

2016 Ze Media Broadcasting Annual All-Network Communication Integration Power Ranking Unveiled Advancing Media Convergence: Calling for a Comprehensive Evaluation System Postprint

Authors:

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

Abstract

Additionally, Guangdong TV was honored as “2016 Most Convergence-Innovative Satellite TV,” Travel TV as “2016 Most Convergence-Practical Satellite TV,” Shanxi TV and Shandong TV as “2016 Most Convergence-Growth Satellite TV,” Guangxi TV and Southeast TV as “2016 All-Network Ratings Most Growth Satellite TV,” and Shenzhen TV, Sichuan TV, Guizhou TV, Liaoning TV, and Hebei TV as “2016 Channel Social Media Most Growth Satellite TV.”

Full Text

ChinaXiv Cooperative Journal

2016 Ze Media Broadcasting Annual All-Network Communication Convergence Power Rankings Released

Advancing Media Convergence Calls for Comprehensive Evaluation System

On January 16, Ze Media released a series of rankings reflecting the current state of media convergence in China at the “2016 Annual China Media Convergence Communication Rankings Release Conference.” Hunan TV topped the 2016 Provincial Satellite TV All-Network Communication Convergence Power annual ranking, while Jiangsu Broadcasting Corporation’s Integrated Media News Center (using abbreviated names for statistical convenience, as with other rankings) won the provincial TV news center social communication category. *Running Man* (Season 4) and *Happy Camp* claimed the top spots in the seasonal

variety show and regular variety show all-network communication convergence power rankings, respectively.

Additionally, Guangdong TV was honored as “2016 Most Convergence-Innovative Satellite TV,” Travel TV as “2016 Most Convergence-Practical Satellite TV,” Shanxi TV and Shandong TV as “2016 Most Convergence-Growth Satellite TV,” Guangxi TV and Southeast TV as “2016 All-Network Ratings Most Growth Satellite TV,” and Shenzhen TV, Sichuan TV, Guizhou TV, Liaoning TV, and Hebei TV as “2016 Channel Social Media Most Growth Satellite TV.”

The conference also released “Two Micros” (WeChat and Weibo) communication rankings for media at all levels. CCTV News Channel and CCTV Sports Channel won the satellite channel WeChat and Weibo categories, respectively. Hubei Economic TV and Yunnan Urban Ground Channel topped the local channel WeChat and Weibo rankings, while Jiangyin TV and Nanning TV defended their titles in the city station categories. Hebei Traffic Radio and China National Radio led the provincial-and-above radio frequency WeChat and Weibo rankings, with Hangzhou Radio and Qingdao Radio dominating the city radio station categories. *People’s Daily* swept both newspaper category WeChat and Weibo rankings.

Objective Presentation of Media Convergence Status Through Continuous Rankings

Reflecting on 2016, the process of media convergence accelerated as the national press, publication, broadcasting, and film system firmly adhered to the correct political direction and guidance for publicity, creation, and publication. With enterprising and innovative spirit, all aspects achieved important progress and results, laying a solid foundation for future work. However, the industry has yet to establish authoritative and credible evaluation standards. As media convergence accelerates, comprehensive evaluation of radio and television programs and the establishment of a sound evaluation system have received increasing attention from the State Administration of Press, Publication, Radio, Film and Television. Ze Media’s release of these annual rankings aims to objectively present the achievements of traditional media in advancing convergence and implementing work plans, to promote the industry’s rapid transition from the “addition” phase to the “integration” phase, achieving true fusion and unity.

CEO Statement on Evaluation System Development

Ze Media CEO Du Zezhuang noted that over the past two years, Ze Media has continuously optimized its algorithms and made scientific improvements, successively releasing new media index rankings for traditional media including provincial satellite TVs, news centers, and ground channels. During the Spring Festival and Two Sessions periods, the company has continuously released influential lists such as the “Provincial Satellite TV Spring Festival Gala All-Network

Ratings Ranking” and the “Two Sessions All-Network Communication ‘Provincial Satellite News’ Convergence Power Ranking.” These exploratory practices have enabled Ze Media to form an evaluation system for television program convergence communication.

Provincial Satellite TV Rankings: Hunan TV Leads with Balanced Performance

Hunan TV won the 2016 Provincial Satellite TV Convergence Power ranking championship with a convergence index of 9.8302. The channel demonstrated balanced strength across both micro-platforms, with social media indices ranking first in both categories and all-network viewership performance ranking second. In the “2016 Seasonal Variety Show All-Network Communication Convergence Power Ranking (TOP30),” Hunan TV accounted for seven programs, with *I Am a Singer* (Season 4) and *Real Man* (Season 2) placing second and third, respectively. New original programs *I Want to Sing with You* and *Summer Sweetheart* also made the top thirty. In the “2016 Regular Variety Show All-Network Communication Convergence Power Ranking (TOP30),” *Happy Camp* and *Day Day Up* firmly held the top two positions.

