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Liu Hongwei: UAV Navigation Live Broadcast Vehicle as Platform Support for Comprehensively Enhancing Professional “Flight Service” Capabilities (Postprint)

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Abstract

The launch ceremony featured distinguished guests including Liu Hongwei, Assistant President of Xinhua News Agency; Ke Yubao, Executive Secretary-General of the Aircraft Owners and Pilots Association of China (AOPA China); Li Zhengrong, Deputy General Manager of Dongfeng Motor Corporation; and Zhao Guocheng, Chairman and General Manager of Ewatt Technology Co., Ltd.

Full Text

Preamble

Liu Hongwei, Assistant President of Xinhua News Agency, emphasizes that equipping drone navigation live broadcast vehicles represents a critical component in the systematic development of Xinhua’s drone reporting operations. These vehicles not only provide essential ground support for safe aerial missions but also serve as an indispensable high-tech platform for elevating the quality of drone-based news coverage. They have played a vital role in reporting major emergencies, including the Tianjin Port explosion, Shenzhen landslide, and southern China flooding disasters.

Drone Navigation Live Broadcast Vehicle Launch

Xinhua News Agency, China’s first central state-owned news organization to establish a dedicated news drone fleet, officially launched its drone navigation live broadcast vehicles on February 16 in Wuhan. The first batch of 13 vehicles has been deployed to various regional branches, marking a significant advancement in Xinhua’s systematic approach to drone journalism and reinforcing its leadership position in this domain across China.

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In his opening remarks, Liu Hongwei highlighted that the deployment of these vehicles represents a crucial step in strengthening Xinhua's drone reporting infrastructure. The initiative not only enhances ground support capabilities but also provides a sophisticated platform for improving news production quality.

Background and Development

Xinhua pioneered the establishment of China's first media drone team in June 2015, subsequently forming squadrons across 31 provincial-level divisions. Today, the delivery of 13 drone navigation live broadcast vehicles to regional branches constitutes a key measure in refining Xinhua's drone operations blueprint and accelerating network-wide development. This move also demonstrates Xinhua's commitment to supporting local branches in advancing media convergence, fostering technological innovation, and building comprehensive all-media platforms.

Representatives from 13 domestic branches, including Chongqing, Jiangsu, and Hubei, received vehicle keys during the ceremony, equipping over one-third of Xinhua's domestic branches with this capability. This development establishes the foundation for a multi-functional drone industry service platform, significantly enhancing the news drone fleet's capacity for all-weather, multi-terrain, all-media aerial filming and content production.

Partnerships and Acknowledgments

Liu Hongwei expressed sincere gratitude to all partners involved in the vehicle modification process, acknowledging their breakthroughs in technological research and collaborative spirit. Since project initiation, AOPA China has provided continuous support and guidance. Dongfeng Motor Corporation, a leading domestic automotive manufacturer, supplied reliable vehicle platforms. Ewatt Technology Co., Ltd., a renowned Wuhan-based drone enterprise, delivered quality modification services. These partners prioritized the project's success, overcoming numerous technical challenges to ensure successful vehicle modification and delivery.

Future Training and Strategic Vision

Following the launch ceremony, Xinhua will conduct comprehensive training for branch personnel to master technical operation standards and requirements. This initiative aims to develop the drone team into a highly skilled, professionally qualified unit meeting international standards.

Liu Hongwei emphasized that Xinhua will focus on “dual effectiveness” as its core principle, centering on “two services” and leveraging the drone navigation live broadcast vehicle system as a platform to comprehensively enhance professional “flight service” capabilities. He urged the 13 branches receiving vehicles to strengthen their sense of responsibility, intensify their learning efforts during the upcoming training period, and quickly master relevant technical standards to form a disciplined, professionally competent team that maximizes the vehicles’ potential. This will enable Xinhua to achieve new successes in drone news reporting, elevate coverage quality, and further empower the agency’s integrated media development.

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

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