A Study on Innovative Development Strategies for Broadcast Media in the Context of Media Convergence: Postprint

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Abstract

[Objective] To explore innovative development strategies for broadcast media under the background of media convergence, in order to provide theoretical guidance and practical pathways for the transformation and upgrading of broadcast media, and to promote the diversified and intelligent development of China' s broadcast media industry.

[Methods] Based on the current development status and trends of media convergence, this study employs case analysis and theoretical discussion methods to deeply analyze the opportunities and challenges faced by broadcast media in the process of media convergence, and to explore effective strategies for its innovative development.

[Results] This paper, starting from the background of media convergence, analyzes the opportunities for innovative development of broadcast media in the era of media convergence, and proposes innovative development strategies from the perspectives of channels, content, cooperation, and profit, including the rational utilization of new media technologies to enhance information dissemination capabilities, deep integration of new technologies to promote innovation in content and form, and exploring multi-platform cross-border cooperation to improve broadcast media efficiency.

[Conclusion] In the context of media convergence, broadcast media should seize the opportunities of the era, actively embrace new technologies and new thinking, continuously innovate content and form, strengthen interactive connections with audiences, explore diversified business models, thereby stand out in the fierce market competition, achieve sustainable and healthy development, and contribute to the overall progress of China' s media industry.

Full Text

Preamble

Research on Innovative Development Strategies for Broadcast Media Under the Background of Media Convergence

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Abstract

[**Objective**] This study explores innovative development strategies for broadcast media under the background of media convergence, aiming to provide theoretical guidance and practical pathways for the transformation and upgrading of broadcast media, and to promote the diversified and intelligent development of China' s broadcast media industry. [**Method**] Based on the current status and trends of media convergence, this paper employs case analysis and theoretical discussion methods to deeply examine the opportunities and challenges faced by broadcast media in the convergence process, and to explore effective strategies for its innovative development. [**Results**] Starting from the context of media convergence, this paper analyzes the opportunities for innovative development of broadcast media in the convergence era, and proposes strategies for rational utilization of new media technologies to strengthen information dissemination capacity, deep integration of emerging technologies to promote content and format innovation, and exploration of multi-platform cross-border collaboration to enhance broadcast media efficiency. [**Conclusion**] In the context of media convergence, broadcast media should seize the opportunities of the era, actively embrace new technologies and new thinking, continuously innovate content and formats, strengthen interactive connections with audiences, and explore diversified business models. By doing so, broadcast media can stand out in fierce market competition, achieve sustainable and healthy development, and contribute to the overall progress of China' s media industry.

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1. Overview of Media Convergence Development

Traditional media has long served as not only an important channel for information dissemination but also a vital means for people to access entertainment, education, and cultural content, playing a significant role in the inheritance and

development of social culture. With the rapid development of internet technology, new media has swept through the entire media industry like a powerful storm. In this transformation, media convergence has become the core driving force behind profound changes in the media sector, reshaping information production and communication patterns while presenting both unprecedented challenges and opportunities for traditional media, particularly broadcast media. Faced with this historic turning point, broadcast media urgently needs to explore an innovative development path that aligns with contemporary characteristics. To better develop broadcast media, this paper examines the opportunities for innovative development in the convergence era and discusses corresponding strategies, aiming to provide valuable references and insights for the transformation and development of broadcast media, helping them seize opportunities, address challenges, and achieve sustainable development.

The concept of media convergence, which involves the integration of traditional and emerging media based on internet technology, represents a media development philosophy. This integration not only changes media formats but also profoundly affects business models, communication methods, and industrial structures. The concept is widely believed to have been first proposed by MIT professor Ithiel de Sola Pool in his book *Technologies of Freedom*. Pool argued that media convergence represents cooperation and alliance among different types of media, manifested in technology, business, industry, and management. As digitalization accelerates, the media industry has undergone transformation from traditional to digital media, with rapidly developing convergence businesses giving rise to a new media ecosystem. In this process, market mechanisms have played a crucial role in promoting optimal allocation of media resources and industrial upgrading.

