

In the Media Convergence Era, Live Streaming Revitalizes the Vitality of Television Programs Post-Print

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Abstract

Amidst the rapid advancement of modern science and technology, new media platforms such as Weibo and WeChat have developed swiftly, exerting a profound impact on television media. The progression of modernization has gradually elevated the position of traditional media. New media exhibits abundant communication forms, extensive channels, high precision, and strong interactivity. Television program live broadcasting constitutes one such modality, enabling synchronous event transmission. This paper presents a brief study and discussion on television program live broadcasting in the era of media convergence.

Full Text

Abstract

With the rapid advancement of science and technology, new media platforms such as Weibo and WeChat have developed swiftly, posing a strong impact on television media. Modern development has gradually elevated the position of traditional media. New media offers diverse communication forms, broad channels, high precision, and strong interactivity. Live television broadcasting represents one such form, capable of synchronously transmitting events. This paper conducts a brief study and discussion on television program live broadcasting in the era of media convergence.

Keywords: media convergence; television program; live broadcasting

To enhance the overall image of television media and expand its influence, enabling it to maintain an advantageous position amid the impact of numerous new media platforms, television stations should actively engage in live broadcasting of television programs. Through live broadcasting, television programs

can improve their ratings, enhance their reputation, and establish brand benefits [?].

1. Characteristics of Television Program Live Broadcasting in the Era of Media Convergence

1.1 Live Broadcasting as a Compensatory Mechanism

Live broadcasting has become the most popular communication method, compensating for television media's timeliness, efficiency, and interactivity. The development of the live broadcasting industry and the application of advanced technologies will inevitably present more exciting content for television program live broadcasting, rejuvenating television programs with new vitality, better attracting audiences, and enabling them to seize the opportunities of the media convergence era to become ultimate beneficiaries in the live broadcasting wave.

1.2 Expanded Dissemination Scope

Television programs employing live broadcasting models can integrate networks and television stations, expanding their dissemination scope and achieving effective communication outcomes. For example, Hunan Satellite TV's 2017 New Year's Eve concert adopted an "online-first, television-later" format, utilizing VR panoramic technology during the live broadcast to provide audiences with a more three-dimensional viewing perspective and immersive audio-visual experience, while enabling interaction through bullet comments and tipping. Statistics show that the live broadcast attracted over 80 million viewers. Hunan Satellite TV's success demonstrates that television programs using live broadcasting models can not only satisfy traditional television audiences' viewing needs but also meet the viewing demands of the "internet-native" generation, attracting younger viewers [?].

1.3 Breaking Time Constraints

Due to scheduling limitations, television programs are broadcast at fixed times, requiring audiences to watch at specific times. Although digital television enables on-demand viewing, there remains a gap between repetitive content and audience viewing needs. Therefore, television programs must break through traditional time constraints to achieve brand effects. For instance, *The Voice of China*'s southern eight competition zones, in collaboration with Pangu Cloud—a live streaming solution provider—launched the "Baituo Live" platform, marking China's first live broadcasting platform built around a television program [?]. Leveraging the appeal of *The Voice of China*, Baituo Live quickly attracted a large fan base, with contestants accumulating substantial followers through live broadcasting, thereby solidifying the program's mass foundation. Baituo Live enables real-time interactive communication between audiences and contestants through the platform, extending the program's active cycle, maintaining its popularity, and expanding its brand effect.

1.4 Comprehensive and Adequate Information Reporting

Television news programs bear important responsibilities for information dissemination, yet content transmitted within fixed time slots is limited. Live broadcasting allows audiences to understand information more comprehensively and thoroughly. During the G20 Summit, for instance, China Central Television provided continuous coverage, presenting the summit's grandeur from multiple angles and in an all-round manner. Through live television broadcasting, news timeliness can be enhanced. When facing emergencies, television live broadcast trucks and cameras can reach the scene immediately, recording first-hand materials through live broadcasting to achieve information collection. With current rapid scientific and technological development, if manual filming is not possible, auxiliary means such as drones can be utilized for live broadcasting, making information transmission more timely and comprehensive.

