

2017 National Two Sessions TV Overall Ranking: Guangdong, Jiangsu, Hubei, Hunan, and Anhui Lead [Postprint]

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Abstract

During the recently concluded 2017 National Two Sessions, journalists and media professionals across China remained at their posts and worked tirelessly, leveraging new technological means to deliver innovative reporting content, expand public participation in the Two Sessions, and achieve effective two-way communication between top-level policies and grassroots public opinion. Year after year, the Two Sessions has become not only a major political event where the entire nation discusses state a...

Full Text

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During the recently concluded 2017 National Two Sessions, journalists and media professionals across China remained at their posts and worked tirelessly, leveraging new technological means to deliver innovative reporting content, expand public participation in the Two Sessions, and achieve effective two-way communication between top-level policies and grassroots public opinion. Year after year, the Two Sessions has become not only a major political event where the entire nation discusses state affairs and maps out blueprints, but also a significant occasion for traditional media such as television, newspapers, and radio to engage in deep participation and integrated communication.

Since the concept of media convergence was introduced in 2014, nearly three years of exploration have enabled news organizations to develop systematic convergence strategies tailored to their specific circumstances. In terms of convergent communication for Two Sessions reporting, many media outlets have

broken through traditional boundaries and emerged as national leaders. However, evaluating the actual effectiveness in winning public acclaim and building social consensus requires fair and comprehensive assessment standards.

The 2017 National Two Sessions Provincial Satellite TV News Convergence Power Rankings, jointly produced by People's Daily and Ze Media, have been released. Among 32 provincial satellite TV news programs nationwide, *Guangdong News* topped the list with a convergence power index of 7.4103, followed by *Jiangsu New Times* at 7.1717. *Hubei News*, *Hunan News*, and *Anhui News* ranked third through fifth respectively.

Throughout the Two Sessions, a total of 13 ranking lists were published for provincial satellite TV news programs. Among the 32 programs, 26 made the top ten at least once, 13 entered the top five, 11 reached the top three, and 5 achieved the number-one position on individual days. Specifically, *Guangdong News* ranked in the top ten 13 times, top five 12 times, top three 9 times, and claimed the top spot 4 times. *Jiangsu New Times* ranked in the top ten 13 times, top five 13 times, top three 8 times, and also claimed the top spot 4 times. *Hubei News* ranked in the top ten 11 times, top five 9 times, top three 7 times, and topped the list twice. *Sichuan News* ranked in the top ten 11 times, top five 5 times, and top three 4 times. *Hunan News* ranked in the top ten 10 times, top five 9 times, top three 4 times, and claimed the top spot twice. Additionally, *Henan News* achieved the number-one position once.

Guangdong TV's independently developed "Chudian News" client made its debut during the Two Sessions. The app features dedicated columns such as "Super" Interviews, Two Sessions Observation, and Two Sessions "Yan" Theory, ensuring mobile users receive timely access to compelling Two Sessions content. Furthermore, Litchi Network's "2017 Two Sessions Special Zone" launched the distinctive column *AR Dr. Litchi Dialect Talks About Two Sessions*. By the 12th, the client had pushed over 3,600 related reports with total readership approaching 40 million, including more than 1,000 original reports from Guangdong TV with nearly 25 million views. By the 10th, the second episode of "Super" Interviews titled *Li Dongsheng: The "Veteran Driver" of Industry Climbs Aboard* had reached 1.05 million clicks. These convergent innovation efforts comprehensively elevated Guangdong TV's Two Sessions reporting standards and presented a multidimensional picture of its media convergence development achievements.

Jiangsu Broadcasting Corporation's Convergent Media News Center developed the "Litchi News Cloud Platform," further emphasizing innovation and integration by combining television, radio, and online resources to provide users with richer news products. Information from the Two Sessions venue, whether text or audio, was rapidly transmitted to editors for processing and distribution through platforms including the *Jiangsu News* Weibo and WeChat accounts, the Litchi News client, and the CCTV News Mobile Network matrix account, creating a "convergent media feast" for the Two Sessions. The *Jiangsu News* WeChat public account's "Focus on Two Sessions" special feature also launched special

reports including *Direct Access to Beijing*, *Little Litchi Broadcast*, *Strongest Voice from Two Sessions*, *My Participation in Two Sessions*, and *Two Sessions e-Office*.

Hubei Radio and Television effectively utilized the convergent media product Changjiang Cloud, employing innovative technical means, aggregating media resources, and diversifying communication channels to generate widespread attention. Changjiang Cloud established a live streaming aggregation page with six major platforms launching comprehensive matrix live-streaming channels. Real-time interaction across six platforms and simultaneous multi-signal, multi-platform transmission delivered the freshest “news feast” to users at “cloud speed,” connecting citizens, delegates, committee members, and journalists in discussions about people’s livelihoods.

Ze Media is a professional company specializing in new media data monitoring and research, providing “all-media assessment system” design and technical support with independent intellectual property rights. It is the designated big data monitoring institution of the China Radio, Film and Television Press Association and jointly issues new media communication indices with People’s Daily, offering “all-media assessment system” design and technical support.

For detailed data and partnership inquiries, please contact Ze Media: 010-56245413.

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

Source: ChinaXiv — Machine translation. Verify with original.