offline promotion and sales. The "New Real Estate" column creates events such as group home purchase meetings, home purchase consultation meetings, and home building materials exhibitions; the "Cars in the World" column creates events such as car appreciation test drive meetings and large-scale group purchase meetings; and various other offline activities such as community events and auto shows.

Kunming Broadcasting Television Station's Imported Goods Festival gathered over 500 types of imported goods with more than 2,000 barcodes, using warehouse-style sales without any booths inside. This is a brand new attempt by Kunming Broadcasting Television Station and imported goods suppliers, using a full media linkage model to create a true shopping carnival for Kunming citizens. Diversified marketing activities fully leverage the communication advantages of radio and television media and the coverage strength of the internet, achieving good economic and social benefits.

Building Platforms. Based on the thinking of "TV + Internet + Industry," build new media platforms of different media types to add internet wings to the development of city station programs and industries. Currently, Kunming Broadcasting Television Station has dozens of WeChat public accounts such as "Kunming Broadcasting Television Station," "Kunming Broadcasting Television Station All-Media Center," and "Huoshituan," as well as the official website of Kunming Broadcasting Television Station and "Wireless Kunming" and "Huoshituan" APPs, forming a large-scale and wide-covering new media matrix. It can conduct content production and promotion, as well as activities and interactive projects. At the beginning of 2017, Kunming Broadcasting Television Station established a Converged Media Development Center.

Conclusion

Under the rapid development of new media, the original program formats and content of city stations are too monotonous and dull to meet the diverse needs of the public. The emergence of new media brings not only impact and challenges to city stations but also many favorable conditions for their development. City stations are an important component of China's national spiritual and cultural life and are directly affected by various new media. To improve their market competitiveness, they must complement the advantages of new media, truly achieve content innovation, achieve clear positioning, strengthen their own characteristics, and thereby meet audience aesthetic needs.

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