Media convergence, as a dynamically evolving process, exhibits distinct characteristics in different historical periods. China' s media convergence practice began with an embryonic and exploratory stage focused on initially establishing all-media formats and broad coverage. Traditional media such as newspapers, television, and broadcast started attempting digital transformation by building their own websites and developing mobile applications. However, these efforts were largely based on individual exploration by traditional media outlets, lacking overall planning and strategic coordination, resulting in shallow integration and limited effectiveness. Subsequently, media convergence has developed rapidly under national policy guidance. The central and local governments have issued a series of guiding documents and specific policy measures, providing solid policy support and clear development direction. In 2016, the *Opinions on Further Accelerating the Integrated Development of Radio and Television Media and Emerging Media* was released. The central and local governments have also actively promoted the construction of county-level media convergence centers. In November 2018, the fifth meeting of the Central Committee for Comprehensively Deepening Reform reviewed and approved the *Opinions on Strengthening the Construction of County-Level Media Convergence Centers*. In January 2019, the Publicity Department of the CPC Central Committee and

the National Radio and Television Administration jointly issued the *Specifications for the Construction of County-Level Media Convergence Centers*. These policies covered institutional reform, talent team building, technical support, and guarantees, providing strong support for the rapid development of media convergence. With the deep integration of cutting-edge technologies such as 5G, big data, cloud computing, and artificial intelligence, China's media convergence has entered a new stage of accelerated depth. These advanced technologies have not only enriched the technical means of media convergence but also profoundly changed content production models, communication channel selection, and user interaction methods, achieving qualitative leaps in technical support, content innovation, communication efficiency, and user experience.

2. Opportunities for Innovative Development of Broadcast Media in the Media Convergence Era

In the era of media convergence, the boundaries between traditional and new media are increasingly blurred. As an important carrier of traditional information dissemination, broadcast media is facing unprecedented opportunities for innovative development. In this new era of coexisting challenges and opportunities, how broadcast media can seize these opportunities and achieve transformation and upgrading has become a widespread focus within the industry.

Among numerous information channels, traditional broadcast media has long been a crucial platform for people to obtain information due to its strict production and broadcasting processes and reliable program content. With the continuous advancement of media convergence technology, broadcast media has not only maintained its original advantages but also successfully broken transmission boundaries. Through diversified channels such as online platforms, social media, and smart terminal devices, broadcast media has achieved rapid and extensive information dissemination. This transformation allows broadcast programs to transcend geographical limitations and reach wider audiences, enabling listeners to access broadcasts anytime and anywhere via smartphones, tablets, and other smart devices, which greatly enhances convenience and interactivity. The rise of new media formats such as audio live streaming and podcasts has injected new vitality into broadcast media. These formats have attracted large numbers of young users with their unique appeal, further expanding the audience base and achieving significant growth in coverage. Young users engage in real-time interaction with hosts through audio live streaming, participating in topic discussions and enjoying an unprecedented sense of participation and belonging. Podcasts, with their personalized content, flexible timing, and convenient listening methods, meet young users'needs for personalized and fragmented information. According to data from the *Statistical Communiqué of the People' s Republic of China on National Economic and Social Development 2023* released by the National Bureau of Statistics, the comprehensive population coverage rate of radio programs reached 99.7% by the end of the year.

Meanwhile, broadcast media is also showing diversified development trends to-

ward mobility, vehicle integration, and scenario-based applications. With the popularity of smartphones and mobile internet, more and more listeners are using mobile devices to listen to live broadcasts and audio programs. This trend is reflected not only in individual users' daily listening habits but also in the widespread application of in-vehicle broadcasting. Many drivers listen to radio programs through car radios or smartphone-connected audio systems while driving to obtain traffic information, music, and entertainment content. Furthermore, broadcast media is actively exploring scenario-based development paths, launching customized program content and services according to user needs in different scenarios. For example, in gyms, coffee shops, and other venues, broadcast media can launch music and talk shows suitable for these scenarios, providing users with more thoughtful and personalized service experiences. In the context of media convergence, internationally renowned mainstream media have also made the transformation and innovation of traditional broadcast media a key focus, enriching content formats and communication channels through deep integration with new media, thereby broadening the development paths for broadcast media. This trend not only provides strong impetus for the innovative development of traditional broadcast media but also indicates that broadcast media is facing unprecedented major opportunities.

