Research on Digitization of Traditional Media based on Media Convergence Theory

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Abstract—**Compared with the new media, traditional media has obvious content advantages, such as the depth and the scope of the content, originality, accuracy, credibility and so on. In the age of media convergence, after fusing with new media, the traditional media in the digital platform has reached a faster speed, a wider spreading range and higher click-through rates. But if the traditional media want to continue to competing with new media in the future, it must maintain its content advantage which is core competitiveness, and strengthen the original content advantage.**

Index Terms—**Digitization; Traditional Media; Media Convergence Theory**

I. INTRODUCTION

In recent years, the development of new media has a great impact on the traditional media. The number of new media users is very huge. And the foundation of new media is getting better and better. It not only has changed the public means to acquire news, changed the reader's reading habits and reading methods, but also took up the newspaper readers market greatly, brought to the traditional media a bigger-and-bigger challenge. In order to cater to the rapid development of the era, traditional media are carrying on the positive transformation, integrating with new media, joining various of digital platforms. In this process, the content advantage of the traditional media should not be abandoned. Grasping the fundamental of the phrase that "content is king", the traditional media can hold a place in the media era.

II. LITERATURE REVIEW

In the context of media convergence, many experts and scholars have studied the digital transformation of traditional media.

Liao proposed: The trend of new media towards integration and experience has become an irresistible trend. After the new digital technology is widely applied in the media practice, a mature new media era will really come [1].

Xu proposed: Media convergence is not simply the exchange and sharing of product content between different media forms, but the process reengineering of product production, integrating the organic relationship between different media forms, so as to realize a more comprehensive mining of products [2].

Li put forward: The current problem to be solved by traditional media is not artificial re-integration, but how to develop and make use of the inherent technical advantages of Internet, a new integration media, according to its own characteristics and advantages [3].

Hu proposed: Traditional media should use Internet thinking to transform the concept of media governance and form a new concept of governance that integrates media era [4].

Jiang proposed: By studying the development trend of traditional media in the process of media convergence, scholars have come to the conclusion that traditional media must give play to its inherent advantages in content and make full use of the dividends brought by technological progress, so as to better promote its own development and successfully complete the transformation under the impact of new media [5].
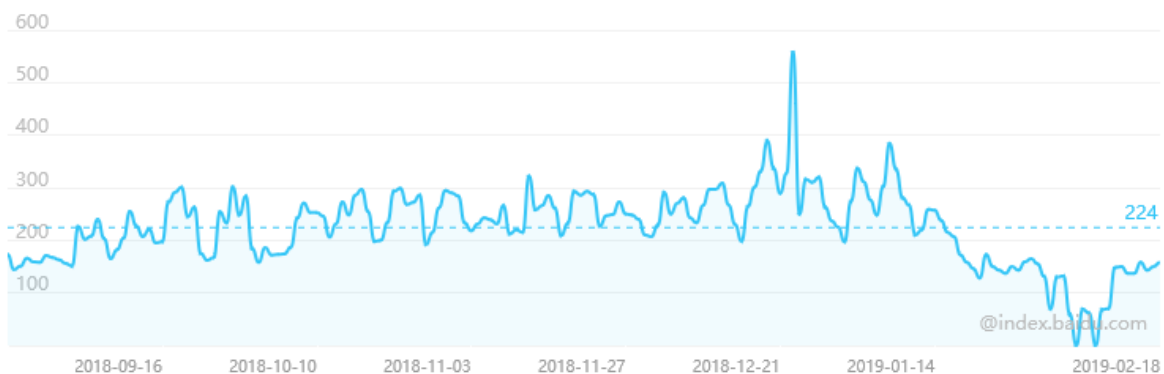

Figure 1.   Baidu index of media convergence theory.

III. DIGITIZATION OF TRADITIONAL MEDIA

In the process of media integration, the digitization of traditional media can be focused on the following two aspects: broadening channels and "content is king".

A. Broadening Channels

Generally the four traditional media refers to newspapers, magazines, radio and television. From the side of channel advantage, the transmission way of the traditional media is single, while the new media has strong channel advantages. So the first step of the change of traditional media is to broaden the channels, making full use of the digital platform as new media.

Many newspapers are accelerating the development of their own websites, mobile client, mobile news and WeChat, microblog. For example, the "Beijing times" launch an APP called "Jinghua cloud camera". If pointing it at pictures which loading the cloud technology and taking pictures, people will experience the video, images and more text report which related to the news. In terms of images and video, the print media have birth defects in the past. But it's transformation from print to digital platform not only made up for the shortcomings well, but also greatly improved the convenience of acquiring news and be able to attracted more audience.