Zhejiang TV finished second with 9.7168, achieving the best all-network viewership performance, with ten programs entering the seasonal variety show top thirty. Among them, *Running Man* (Season 4) reclaimed the top spot after winning in 2015 Season 3, while seasonal programs like *Challenge Alliance* (Season 2), *Going to School* (Season 2), *Ace vs Ace*, and *Comedy General Mobilization* demonstrated strong performance. Dragon TV and Jiangsu TV ranked third and fourth with 9.4880 and 9.1792, respectively. Unlike 2015, Beijing TV entered the top five, driven primarily by its 2016 innovative program *Crossover Singer*.

News Center Social Communication Rankings: Jiangsu, Fujian, and Liaoning Lead

Unlike 2015, this year’s “News Center Social Communication Ranking” analyzed WeChat and Weibo communication data from news centers and satellite TV news programs, collectively referred to as “news centers” for ranking purposes, with 31 participants total.

The WeChat and Weibo accounts of Jiangsu Broadcasting Corporation’s Integrated Media News Center—“Jiangsu News”—use relaxed, interesting, and down-to-earth text and images to carefully build bridges between television and audiences, establishing an approachable image for TV news. During the 2016 National Two Sessions coverage, *Jiangsu New Era* continuously innovated content and forms, providing in-depth interpretation of Two Sessions spirit both inside and outside the conference, bridging official and public discourse fields. It led the “2016 Two Sessions All-Network Communication ‘Provincial Satellite News’ Convergence Power Overall Ranking” and won the daily ranking cham-

pionship six times, together with *News 360* and *News Eye*, forming Jiangsu Broadcasting's "news central kitchen." In 2016, commemorating the 95th Anniversary of the Communist Party of China and the 80th Anniversary of the Red Army's Long March Victory, the news center also launched series programs *Re-tracing the Long March* and *My Long March*, achieving spiritual dialogue with revolutionary predecessors and paying tribute to that great victory called a miracle by the world.

The Fujian Provincial Radio and Television Group News Center has two major new media products: the provincial broadcasting news center WeChat subscription account "Fujian News Broadcast" and the official Weibo account of Fujian Radio and Television News Center. The subscription account received direct guidance from the provincial party secretary on writing style, urging "Broadcasting Buddy" to adopt more novel forms and more lively language, enabling Fujian News Center to use internet thinking to achieve "value return" for current affairs news. The Liaoning Radio and Television News Center WeChat subscription account "LRTV Liaoning" similarly stays close to the people, focuses on livelihood issues, and produces news with warmth and emotion.

During the 2016 Two Sessions period, Guangdong Radio and Television News Center also performed well, with its "corner overtaking" during the Two Sessions being reposted and reported by *Reference News* and Singapore's *Lianhe Zaobao*. Guangdong Radio and Television cooperated with the ZAKER client to launch the "Electric Shock Channel," creating a new pattern of all-media coverage of the National Two Sessions. In May, Guangdong Radio and Television took the lead in the national broadcasting industry by launching the first TV *News Big Data* program, which collects and analyzes big data from different fields and levels through the internet and experts, then creates a new form of TV news reporting through visualization and narrative production methods.

During the May Day period, various news centers launched a series of reports on "craftsmanship spirit," with national TV journalists seeking and discovering "Chinese craftsmen" and showcasing their modern elegance. Among them, news reports from Jiangsu, Fujian, Liaoning, Shanxi, Henan, Zhejiang, Beijing, Yunnan, Sichuan, Heilongjiang and other stations were specially summarized and presented through the Ze Media WeChat account.

National Satellite Channel "Two Micros" Rankings: CCTV News/Sports/Finance and Hunan, Henan, Zhejiang Perform Outstandingly

Beginning in 2016, the "Ze Media All-Media Ratings Big Data Management System" added a "National Satellite Channel" category, monitoring the WeChat and Weibo communication power indices of over 50 satellite channels nationwide. Each ranking includes 57 satellite channels, with CCTV accounting for 15 and provincial satellite TVs for 42.

In the national satellite channel WeChat communication ranking, CCTV News

Channel ranked first with a WeChat index (ZCI) of 664, CCTV Finance ranked second with 652, CCTV Chinese International ranked third with 618, and CCTV Variety ranked fourth with 599. Among provincial satellite channels, Hunan TV and Henan TV tied for first with 582, Zhejiang TV ranked third with 547, and Jilin TV ranked fourth with 544.