3. Innovative Development Strategies for Broadcast Media in the Media Convergence Era

3.1 Rational Use of New Media Technologies to Enhance Information Dissemination Capacity

Currently, the broadcast media industry is facing unprecedented challenges, most notably the pressure of lagging technological upgrading. Meanwhile, emerging media formats such as live streaming and short videos have quickly attracted large numbers of young audiences with their strong interactivity and diverse content. In contrast, the communication methods of broadcast media appear relatively single, unable to meet audience demands for diversified and personalized content. To address this challenge, the broadcast media industry needs to accelerate technological innovation and actively explore integration with new media technologies such as cloud computing, big data, artificial intelligence, virtual reality (VR), and augmented reality (AR). By introducing new technologies and platforms, broadcast media can create distinctive content and services, enhance user experience, and ensure competitiveness in the fierce market.

First, broadcast media can make full use of big data technology to deeply mine key information about listeners' habits and preferences. Through precise analysis of this data, broadcast media can optimize program content and adjust communication strategies in a targeted manner to achieve customized and precise content delivery, better satisfying listeners' personalized needs and enhancing program attractiveness and listener satisfaction. Second, broadcast media

should actively embrace social media platforms such as TikTok, Weibo, WeChat Channels, Kuaishou, WeChat, and Toutiao by opening official accounts and building an all-media communication matrix. This breaks the communication boundaries of traditional broadcast media and achieves multi-channel, all-round communication coverage. Through deep integration with social media platforms, broadcast media not only broadens communication channels but also enhances interaction and connection with listeners, further improving program influence and communication effectiveness. For example, Beijing Radio and Television Station has innovatively added an "Interactive Chat Room" feature on its carefully developed client app "Listen to FM." This addition provides powerful real-time interactive communication functions for all the station' s live broadcast programs. Listeners from different regions can participate in live program interactions in real time, communicating with hosts and other listeners. Hosts can flexibly use this interactive platform to check interaction information from various channels, including social media and SMS platforms, greatly broadening the scope and depth of interaction. Notably, the interactive platform also incorporates advanced speech recognition technology that can quickly and accurately convert listeners' voice messages into text. This feature greatly facilitates hosts' work, enabling them to quickly read and reply to listeners' messages without affecting the smoothness of the broadcast, thereby further enhancing interaction with the audience.

3.2 Deep Integration of New Technologies to Promote Content and Format Innovation

In the context of media convergence, broadcast media should fully utilize cutting-edge technologies such as 5G, AI, and big data to achieve comprehensive innovation in content production and communication. The introduction of these technologies not only breaks the limitations of traditional broadcast media but also efficiently promotes the intelligent upgrading of the entire process of program content collection, production, and distribution, providing users with more timely and accurate personalized services.

Specifically, 5G technology, with its high bandwidth and low latency characteristics, has brought revolutionary changes to content transmission for broadcast media. Real-time content transmission enables broadcast programs to keep up with current events and provide listeners with the latest and most accurate information. Whether for on-site reporting or real-time interaction, 5G technology ensures fast and seamless information transmission. For example, in broadcasting coverage of large-scale sports events or music concerts, 5G technology can capture the passionate atmosphere of the scene, audience cheers, athletes' breathing, or band performances through high-definition audio collection devices in real time. The transmission of these audio signals can achieve almost real-time synchronization, making listeners feel as if they are on the scene, experiencing the tension of the competition or the passion of the concert together with the live audience. This immersive auditory experience not only greatly

enhances the timeliness of broadcast media but also allows listeners to feel the unique charm of broadcast media while enjoying sports events or concerts.

With the continuous advancement of AI technology, the content production methods of broadcast media have also ushered in revolutionary changes. With the help of machine learning algorithms, broadcast media can automatically generate news content, achieving a model of technology-produced content. For example, automatically monitoring news events, intelligently generating data journalism, and rich media information. Additionally, AI technology can comprehensively analyze user behavior data, track hot topics, and integrate other multi-dimensional data to obtain more comprehensive and in-depth audience information, accurately portray audience profiles, and deeply analyze market demands. This information provides scientific basis for broadcast media organizations to plan content strategies more precisely and create content products that better meet audience psychological needs. It is worth mentioning that big data technology not only helps broadcast media understand audience preferences and interests but also enables real-time monitoring of content communication effects. Through data feedback, broadcast media can flexibly adjust communication strategies to ensure that content output remains highly consistent with market demands. This data-driven decision-making approach greatly improves the relevance and effectiveness of content production, enabling broadcast media to better meet listener needs and expectations. Furthermore, broadcast media can introduce AR or VR technologies in specific programs to provide listeners with immersive auditory experiences, allowing them to enjoy richer, more intuitive, and immersive sensory experiences while consuming high-quality audio content. This cross-border integration approach not only enhances the fun and interactivity of broadcast programs but also broadens the audience base for broadcast media, injecting new vitality into its future development.

