

Research on the Problems and Strategies of the Integrated Development of Provincial Radio and Television Media

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Abstract

Driven by the information society and network technology, the media landscape is facing a profound transformation, and the rise of new media has reshaped the media ecology. In the face of the information dissemination reform in the new media era, media convergence has become the key path for radio and television media to cope with challenges and achieve transformation. However, in the practice of integrated development, provincial radio and television media have encountered many challenges, such as lagging brand building, insufficient content innovation, single profit model and technical integration problems. These factors have seriously restricted its transformation and upgrading in the new media environment. Through the in-depth discussion of the integration path of provincial radio and television media, this paper aims to reveal its common problems on the road of integration, and put forward targeted countermeasures and suggestions, so as to provide theoretical guidance and solution path for the practice of provincial radio and television media in media integration, and promote its sustainable development and competitiveness in the new media environment.

Keywords

radio and television, news media, media convergence, operation and management

1. Introduction

Driven by the information society and network technology, the media landscape is undergoing profound changes. The rise and rapid development of new media such as micro-blog, WeChat, micro-video and mobile client not only changes the way of information dissemination, but also reshapes the media ecology and audience behavior mode. The dominant position of traditional radio and television media is changing, and new media has become a new field of communication, which has a profound impact on the development of media, the public and society. In this context, media convergence has become an important way for radio and television media to meet challenges and seek transformation.

In the process of the integration of radio and television media, the integration and development of many provincial radio and television media has fallen into a dilemma, facing many challenges, such as brand building, content innovation, profit model, technology integration and other issues, hindering its transformation and upgrading in the new media environment. The exploration and practice of the integration path of provincial radio and television media not only highlights the common problems of radio and television media on the road of integration, but also provides a possible way to solve these problems.

The purpose of this study is to deeply analyze the challenges and opportunities of provincial radio and television media in the process of media integration, and to explore its integration path and strategy. Through literature analysis, case analysis and theoretical discussion, this paper combs the theoretical system and practical cases of media convergence, provides theoretical basis and practical reference for research, and reveals the key factors of the integration and development of provincial radio and television media, including

brand building, content innovation, profit model transformation, technology integration and innovation, etc., so as to provide theoretical support and practical guidance for the breakthrough and innovation of radio and television media on the road of media convergence, and promote its sustainable development in the new media environment.

2. Overview of Provincial Radio and Television Media Integration

2.1 The Concept of Provincial Radio and Television Media Convergence

The organic combination of provincial radio and television media and new media can realize resource sharing and complementary advantages. It can provide a full range of information services and attract more audiences and users by establishing its own official website, APP and other new media platforms. Provincial radio and television media can also conduct in-depth cooperation with new media companies to jointly develop new media products and cooperate with Internet companies to develop personalized recommendation systems based on big data and artificial intelligence technology to provide users with more accurate program recommendations.

The transformation and upgrading of provincial radio and television media enhances competitiveness and attractiveness by strengthening content construction, providing program quality and innovation. Increase the excavation and dissemination of local culture, launch a series of programs with local characteristics and cultural connotations to attract the attention of audiences and users. It can also improve its professional level and innovation ability by strengthening personnel training and technology introduction, introducing new media technology and equipment, and strengthening the research and application of new media forms such as mobile, social and live broadcast.

2.2 Background of Provincial Radio and Television Media Convergence

As an important role in the dissemination of local culture, provincial radio and television stations are facing unprecedented challenges and changes in recent years. In the context of the rapid development of new media, with its convenience, interactivity and immediacy of information, it has quickly attracted the attention of many audiences, resulting in a decline in the audience base of traditional television (Bai, 2021). This trend not only affects the dominant position of provincial radio and television media to a certain extent, but also makes it face certain difficulties in the trend of media integration. External factors such as the lag of regional economic development have increased the burden on provincial radio and television media, making them more disadvantaged in the competition with new media. Internal factors such as the rigidity of institutional mechanisms hinder the pace of innovation and change; the dispersion and unevenness of resources make the advantages unable to be concentrated; the ambiguity of functional division leads to the overlapping of responsibilities and low efficiency. The single and obsolete content construction cannot meet the growing diverse needs of the audience; the lack of technical talents has limited the innovation and application of technology. Both external and internal problems play a role in restricting the integration and development of provincial radio and television media.

In the face of internal and external challenges, the future of provincial radio and television media is full of unknowns and tests. However, challenges are also opportunities. The integration path of innovation and reform of provincial radio and television media can make it find new positioning and value in the wave of new media, and realize its own transformation, upgrading and sustainable development.