In the national satellite channel Weibo communication ranking, CCTV Sports Channel won the championship with a Weibo index (ZBI) of 1151, and CCTV Finance ranked second with 1056. Among provincial satellite channels, Zhejiang TV, Hunan TV, and Anhui TV performed best. Across both satellite channel rankings, CCTV holds an absolute advantage. Beyond its inherent strong strength, its established influence, communication power, and credibility contribute significantly. Among provincial satellite channels, Hunan TV and Zhejiang TV performed best, with Hunan TV ranking in the top five among satellite channels and top three among provincial satellite channels in the “Two Micros” communication ranking.

National Newspaper and Periodical “Two Micros” Rankings: *People’s Daily* Shows Significant Advantage

Among Ze Media’s 2016 annual series reflecting China’s media convergence status, assessments of radio and newspaper “Two Micros” communication power were added. The newspaper rankings include “2016 National Newspaper WeChat Communication Ranking” and “2016 National Newspaper Weibo Communication Ranking,” while periodical rankings include “2016 National Periodical WeChat Communication Ranking” and “2016 National Periodical Weibo Communication Ranking.”

Among the top 50 in the national newspaper “Two Micros” rankings, 21 publications entered both lists, with *People’s Daily* and *Shanghai Morning Post* both ranking in the top ten. In the “2016 National Newspaper WeChat Communication Ranking,” *People’s Daily* topped the list with a WeChat index of 672, with *Peninsula Morning News* and *Qianjiang Evening News* tying for second place.

Unlike traditional newspaper style, *People’s Daily*’s WeChat content focuses on life-oriented, more interesting material. Particularly after major conferences or policy announcements, operators immediately identify and extract the most relevant “dry goods” for ordinary people, presenting them in accessible formats like images, achieving fresh expression of authoritative viewpoints. *Peninsula Morning News* and *Qianjiang Evening News* consistently produce graphics focusing on people’s livelihood needs, providing various practical life information for ordinary citizens while delivering joy through “down-to-earth” approaches. *People’s Daily*, *Global Times*, and *Shanghai Morning Post* ranked top three in the “2016 National Newspaper Weibo Communication Ranking.”

National Radio “Two Micros” Rankings: Traffic Radio and Comprehensive Radio Form Major Communication Trend

As the general public increasingly 倾向于选择手机获取信息和娱乐, many traditional media have felt the tremendous impact of new media. However, relative to the threat online video poses to television, radio—particularly traffic radio—has become more popular due to the objective condition that people cannot use mobile phones while driving. Hebei Traffic Radio, Xinjiang Traffic Radio, and Jiangsu Traffic Radio Network ranked top three in the “2016 National Provincial-and-Above Radio Frequency WeChat Communication Ranking” with WeChat indices of 613, 603, and 598, respectively.

China National Radio’s *Voice of China* won the “2016 National Provincial-and-Above Radio Frequency Weibo Communication Ranking” championship with 979, with China Radio International’s *Global Information Broadcast* and China National Radio’s *Music Radio* tying for second place.

Among the top 50 in the Weibo communication ranking, traffic radio (16 stations) and news/comprehensive radio (12 stations) showed a reduced gap in numbers, followed by music (6 stations) and economics/finance radio (5 stations) also receiving considerable attention. China National Radio’s *Voice of China* effectively utilizes radio commentary as an important means of guiding public opinion, publishing profound and concise commentary alongside news on Weibo, demonstrating the authority of mainstream media in prompting listeners to think deeply.

City radio stations bear important responsibility for disseminating grassroots voices but also face many challenges, making rapid transformation of business models imperative in the new media competitive environment. Hangzhou Radio (using abbreviated names for statistical convenience, as with all rankings), Suzhou Radio, and Taizhou Radio ranked top three in the “2016 National City Radio Station WeChat Communication Ranking” with 622, 561, and 546, respectively. Qingdao Radio, Hangzhou Radio, and Suzhou Radio ranked top three in the “2016 National City Radio Station Weibo Communication Ranking” with 872, 846, and 794, respectively.

In the city radio station “Two Micros” rankings, 22 stations entered both lists, with Hangzhou Radio and Suzhou Radio both ranking in the top three. Hangzhou Radio, relying on its main frequency, was among the first to open a WeChat public account to explore media convergence, attracting large numbers of followers with useful and practical content and excellent operation models, demonstrating strong fan monetization capability.

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

Source: ChinaXiv — Machine translation. Verify with original.