3.3 Exploring Multi-Platform Crossover Collaboration to Enhance Broadcast Media Efficiency

In innovative development, traditional broadcast media can explore multi-platform cross-border collaboration models to enhance efficiency and achieve win-win cooperation. First, when facing the impact of new media, traditional broadcast media should rely on their platform advantages and advertising effects to strengthen in-depth cooperation with major enterprises, explore new models of cross-border collaboration, and jointly create win-win situations. Specifically, traditional broadcast media can adopt O2O models, combining the public image of well-known hosts to conduct public welfare live-streaming sales events. This approach not only supports the promotion of local characteristic industries but also provides listeners with high-quality and affordable products, achieving a dual improvement of media social responsibility and economic benefits. On the other hand, traditional broadcast media should actively embrace the digital audio field, establish cooperation with leading platforms such as Qingting FM, set up official channels, and attract and consolidate a

large listener base by providing exclusive content and customized membership services, further broadening revenue sources. Moreover, broadcast media can also partner with automobile manufacturers to innovatively launch activities that offer long-term broadcast program subscription rights with car purchases. This not only stimulates consumption vitality in the automotive market but also effectively enhances the brand influence and user stickiness of broadcast media. These cross-border integration practices have not only greatly enriched the industrial structure of traditional broadcast media and improved their self-development and brand-building capabilities but also paved a solid path for their innovative development in the media convergence era.

Second, traditional broadcast media needs to actively explore deep integration with social media platforms to broaden audience coverage. Through close cooperation with social media platforms, traditional broadcast media can present their content to users in richer and more diverse forms. Interactive content on social media platforms, such as live streaming, short videos, and topic discussions, not only attracts large numbers of users' attention and participation but also stimulates users' desire to share, thereby expanding the influence of broadcast media to a wider audience. This cross-platform interaction model not only improves advertising exposure and influence but also enhances interaction and stickiness between users and media, establishing a good brand image for traditional broadcast media in the new media environment. Furthermore, the big data analysis functions of social media platforms can conduct in-depth mining and analysis of user data, enabling broadcast media to accurately understand audience needs and preferences through cooperation, thereby formulating more targeted advertising strategies. This data-driven marketing approach not only improves advertising conversion rates and return on investment but also helps traditional broadcast media find new growth points and competitive advantages in the new media environment.

Third, broadcast media should deepen cooperation with other media platforms to achieve resource sharing, jointly create more converged media products, and effectively enhance brand influence. For example, some broadcast media can cooperate with social media platforms or online music platforms to jointly launch converged media programs such as "City Sounds," integrating high-quality content from radio stations such as news, cultural interviews, and music programs with the user interaction functions of social media platforms and music resources from online music platforms. In this converged media program, customized audio experiences can be recommended according to user needs. Listeners can not only listen to high-quality broadcast content but also participate in topic discussions on social media platforms, share their own voice stories, and even participate in program recording and live broadcasting, achieving a leap from one-way listening to two-way interaction. For broadcast media, this not only enriches content formats and communication channels but also effectively expands brand influence by leveraging the traffic and user base of other media platforms. For the cooperating social media and online music platforms, this cooperation also enhances brand value and strengthens user stickiness. This resource-sharing

and mutually beneficial cooperation model opens up new paths for broadcast media development in the new media era.

In the new era of deep media convergence, broadcast media is facing unprecedented challenges and opportunities. Enhancing communication power and promoting healthy and sustainable development have become urgent tasks. To adapt to this transformation, broadcast media must continuously innovate across multiple dimensions, focusing closely on audience needs. In terms of information dissemination capacity, broadcast media needs to leverage modern technological means such as big data and artificial intelligence to improve program production quality and transmission efficiency, and utilize new media platforms such as social media and mobile applications to form a diversified information dissemination network that enhances interaction and connection with audiences. In terms of content and format innovation, broadcast media should actively explore new program formats and expression methods to meet diverse audience needs. In terms of profit models, broadcast media needs to actively engage in multi-platform cross-border cooperation, explore diversified revenue sources, and jointly develop new business models and profit points, thereby continuously enhancing their communication power and influence in fierce market competition.

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