2.3 The Status Quo of Provincial Radio and Television Media Integration

As an important carrier of regional cultural communication, provincial radio and television media has actively sought breakthroughs and innovations in the field of media integration in recent years. Facing the profound changes in the new media environment, only by actively embracing changes and accelerating the deep integration of media can we effectively cope with the challenges of the loss of traditional media audiences and achieve their own transformation and upgrading.

To this end, the provincial radio and television media have increased their attention and investment in media integration, trying to improve the current situation of relatively lagging and difficult management in deepening reform, and explore a new way for the integration and transformation of radio and television media by accelerating the pace of reform and innovation (Chen, 2023). In terms of system and mechanism

innovation, provincial radio and television media actively explore the management and operation mode to adapt to the new media era, and strive to build a more flexible and efficient organizational structure ; in the field of content production and dissemination, we are committed to creating diversified and high-quality program content to meet the individual needs of different audiences ; in terms of industrial development, we try to cross-border integration, expand new media business, and realize the complementarity of traditional media and emerging media ; in the field of technological innovation, we will increase investment, introduce advanced equipment and technology, and improve the quality of content production and broadcasting ; in terms of regional coordination, we should strengthen cooperation with other media organizations, realize resource sharing and complementary advantages, and jointly promote the integration and development of regional media.

However, although the provincial radio and television media has made significant progress in media integration, its integration development is still in the stage of exploration and growth. From the overall perspective, provincial radio and television media still have a series of shortcomings in the concept of all media, institutional structure, talent reserve, technology application and so on (Feng, 2021). The omni media concept of some staff is lagging behind, and it is difficult to adapt to the changes in the new media environment; the bloated institutions lead to inefficient decision-making, which affects the speed of media convergence; the shortage of talents, especially in the field of new media and technology, restricts content innovation and technology application. Technology is outdated and difficult to meet the needs of high-quality content production and dissemination. These practical difficulties are not only the main obstacles to the development of provincial radio and television media integration, but also the challenges generally faced in the process of deep integration.

3. The Practical Problems of Provincial Radio and Television Media Integration Development

3.1 The Function Orientation is Vague, the Production Efficiency is Low

Based on the needs of its own media convergence business, the provincial radio and television media plan and design the technical system, which is composed of two systems: ' integrated news production and collaborative scheduling system ' and ' integrated news command center system '. It focuses on audio and video, and builds a new media platform with mobile, multi-functional and multi-screen linkage reception. However, the autonomy and interactivity of its production system are relatively lacking, and it is only a basic reconstruction of various editing and broadcasting processes, which is not practical.

As far as the production status of media products is concerned, there are problems such as insufficient differences in channel function positioning. The functions undertaken by provincial radio and television media have been transplanted to various subordinate channels. The role of unified coordination and overall development of provincial radio and television media has been greatly weakened. Subordinate channels cannot concentrate on doing major things, their functional positioning is not clear, and they are segmented. In the face of this huge problem of media convergence development, if we do not concentrate our efforts and plan in a unified way, we will not be able to achieve integrated development, nor will we be able to build a new mainstream media.

The reform of the system and mechanism is not thorough, the editing resources are wasted, and the production efficiency is not high. The most fundamental driving force for the development of converged media is the reform of institutional mechanisms. Only by truly touching the deep reform can we achieve real linkage and integration from many aspects such as talent, capital, and content production, and then achieve integrated development at the platform level. The reform of the system and mechanism and the integration of resources are the basis for the development of media integration. Some channels under the provincial radio and television media lack excellent columns and resources, and the audience is limited. Continuing to adopt the independent development model of a single channel will make it difficult for media integration to achieve resource sharing and complementary advantages. The investment of manpower, material resources and financial resources will not meet the requirements of building new mainstream media content.

3.2 The Brand Effect is Lacking, the User Stickiness is Insufficient

With the support of technology, the provincial radio and television media has initially realized the integration of forms, forming a new media communication platform based on client, IPTV, Internet TV and digital mobile TV. It indicates that the provincial radio and television media has taken a key step on the road of media integration, which provides the possibility for the multi-channel dissemination of traditional media content.

At present, although provincial radio and television media have increased their integration, the design and operation of their new media platforms and communication paths have not yet fully integrated into Internet thinking, lacking sociality and interactivity, and failing to establish deep connections with users. In the production of media content, it is often limited to simply transplanting the content of traditional communication channels to the mobile terminal, lacking innovation and depth, and failing to create innovative radio and television news programs that not only have local cultural characteristics, but also adapt to multi-channel communication. This not only weakens the attractiveness of content, but also leads to the lack of distinctive characteristic brands of converged media products, which makes it difficult to stand out in the market of content homogenization and meet the needs of mobile users for personalized, instant and interactive content.

