Key Factors and Pathways for Television Media and New Media Convergence: Postprint

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Abstract

Currently, amidst the continuous development of informatization, traditional television media in China have initiated reforms and are gradually merging with new media, while the film and television industry has intensified its exploration of this new paradigm. However, constructing a new development model under China's market conditions to achieve diversified development in the film and television industry constitutes both a key priority and a significant challenge. In the process of fostering integration between television media and new media, it is essential to adhere to the guidelines of sustainable development for the coordinated advancement of traditional and new media. This paper primarily expounds upon the impacts experienced by television media under the challenge of new media, as well as the models, critical factors, and pathways for integrating television media with new media.

Full Text

Preamble

With the continuous development of informatization, China's traditional television media has begun to reform and gradually converge with new media, prompting the film and television industry to intensify its exploration of this emerging model. However, establishing a new development model under China's market conditions to achieve diversified development in the film and television sector represents both a key priority and a significant challenge. The process of building convergence between television and new media must adhere to principles of sustainable development to facilitate the joint growth of old and new media. This paper primarily examines the impact of new media on television media and elaborates on the models, critical factors, and pathways for achieving convergence between these two media forms.

1. Current State of Television Media Under New Media Influence

The convergence process has led to significant fragmentation of television's audience base. As internet coverage continues to expand, new media transcends temporal and geographical limitations, substantially eroding television's market share. This phenomenon is particularly pronounced among younger demographics, who predominantly consume content through mobile devices and new media platforms, making it increasingly difficult to capture their interest through traditional television. Consequently, television media's advertising revenue continues to decline as advertisers shift their budgets to new media channels that offer greater convenience, interactivity, and real-time engagement. Simultaneously, the overall influence of television media is weakening; whereas television, radio, and newspapers once dominated information dissemination, new media now challenges this dominance with its superior capacity for information propagation and user interaction.

2. Problems in Television-New Media Convergence

A fundamental challenge lies in the conflict between traditional operational concepts and institutional frameworks. Television organizations, accustomed to conventional hierarchical management structures, often struggle to adapt to the flexible, interactive nature of new media. This institutional rigidity can lead to fear of revealing weaknesses or exposing competitive advantages during the convergence process. Many television enterprises hesitate to fully embrace new media integration, constrained by multiple factors including outdated management philosophies and concerns about maintaining control. This reluctance prevents them from leveraging their core strengths effectively and hinders the development of genuine synergy between television and new media platforms.

3. Keys to Television-New Media Convergence

The primary imperative is to learn and apply internet-based thinking models. Successful convergence requires more than superficial platform integration; it demands a fundamental transformation in operational philosophy. Television media must thoroughly study internet thinking patterns and deeply integrate them into their organizational culture and business models. This involves restructuring traditional organizational frameworks to establish modern communication systems that incorporate new media concepts and operational modes. Equally critical is the principle that "content is king"—television media must provide high-quality, engaging content that leverages its brand advantages while adapting to new media's interactive, multi-platform distribution characteristics. This content-centric approach represents the key to survival and growth in the converged media landscape.

4. Pathways for Television-New Media Convergence

Mobile Integration: Television media must embrace mobile-first strategies by developing dedicated mobile applications and optimizing content for smartphone consumption. Platforms like WeChat offer powerful ecosystems for television media to establish official accounts, enabling real-time program updates, audience interaction, and brand building. Through mobile integration, viewers can access program content anytime and anywhere, participate in discussions via comments and screen interactions, and receive personalized recommendations, thereby expanding television's reach and influence.

Internet Protocol Television (IPTV): The development of IPTV represents a crucial convergence pathway. By establishing dedicated television websites and online platforms, media organizations can offer on-demand content that liberates viewers from rigid broadcast schedules. This model enables multi-screen viewing across televisions, computers, and mobile devices while facilitating bidirectional communication between broadcasters and audiences. Successful examples like CCTV.com demonstrate how network-based television can enrich content offerings, enhance user experience, and accelerate the digital transformation of traditional media.

Cooperation with Video Platforms: Strategic partnerships between television media and commercial video websites create mutually beneficial ecosystems. For instance, collaborations between Hunan Satellite TV and Mango TV have demonstrated how exclusive online distribution of popular programs can simultaneously boost television ratings and expand digital audiences. This model breaks traditional media's monopoly on content distribution and provides a viable direction for integrated development.

Social Media Integration: Leveraging the massive user bases and viral propagation effects of Weibo and WeChat is essential for television media convergence. By establishing official social media accounts, television programs can enhance audience engagement, gather real-time feedback, and extend their influence beyond traditional broadcast channels. This integration transforms passive viewers into active participants, creating interactive communities that strengthen program loyalty and expand reach through social sharing mechanisms.

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[1] Sun Jinna, Zhang Shuling. Analysis of Development Paths for City Television Stations' Convergence with New Media [J]. Southeast Communication, 2015(1).

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