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Path and Vision for Integrated Development: Exploring Regional Media — Transcript of Speech at the Media Salon and Signing Ceremony for the Cooperative Framework Agreement on the Yunnan Provincial Party Newspaper Convergence Media Platform

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Abstract

Esteemed leaders and colleagues, on behalf of the Yunnan Daily Newspaper Group, I warmly welcome you all to the 17th Media Salon of China Media Technology. The theme of this salon is “Development Path and Vision of Convergence: Seeking Wisdom from Regional Media.” As we gather in the Spring City of Kunming to jointly explore the path of media convergence development, I believe this event will provide a valuable opportunity for learning, exchange, and expanded cooperation.

Full Text

Preamble

Esteemed leaders and colleagues, on behalf of the Yunnan Daily Newspaper Group, I warmly welcome you all to the 17th Media Salon of *China Media Technology*. The theme of this salon is “Development Path and Vision of Convergence: Seeking Wisdom from Regional Media.” As we gather in the Spring City of Kunming to jointly explore the path of media convergence development, I believe this event will provide a valuable opportunity for learning, exchange, and expanded cooperation.

The strategic deployment of “promoting the integrated development of traditional and new media” represents a crucial decision by the Party Central Committee with Comrade Xi Jinping at its core regarding the Party’s news and public opinion work. The Yunnan Daily Newspaper Group has thoroughly imple-

mented the spirit of the General Secretary’s important speeches and the requirements of the Provincial Party Committee. Through practice, we have deeply recognized that only by unswervingly and solidly advancing media convergence—enhancing content quality, strengthening platform construction, and improving service levels—can we further elevate the communication power, guidance, influence, and credibility of the Party newspaper group, thereby exploring a convergence development path with Yunnan characteristics.

The Yunnan Provincial Party Newspaper Convergence Platform (Central Kitchen) is a key project for media convergence development in Yunnan Province, receiving strong support from the Provincial Party Committee, the Provincial Government, and the Provincial Party Committee’s Propaganda Department. It serves as the core platform for content production, channel distribution, resource sharing, and win-win development across the provincial Party newspaper system. Currently, it has been completed and put into operation ahead of other platforms in the province, with its functions extending toward those of a provincial news publicity command center.

Today, the Yunnan Daily Newspaper Group will sign cooperation agreements with Party newspapers from 16 prefectures and cities to share the resources of the Provincial Party Newspaper Convergence Platform (Central Kitchen). Through this strategic cooperation, we will continuously expand the “circle of friends” of Yunnan’s Party newspaper group, accelerate the enhancement of technical content in media convergence, assist prefecture-level mainstream media in Yunnan to expand communication channels and strengthen their communication power and guidance, fully leverage the platform’s functions of radiating across the nation, connecting China with the world, and serving prefecture-level cities, achieve win-win cooperation, and jointly build a new type of mainstream media.

3. Focusing on Content, Brand, Innovation, and Technology to Implement Media Convergence

In advancing media convergence, we must consistently prioritize content as king. The content we present is not simply material collected and disseminated, but high-quality content produced through centralized collection, multi-format generation, three-dimensional presentation, and multi-channel distribution. Three-dimensional representation should incorporate text, images, audio, and video, evolving from simple dissemination to multi-channel distribution, and from reality-based communication to virtual reality and augmented reality. Multi-channel dissemination requires integrated channels, accompanied by big data analytics, monitoring functions, and data-driven evaluation of communication power and influence. Brand leadership demands that we maintain the vitality of long-established brands while creating new brands within the context of media convergence. The core element of media convergence lies in internet research and development technology and applied research technology, requiring excellence in technical application.

The Yunnan Daily Newspaper Group attaches great importance to the integrated development of traditional and new media, incorporating this work into the group's strategic planning. We have established our fundamental positioning and overall objectives: to fully leverage the unique advantages of the Party newspaper group, serve as the Party's mouthpiece, reflect the people's voice, persist in deepening reform and convergence development, build first-class media, create first-class brands, and cultivate first-class teams. We aim to play a leading role in the provincial mainstream media landscape and in building a modern communication system compatible with Yunnan's role as a radiation center for South and Southeast Asia. Through approximately three years of effort, we seek to transform the Yunnan Daily Newspaper Group into a regional, international, new-type mainstream media group and large-scale cultural industry group with consolidated public opinion positions, advanced communication methods, diverse product forms, strong guidance capabilities, robust news and information dissemination capacity, and competitive strength in the media and cultural market, ranking among the nation's advanced provincial-level media groups.

2. Leveraging the Central Kitchen to Accelerate Construction of All-Media Platforms and New Communication Patterns, Forming Convergence Matrices, Clusters, and Systems

Compared with numerous mainstream media groups nationwide, the Yunnan Daily Newspaper Group built the Central Kitchen with relatively modest investment. Through this important platform and vehicle, we must form a new communication layout, create a new convergence matrix, build a new convergence cluster, and establish an all-media integration development system, striving to produce high-quality, competitive all-media convergence products. Since last year, the group has made explorations in enriching communication content and innovating communication methods—promoting the Yunnan Party and Government News...

Advancing the integrated development of traditional and emerging media represents an inevitable choice for strengthening ideological and cultural positions and consolidating the news and public opinion front under new circumstances, as well as the only path for the communication industry's development under new historical and technological conditions. Against the backdrop of rapidly developing network technology, the responsibilities of news and public opinion work are significant. We hope to join hands, strengthen exchanges, share experiences, promote the application and research and development of new technologies, innovate media presentation forms, aggregate resources, deepen cooperation, and achieve common development.

Dear colleagues, let us join hands to walk more steadily, confidently, and effectively on the path of media convergence, jointly shouldering our responsibilities and missions, and singing the strong voice of our era. Thank you.

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

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