The lack of user stickiness has become a significant problem in the practice of provincial radio and television media. Under the background of information explosion and user distraction, the failure to effectively improve user stickiness will directly affect the user activity and loyalty of the new media platform, and then affect the long-term development of its media integration strategy. Therefore, provincial radio and television media need to deeply reflect on and adjust their media integration strategies. It is not only necessary to increase technological investment and innovation, but also to strengthen Internet thinking, enhance the sociability and interactivity of content, and create media integration products with local cultural characteristics and innovation from multiple dimensions such as content, brand and user relationship construction, so as to meet the needs of users in the mobile Internet era, enhance user stickiness, and realize the sustainable development of media integration strategy.

3.3 The Business Model is Single, the Advertising Revenue is Poor

With the deepening development of media integration and technological innovation, the profit model of radio and television industry is undergoing a profound transformation from single to multiple. In the new media environment, the income sources of radio and television media are increasingly diversified, covering advertising business, network business, content sales, Internet transmission business and other related industries. This change not only broadens the income channels of radio and television institutions, but also puts forward new requirements for their business models and market strategies.

Most of the provincial radio and television media follow the traditional profit model, that is, relying on a single advertising sales and content sales, lack of exploration and practice of profit model innovation in the new media environment. This situation not only limits the diversification of its income, but also affects its competitiveness in the tide of media convergence. In terms of program production and resource integration, video in the new media era has become an important trend of content dissemination. However, provincial radio and television media have failed to make full use of new communication methods such as video and multi-form cross-border integration to enhance the attractiveness and dissemination effect of content (Fu, 2024). In addition, as an effective profit model, offline activity sales can bring direct economic benefits to radio and television news media, and also help to enhance its influence and brand value in local society. Provincial radio and television media also have obvious deficiencies in offline activity sales with local organizational departments.

4. Provincial Radio and Television News Media Integration Development Strategy

4.1 Build The Media Cloud Platform, Improve the Business Efficiency

In response to the changes in the new media environment and the trend of media convergence, the construction of an integrated media cloud platform has become a key measure to promote the transformation and innovation of provincial radio and television media. The media cloud platform integrates the functions of editing, production, storage, release, security control and operation, and organically combines with the media

news command and dispatch center, which realizes the simplification and optimization of the process, promotes the interconnection of each link, and provides technical support for the integration and transformation of radio and television media. Through the media cloud platform, radio and television media can realize multi-channel collection, multi-mode presentation and multi-platform release of program content, promote cross-media and cross-platform content resource integration and business integration development, and effectively enhance the breadth and depth of content dissemination.

The construction of an all-media content aggregation platform is an important basis for radio and television media to achieve optimal resource allocation and content innovation. The platform aims to collect resource content from different channels, including the program signals and materials of its channels, the materials captured by the Internet, and the materials or finished products collected and edited by journalists on the spot. By filtering, classifying and integrating these contents, a unified content resource library is formed to provide convenient retrieval, access and use services for journalists and editors, so as to improve the efficiency and quality of content production and dissemination.

In terms of content production, the construction of omnimedia content production has become the key to improving content innovation and production efficiency of radio and television media. The platform provides corresponding editing tools and technical support for the diversified scenarios in the application of converged media business. Through unified entry calls, it realizes efficient coordination and integration of different work links (Wei, 2024). Journalists and editors can quickly complete the production of media products and upload products to the omnimedia content aggregation platform, providing rich content resources for subsequent release and dissemination.

Constructing an all-media content distribution platform is a key strategy for radio and television media to achieve wide dissemination and coverage of content. Through a unified user interface, radio and television media can invoke resources stored on the omnimedia content aggregation platform and release them in a variety of forms and channels. The terminal released by is not only limited to the own platform of radio and television media, such as TV, radio, official website, official APP, IPTV, etc., but also includes third-party platforms, such as WeChat, Weibo, Today 's Headlines, Tik Tok, etc., to achieve cross-platform distribution and dissemination of content and enhance the influence of content.

4.2 Focus On Brand Effect, Deep the Local Advantages

In the process of promoting media integration, brand building has become a key link for provincial radio and television media to enhance their communication effectiveness and market competitiveness. The establishment of a unified brand identity of media convergence products not only includes the brand unification of new media platforms such as official websites, mobile clients, WeChat public accounts, and Weibo, but also involves the systematic integration of their management and operation, aiming to maximize the communication effect in the context of Internet communication. A unified brand image and operation strategy will help to enhance the recognition and influence of provincial radio and television media and build their unique identity in the new media environment.

