

Development Trends and Strategies of TV Media in the Digital Age

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Abstract. With the rise of new media technology, television audiences not only are being lost at an alarming rate, but also tend to be aging. At the macro requirements of the digital age, how to innovate, how to attract audiences and how to really get to market to form a complete industrial chain is the biggest problem of TV media. According to the author's work and learning experiences, this paper first analyzed the development trend of TV media in the digital age and then put forward a set of strategic system for TV media complex development.

Introduction

In China, TV is the most extensive media, but in the Internet age, with the rapid development of network technology, building TV, mobile TV, digital TV, Internet TV and other new media produce a violent shock for traditional TV media. In the media ecology, the Internet is gradually into millions of households, which indicates a trend to replace traditional TV media, and some scholars have even predicted that TV media would become the second-largest traditional mass media dropping out from the historical stage following the newspaper in the Internet era. Where is the future of TV media? This is an issue worth thinking about.

The development trend of TV media in the digital age

TV media audiences will shift to the mobile terminal. CNTV first proposed "One cloud and multi-screen" strategy and it gets great results. During the Olympic Games 2012, CNTV website unique users reached 428 million, iPad and iPhone client downloads exceeded 9.84 million and mobile TV covered dozens of cities. Chinese Internet video is undergoing a transformation across the screen: video users no longer rely mainly on television and computer, and video terminal gradually extended to four screens: PCs, TVs, smart phones, and Pads, among them, the most important trend is the TV video users beginning to reduce, streaming to the mobile terminal.

TV media will be combined with new carrier. TV will change their own form that can not be moved. The so-called moving TV means that television has come to the square, the elevator, the phone from the living room, and is no longer the past stationary state waiting for the audience to visit. TV is constantly on the move and combines with the network, mobile terminals, forming a new carrier and spread style. The combination between TV and computer is already an inevitable trend. However, this doesn't represent the Internet can replace the TV media, but a revolutionary of television media. The author believes that the mobile phone is the latest carrier television media. Mobile phone is more portable than computers, and phones have become an integral part of the body. With the promotion of the growing number of mobile phone features and 3G networks, mobile TV will become an unstoppable force.

TV program will focus on playing. For general audiences, from 50 channels to 100 channels, although the channel doubled, the pleasure and satisfaction obtained will not get synchronized doubled, instead, it needs to pay more attention to search. People want the television media to provide a selection of the results, at the same time, with changes in the rhythm of life and activities, people want TV media to offer something most needed at a particular time. In order to attract viewers, the TV media will take the focusing playback style to reduce the channel change, forming the band propagation model. Thus, a channel formed a unit, located in different time periods, forming the band competition.

TV Media Complex Development Strategic System

Focus on deep development of television content. Creating classic TV show to have popular content to attract a wide audience attention is the key to success for the TV media to develop new media. In the current era of new media, traditional TV audience is no longer information acceptable object but has become a subject that can freely choose the information and make information dissemination. Faced with a flood of information, television audiences are no longer blindly to accept, but more critical with the right to choose. On new media platforms, television audiences can not only determine the program content to watch, but also comment on the content, or interact communication with others. Audience acceptance level getting improved puts forward a higher requirements for the production of television programming content. If TV media wants to maintain their competitive advantage in the field of new media, it should continue to innovate in the form of program content and programming based on the propagation characteristics of the new media and enhance interaction with the television audience, actively cooperate with other media.

Adjust and upgrade the industrial chain. In the current society, the new media technology has got rapid development, which has created a significant impact on traditional television media. In order to cope with the impact of new media and maintain the advantages of the TV media, traditional television institutions have to adjust their industrial structure, upgrading the industrial chain. As a concept in industrial economics, industrial chain refers the chain-type relationship formation formed on the basis of certain technical and economic association on. according to the unique layout of the logical relationship and temporal relationship. Industrial chain reflects the enterprise group structure with some association and there maintains a specific supply and demand between the middle and lower reaches of the industrial chain business. With the development of society, the social division become finer, the work that can be done by a single enterprise is less and less, therefore, collaboration between different enterprises becomes particularly important. TV media should continue to innovate program content and program formats according to the propagation characteristics of the new media to enhance interaction with television audiences, and actively cooperate with other media.

