

---

AI translation • View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.02894](https://chinaxiv.org/items/chinaxiv-202310.02894)

---

## Sharing Party Newspaper Platform Resources and Discussing Media Convergence Pathways Post-print of "Convergence Development Pathways and Vision: Exploring Regional Media—China Media Technology Media Salon and Signing Ceremony for the Yunnan Provincial Party Newspaper Convergence Media Platform Co...

**Authors:** Chen Xuguan

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

ChinaXiv Cooperative Journal: Sharing Party Newspaper Platform Resources and Discussing Media Convergence Paths

### Full Text

### Preamble

**ChinaXiv Cooperative Journal: Sharing Party Newspaper Platform Resources and Discussing Media Convergence Paths**

**"Convergence Development Paths and Vision: Exploring Regional Media—*China Media Technology* Salon Event and Signing Ceremony for the Yunnan Provincial Party Media Convergence Platform Cooperation Framework Agreement" Held in Kunming**

**By our reporter, Chen Xuguan**

Traditional media has experienced three waves of technological revolution: from the Internet era to the mobile Internet era, and now to the advent of artificial intelligence. Confronted with a transformed media environment driven by new technological revolutions—characterized by the gradual dissolution of media boundaries, accelerating dissemination speeds, diversified news content production methods, increasingly rich user reading scenarios, the establishment

of multiple distribution channels and platforms, the growing capabilities of writing robots, the maturation of live-streaming technologies, and the novel reading experiences brought by VR and AR—how can traditional media seize the opportunities and address the challenges presented by these changes? How can they leverage their inherent strengths and ride the wave of technological revolution to adapt to the times? These questions were explored by numerous experts, scholars, and senior media professionals, including Cao Sansheng, Vice Dean and Professor at the Media Research Institute; Xu Qiuli, Head of Sina.com’s New Media Laboratory; and Lin Songtao, Director of the Media Business Department at Beijing TRS Information Technology Co., Ltd., who engaged in discussions on topics such as media convergence, content production, big data, VR, and media group convergence.

During the concurrent signing ceremony, the Yunnan Daily Press Group signed a cooperation framework agreement on the Yunnan Provincial Party Media Convergence Platform with party newspapers from sixteen prefectures and cities across the province. Under the agreement, the Yunnan Daily Press Group will open exclusive accounts for its prefecture-level partner media to access the convergence platform (“Central Kitchen”), sharing resources from the Yunnan Provincial Party Media Convergence Platform (“Central Kitchen”). This initiative aims to accelerate the technological enhancement of media convergence development, strengthen the dissemination capacity and guiding influence of prefecture-level mainstream media in Yunnan, and fully realize the platform’s functions of radiating influence nationwide, connecting China with the world, and serving all prefectures and cities. The agreement also seeks to enhance cooperation and exchange between provincial and prefecture-level party newspapers, jointly promoting the integrated development of traditional media.

On the afternoon of December 8, 2016, the China Federation of News Technology Workers and the Yunnan Daily Press Group co-hosted the event titled “Convergence Development Paths and Vision: Exploring Regional Media—*China Media Technology* Salon Event and Signing Ceremony for the Yunnan Provincial Party Media Convergence Platform Cooperation Framework Agreement.” The conference was held at the All-Media Command Center of the Yunnan Daily Press Group. Li Xi, Deputy Director of the Publicity Department of the Yunnan Provincial Party Committee, sent a congratulatory letter. Attendees included Zhao Bo, Deputy Director of the Yunnan Provincial Cyberspace Administration; Xu Tiyi, Party Secretary and President of the Yunnan Daily Press Group; Xie Shenghe, Chairman of the China Federation of News Technology Workers; and Zhang Guangxu, General Manager of Yunnan Newspaper Media Group Co., Ltd., who delivered remarks at the gathering. Media leaders from sixteen prefecture-level party newspapers across Yunnan participated in the salon, which was moderated by Yang Zhen, Secretary-General of the China Federation of News Technology Workers and President of *China Media Technology* magazine.

“Promoting the integrated development of traditional and new media” repre-

sents a strategic deployment by the Party Central Committee with Comrade Xi Jinping at its core. In 2016, media organizations across China advanced their “media convergence” strategy into deeper waters, yielding various achievements through considerable efforts. This exploration, titled “Convergence Development Paths and Vision: Exploring Regional Media—*China Media Technology Salon Event*,” documented the current status, pathways, and vision of media convergence development among prefecture-level media institutions in Yunnan. It tracked the dynamics of resource integration, technological research and development, industrial layout, and business model innovation within regional media organizations during their convergence processes. The event sought to identify regionally significant media outlets in this convergence journey, record representative team and individual cases of promotional significance for the industry, and facilitate the exchange of experiences and information regarding convergence development.

**Special Topic: *China Media Technology Salon Event and Signing Ceremony for the Yunnan Provincial Party Media Convergence Platform Cooperation Framework Agreement***

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

*Source: ChinaXiv — Machine translation. Verify with original.*