Taking Gansu Radio and Television Station as an example, in the exploration of media integration, it deeply explores local characteristics and cultural resources, and uses original programs as a breakthrough to create a series of high-quality content that reflects local characteristics and needs. " Poems and Songs, " " Silk Road Lecture Hall, " " Good People Around " and other programs not only show the long history and culture of Gansu and its unique regional characteristics, but also meet the people 's cognitive and emotional needs for local culture, forming a brand effect with local characteristics, providing content support and brand power for the deep integration of media.

Deepen the advantages of content, is the cornerstone of the provincial radio and television media to promote the depth of media integration. No matter how the communication carrier and technology change, high-quality content is always the core to attract and maintain the audience. Provincial radio and television media should focus on Chinese excellent traditional culture and cultural content with local characteristics, serve local development and public needs, and build a media content ecosystem with local characteristics and advantages in public opinion guidance and social supervision from the perspective of being close to the masses and reflecting people 's livelihood. The content output should be closely combined with the economic development level and cultural characteristics of the province, covering multiple fields such as politics, economy, culture, science and technology, agriculture and sports, adapting to the viewing habits of various

groups of people, and forming a video matrix including special topics, long videos, short videos, live broadcasts and other forms.

In the process of media integration, provincial radio and television media should strengthen brand awareness, increase content research and development and self-control, realize cross-platform and multi-channel three-dimensional communication, and expand influence and coverage (Wu, 2023). The two-wheel drive of brand building and content innovation can not only enhance the market competitiveness of provincial radio and television media in the new media environment, but also promote its sustainable development in the deep integration of media and serve local cultural prosperity and economic and social development.

4.3 Excavate the Business Channels, Increase the Industrial Income

Provincial radio and television media need to actively adjust the profit model and innovate diversified revenue channels to adapt to market changes in the new media environment. It has become a key strategy for radio and television media to improve advertising revenue and economic benefits by carefully building new media brands, expanding communication effects and user stickiness, and developing derivative products. The closed-loop mode of content driving traffic, traffic generating benefits, and benefit revitalizing the industry provides a new growth momentum for the transformation and upgrading of radio and television media. In the diversified exploration of revenue channels, the advertising revenue of websites and mobile clients has become an important part. The advertising revenue model of the website covers various forms such as text link advertising, couplet advertising, flag advertising, etc., while the client broadens the source of revenue through innovative models such as information flow advertising, column advertising, soft text advertising, paid subscriptions, and introduction of e-commerce. The advertising resources of the website and the client can be bundled and marketed to optimize the allocation of resources and maximize the value.

For example, as a pioneer in the integration and development of local media, Sichuan Radio and Television General Station has become an effective way to enhance its communication power and influence by its strategy of entering various aggregation platforms. Through in-depth cooperation with a number of aggregation platforms and short video platforms, Sichuan Radio and Television General Station not only opened an official account on new media platforms such as Weibo, WeChat and client, but also built influential media brands such as 'Sichuan News' and 'Sichuan Observation' on mainstream platforms such as Today's Headlines, Tencent, Tik Tok, etc., which significantly expanded the scope of its content dissemination and user coverage, and achieved a significant improvement in media communication effects.

Increasing the income of online and offline activities is another highlight of the innovation of radio and television media management channels. Through the operation mode of 'platform + activity', radio and television media can organize online users to participate in offline activities, such as food sharing meetings, tourism gatherings, singing competitions, dance competitions, reading parties, etc., and cooperate with businesses, attractions and other aspects, which not only enriches the user experience, but also expands the profit space. In terms of content realization, radio and television media should also focus on culture, entertainment, fashion, food and other fields, which are the high-frequency areas of content realization, with high commercial potential and user attraction.

5. Conclusion

The integrated development is quietly changing the media ecology, and the reform and innovation of radio and television media is building a new pattern of all-media communication. It includes the integration strategy of building a media cloud platform to improve business efficiency, focusing on brand effect to deepen local advantages, and tapping business channels to increase industrial income generation. It focuses on innovation at the technical and management levels and the importance of content production and marketing to help provincial radio and television media achieve deep integration and enhance competitiveness and sustainable development capabilities.

With the continuous progress of new media technology and the diversification of user needs, provincial radio and television media need to constantly innovate to adapt to the rapidly changing media environment. Continuous technology investment, content innovation, brand building and market diversification trend will help provincial radio and television media play a more active and diversified role in the new media era,

realize the transformation from traditional media to all media, and provide more abundant and high-quality information services for the society.

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