Adhere to "one cloud and multi-screen" multimedia convergence strategy. In an increasingly complex media environment, new media derived from the Internet is very rich, which has formed a pattern of coexistence, competition and integration with the media. Therefore, if the TV media wants to survive, it must be actively engaged in the tide of media convergence, and take the innovation as eternal way of thinking and conduct. Wang Wenbin, general manager of the CCTV network, proposed "one cloud and multi-screen" concept on TV and New Media Innovation Forum organized by CCTV which is a typical multimedia convergence strategy. "Cloud", the term is often mentioned in recent years, actually, it is a metaphor for the Internet and initially represents the telecommunications network, and then the abstract description for the Internet also use this word. In fact, the essence of the "cloud" is a collection of content or technical systems. For TV media, "one cloud" means a collection of video as the core content of the product; The "multi-screen" refers to the cell phone screen, computer screen, TV screen, pad screen and outdoor advertising screen. After successfully build "one cloud and multi-screen" system, any content can interact and spread between different terminals, so users can view the content through using the same account to log in different terminals. The implementation of "one cloud and multi-screen" multimedia convergence strategy effectively improve the dissemination capability of television media, it not only expands the coverage of the program content, but also can allows programs to play on different media platforms, broadening the income channels of TV media.

Focus on the professional training. In order to meet the needs of the new media era for qualified personnel, it needs to change the traditional thinking in terms of training media professionals. First, the the training of personnel should comply with requirements of the times. The current media environment is complex and changing, and the development of the Internet has brought new communication technologies and means, media forms and propagation mode has undergone major changes, this changes not only poses a great challenge to traditional TV media work, but also proposes new requirements for the quality and adaptability of television media

practitioners. Secondly, the training direction should fall on all media personnel. All media personnel should have three abilities: technologies; using; consciousness. technologies ability requires employees to learn to use digital media products to complete the picture taking, video camera, video clips in addition to master the editing, typesetting, reviews, and writing skills, and such personnel can be adapted to operate on a variety of media platforms. Human resources have mobility, therefore, it should not only pay attention to personnel training, but also to establish a reasonable quote and talent management mechanism when television transform to new media, maximizing advantages of human resources in order to avoid risks brought by human resource flows.

Practice differentiated brand management. Market competition in the field of new media performs media brand competition to a large extent. The core of the new media brand strategy, namely by creating differentiated content and communication channels to establish a TV media in the field of new media unique brand to achieve media interest. Once own brand is established, TV media will be in a dominant position in the fierce industry competition.

Brand advantage brought economic benefits and reduced media operational risks, however, brand creation is not easy, it requires a multifaceted and coordinated development. If a TV media wants to establish a new media brand, first, it should create differentiated brand reputation columns or programs, comprehensively package the program content. Generally, it can proceed from the following aspects. First, the TV channel logo. As the main indicator of the TV channels, it is the main way for the audience to identify television channels, and it is not only has iconic action, but also has very artistic, decoration and symbolic nature. For example, the Hunan TV channel logo uses bright yellow to lay out simple smooth oval outline, leaving a gap at the bottom left, from the appearance point of view, it is very reminiscent of being called a "land of plenty" of Hunan Province. Because the color and shape is very similar to mango, many users give Hunan TV a "mango" nickname. Hunan TV logo is novel and unique with a high degree of recognition which gives the audience a rigid and stable feeling. Second, the section name. Television content on new media platforms are usually composed by multiple forums, and forum name needs to be treated, so that it has a lively, distinctive features, at the same time, meets the characteristics of network communication on the basis of program content. Third, star presenters. After using star presenter, host itself has become a personal brand that can be seen as a sub-brand of television programs throughout the brand, which not only let a wider audience know themselves, but can also make audience concern about the program by the star effect.

Brand has continuity, so when developing new media business, the traditional TV media must pay attention to build the brand. Under the guidance of the brand strategy, competitiveness of traditional TV media business will be significantly improved. Meanwhile, this competitive advantage will be extended to new media platforms, provides a good brand foundation for the development of new media business of traditional TV media.

Conclusion

According to the status of Internet development, in the future world, the Internet will increasingly penetrate into the media industries, Therefore, the most important issue the television media facing is how to better integrate Internet resources and use Internet technology to create a new world in the field of new media. In addition, the change of lifestyle and information needs also affect the development of TV media. Mobile phones, televisions, tablets, PCs and other terminals will eventually achieve "multi-screen" and integration between a variety of media will be more depth. Although the new forms of media emerges, the traditional TV media will not disappear, and it will certainly work out a new media development path that is suitable for China's national conditions.

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