Abstract—In the era of new media, due to the emergence of digital and network technology, new media advertising propagation mode represented by networks, mobile TV, mobile phones is produced and develops in amazing speed. In this trend, how the advertising planners or enterprise to stay clear-minded, get a clear understanding of the situation, analyze and study the advertising art accurately, make the most suitable advertising planning and transmission mode, is particularly important. This article is aimed at analyzing the development and present situation of new media advertising through the discussion of new media and new media advertising features and puts forward the strategy of advertising enterprise innovation management based on the main problems of the new media advertising. This article also discussed how advertisers survive and develop in the big waves of new media era.

keywords—new media advertising; art features; development strategy

I. NEW MEDIA CONCEPT

The term of "new media" first appeared in the United States in 1967. There is no consensus on the concept of new media in the academic circles till now, magazine of "wired" in the United States believes that new media is “the spread from all people to all people”. Wang Bin, Secretary General of new media industry alliance, has his definition that new media is the media with innovative forms, featured by interactive communication, based on digital information technology. Wei Wuhui, Vice President and CEO of BlogBus.com defines new media as a media form, by which audience could make an extensive and in-depth participation mainly through the digital mode. Some other scholars define new media as "interactive digital multiple-media ", although it is very difficult to have a complete consistent view, one point for sure is that new media is the extension of various media forms built on the basis of digital technology and network technology.

New media is evolving concept, its meaning will develop as the advances of media technology. It is an age category from the perspective of history of human communication. Therefore, new media concept is slightly different in different historical periods, each form of the media when it just show up, is known as new media compared to the previous forms of media. Contemporary new media is featured mainly by the invention of the computer and network technology. There is huge difference with traditional media in terms of the dissemination and contents.

For the time being, new media is a form of communication which provides users video, audio, voice and data services, online game, distance education combined with information and entertainment services using digital TV technology, network technology via internet, broadband local area networks, wireless communication networks and satellite channels, TV, computer and mobile phone terminals. Currently, seven types of media form was usually classified as new media column:

- Mobile digital TV (including wireless of, vehicle-mounted)
- Cable digital television
- IPTV (based on TV terminal narrowly)
- Network broadcast
- Network TV (this is fastest developed new media)
- Phone TV
- Mobile TV (some of them are the digital form of traditional media).

II. DEVELOPMENT HISTORY AND PRESENT SITUATION OF NEW MEDIA ADVERTISING ART

New media advertising refers to the advertising on the new media. Mainly include: Internet advertising, outdoor new media advertising, mobile terminal advertising

A. Development History of New Media

Prototype of the online advertising: The first one who transmitted advertising messages via the Internet using newsgroup spam is United States Somerset-Kent law firm in Phoenix, Arizona. On April 12, 1994, they sent more than 7,000 newsgroups advertising of Immigrant visa legal advisory services. But they were strongly condemned by public opinion, at the same time, many Internet service providers refused to provide services to them and put them in the blacklist of bad users. The short-lived battle of messages opened the prelude of the Internet advertising and people also learned that the loss of mandatory spam transmit outweighs the gain. Official birth: First time recognized banner, the first successful Internet advertising is "hot line" Web site, the site was founded in 1994, is the online version of print magazine of “the plane”. They creatively use the "banner ad" form. This is a banner image file of 468*60 pixel. Advertisers are United States telephone and Telephone Company, viewers embraced this style of advertising. "Hot
III. FEATURES OF NEW MEDIA ADVERTISING

The biggest difference between new media and traditional media is the change of communication means: from “one point to multipoint” to “multipoint to multipoint. Some researchers posed the view from another prospective: new media release information by almost zero cost, it is free for the audience, which is a challenge to the costs of traditional media news production.” Some outstanding features compared to traditional media is as following:

A. Interactivity

“Multi point to Multi Point” proposed by Guo Weihua, illuminates the meaning of interactivity in a very clear and very simple way, this is the most prominent feature of new media advertising. The receiver can carry out various forms of interaction by using modern advanced communication technology while traditional media can only passively accept, which makes the way of communication has changed fundamentally.