2. Effective Strategies for Television Program Live Broadcasting in the Era of Media Convergence

2.1 Accurate Positioning of Live Television Programs

To gain more attention and improve ratings, planning is extremely important for television program live broadcasting. During the planning process, it is necessary to clarify information provision and conduct scientific thinking about program positioning. Taking travel programs as an example, as people's living standards gradually improve, the tourism industry has achieved favorable development. If television programs intend to broadcast travel-related content live, they must actively promote and showcase the geographical environment, local customs, consumption patterns, and lifestyle concepts of tourist cities during the planning process, enabling audiences to experience the fun and novelty of local tourism after watching the live broadcast, thereby deciding whether to visit the city [?]. In television program planning, program positioning has a crucial impact on promotional effectiveness. Therefore, television program live broadcasting requires accurate positioning that highlights the authenticity and benefits of the program.

2.2 Clarifying Television Program Characteristics

During television program live broadcasting, it is essential to emphasize novelty, as people are naturally curious about fresh things. When audiences see unfamiliar content in live television broadcasts, they become highly interested and eager to experience and feel it. Live television broadcasting presents authentic information and scenes to audiences through television media, so it is necessary to ensure that live television programs have certain watchability. For instance, nature programs need to allow people to feel the vitality and dynamism of nature through visuals. Live television programs should not only entertain audiences but also facilitate information exchange, enabling audiences to acquire knowledge through live broadcasting [?]. Popular science programs, for

example, can teach audiences substantial cultural knowledge. Live television broadcasting offers strong visual impact and rhythm, providing a more realistic viewing experience that helps enhance audience interest. Additionally, service orientation should be emphasized during live television program broadcasting. Using travel programs as an example, hosts introduce scenery and cuisine along the route during live broadcasting, allowing audiences to watch together via television, experience the city's food and local customs, strengthen promotional effectiveness, and increase audiences' options for travel choices [?].

2.3 Scientific Planning of Live Television Program Framework

The planning process for television program live broadcasting must include a basic framework with opening placement. First is the program guide, which primarily summarizes the main content of the entire live program, enabling audiences to understand the program's theme and clarify their viewing purpose. Second is the host's bridging segments. During program planning, organizers should select appropriate hosts based on the characteristics of live television broadcasting. Hosts can effectively connect content during live broadcasting, state the theme at the opening, and summarize at the conclusion, ensuring the entire live program flows coherently without interruption. The preliminary stage of television program live broadcasting requires substantial financial investment to enhance program appeal, secure a fixed audience, and guarantee ratings. For food programs, for instance, it is necessary to ensure abundant food variety during live broadcasting, with hosts fully demonstrating the "beauty" of cuisine by incorporating scenes from food locations and on-site purchasers, making the program more attractive [?].

2.4 Clarifying Live Television Program Processes

During television program live broadcasting, it is also necessary to clarify planning processes, carefully implementing and meticulously preparing each operational step. First, preliminary preparation work must be done well, including promoting the live program's subject, setting up attractive slogans and logos, selecting appropriate hosts based on live broadcasting conditions, and conducting promotional and marketing activities. During the live broadcast, comprehensive statistics on investment should be maintained, and image endorsements should be recruited. Organize and utilize planning staff from the live program to build a team and continue developing and planning live programs. Leverage the benefits of television station live programs by integrating relevant resources and actively developing interactive projects with the public to improve television program ratings. Create momentum actively through online forums or press conferences to effectively promote and publicize television program live broadcasting, presenting new vitality.

3. Conclusion

Currently, information technology is developing rapidly, with new media emerging in large numbers and continuously integrating with traditional media. Traditional media faces tremendous impact. To achieve sound development, it must seize the opportunities provided by the media convergence era and actively innovate and improve its programs. Live broadcasting has become a popular method that can enhance visual effects, provide audiences with more information, and influence people's ideological understanding and behavior. Television program live broadcasting can transform the monotony of traditional television broadcasting, compensate for broadcasting time limitations, provide more comprehensive and timely information reporting, adapt to the development needs of the media convergence era, better satisfy people's viewing needs, and rejuvenate television programs with new vitality.

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