B. Popularity

Compared with the single way of traditional media, any network or mobile phone users could communicate through their own platform due to various ways of new media dissemination, which also makes any person in the platform could become the subject of media. At the same time, communication content could not be accurately manipulated in new media era, blog and the major forums fully explained this nature.

C. Cross Time and Space

One newspaper for one day, it means readers can only read today's news. One new episode for one day, it means audience is extremely profound, not less than significant transformation in dissemination history. How the advertising planners plan advertising for these new
advertising audience? I think we should focus on the individual freedom which has been greatly improved as followings:

A. Respect Advertisement Audience's Autonomy

China Internet Network Information Center and Japan Dentsu's investigation have shown that the vast majority of Internet users hate "pop-up" ads. They even download the software to turn off pop-up ads automatically. For new advertising audience, we should respect their autonomy and guide their desire to buy.

B. Pay Attention to the Entertainment of Advertising

The traditional dull, inflexible advertising form could no longer attract consumers' attention. The fast-paced lifestyle and mass information contact make new consumers more and more likely to pursue "fashion" "individuality" and keen on the Kuso culture which is characterized by deconstructing the solemnity and authority. Therefore, under the new media era, advertisement should mainly display the entertainment. Now more and more online games begin to implant advertising, even some of the game props looks like the commodity in real life.

C. Pay Attention to the Participation of Consumers

In Web2.0 time, participation type marketing could fully motivate the consumers' participation enthusiasm. It could effectively transmit the marketing information to tens of thousands of target customer at a very low cost and investment. It can be said that this is "new" and "light" weapons for brand marketing and product promotion. Such as Pepsi's "I'm going to be on it" activities, consumers can upload personal photos through the website. If you win in the vote, you can demonstrate your elegant demeanor in Pepsi Cola's jar. Such as HP's "my computer, my stage" activity, It can make the participants, especially college students users show their own ideas and create painting works on the Internet. These activities have met the needs of young people to show themselves and extend individuality and creativity. Not only demand is multi-level, different consumers' demand is also different. Therefore, it is necessary to make good interactive experience design according to his own characteristics and the core need of target audience.

D. Pay Attention to the Long Tail Market

The Internet reduces the interaction cost and information cost among people. Satisfaction of personal basic needs triggers increase of individualized requirement. As a result, the long tail market shows the trend of increasing and expanding. Nowadays consumers "individuality" gradually becomes the mainstream. If the enterprise wants to stand firm in the market, it must pay enough attention to the long tail consumers. Enterprises can guide the long tail of audience and adopt effective marketing strategy through "word of mouth promotion", establishing a system of recommendation.

E. Community Marketing

The interaction and feedback between the advertiser and consumers is important, but more important is to form the interaction between the consumers. In the eyes of the consumer, they will never be in the equivalent position with the enterprises. It is easier for consumers to communicate advertising information. Community represents a small minority. It takes a group of audience base on common interests, hobbies, self-perception together, and gathers on the Internet and other media. In the community, the interpersonal relationship is more closely and the source is relatively real, also information is more easily accepted by the community. In addition, each community all has one "the spokesman". They are the authority who is recognized by the community person. Although the advertising audience behavior is becoming more and more-personalized, it is still in a "authority worship" state unconsciously. If advertisers can timely find these communities and find the community representatives, thus they can carry on the systematic guidance to the representatives and create viral marketing within the community. This is undoubtedly a new communication strategy.

V. CONCLUSION

New media changes quickly. It promotes the rapid development of the media industry. This makes the commercial advertisers invest more and more on the new media. Media's meteoric rise and growth is profoundly changing the advertising art. Advertising is subject to the biggest impact of the new media, which is a manifestation of difference between old and new communication technologies. It is also the inevitable result of people's information view newly shaped by communication technology. In this new media era of information explosion, enterprise, organization and individual are slowly being surrounded by new media advertising. We, advertisers must keep pace with the times to develop advertising art better in new media era.

REFERENCES