The opening rates of TV declining year by year. People turned platform where watching the show to the Internet gradually, which brought a big shock to broadcasters. But broadcasters are also unwilling to fall behind, seeking to the method which can make TV also have the advantage of Internet video actively. In the process of TV becoming digital, Hunan broadcaster has played a pioneering role: its Mango Internet TV turned traditional TV into the video which can be watched in the mobile phones, computers and TV. This is the new achievement of Hunan broadcaster under the impact of Internet video, which make the traditional Hunan broadcaster transfer to the digital platform, providing users with the first attempt to solve the problem of intelligent household life.

B. "Content is king"

"Content is king" is one of the most important working concept of traditional media. Its proposer, the President of Viacom, Mr Redstone expounded that "the cornerstone of media companies absolutely must be content, content is everything!" So the traditional media always attaches great importance to its own content, especially its original information. Accumulation of years of talents, equipment and methods makes the traditional media has a special advantage in terms of content.

Although the rise of new media takes up the market of traditional media, but there are still a lot of original starting reported from traditional media. According to Nielsen Ratings Data to a program called "online readers report behavior", according to the new research on millions of blogs and social media websites, 80% of all links is the traditional media companies in the United States; 67% of news of the popular news website is from the traditional media; The 13% of personnel in the websites is to collect the administrator, who collecting the news from traditional

media. Studies of many universities also showed that even the best of new media, its ability to produce content is limited, relying much on traditional media.   When an industrial development was at the beginning, perhaps channel advantage is very important. But when an industry matures, the value of the content is particularly important. The development of new media does make channels expand constantly. But what followed by is the demand for content increasing. As a matter of fact, the cost of the original information is quite large. It takes a lot of manpower and material resources. So far, the new media can't copy the contents production of the traditional media, let alone replace the traditional media.
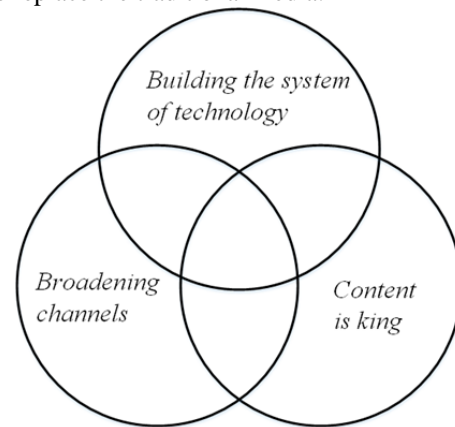

Figure 2.   Digitization of traditional media.

IV. HOW TO STRENGTHEN THE CONTENT ADVANTAGE

In the context of media convergence, many experts and scholars have studied the digital transformation of traditional media.

A. Strengthen the Depth and Breadth of Content to Attract the Audience

In the past of traditional media's content production mode, the concepts of "scoop" and "first" are very important. But the new media uses its fast propagation speed and vast spreading range break the monopoly of traditional media, make "scoop", "release early" no longer has such a high value on digital platforms. So in terms of timeliness, new media have more advantages than traditional media. As long as there is what big news comes out, we can immediately find it on microblog or on baidu. But because of the speedy that new media pursue, the new media must sacrifice the depth and breadth of content, the information and content is more fragmentary. This makes people simply know that the thing had happened instead of understanding things fully. If people want to learn more about the thing, they must use the traditional media to meet their needs.

For snackable content, reading quantity is temporary. Only the articles which mining news deeply can make a difference. Only the deeper and wider literature can attract more people. Compared with the new media, traditional media's years of accumulation make it have enough manpower and material resources to devote considerable time and energy to interview, research. So that the news can be more comprehensive and more profound. It can be

said that the traditional media has special advantages in providing investigative journalism, explanatory journalism, which the new media is difficult to reach. And what we need is to strengthen this advantage. The traditional media can't compete with new media in the field of the timeliness. It should make greater efforts in the depth and breadth of the content rather than compete in the aspect which the new idea is good at.

B. Keep Original Contents Advantages

As what is said above, the new media depend on the original content production of traditional media more. And it seldom produces original content. So the original content is a huge advantage of traditional media. But what should be paid attention to is the condition that the new media reprints the traditional media's comments, reviews and articles in the digital platform optionally. And with its timeliness, new media takes up the market of traditional media. For the traditional media, this is "use the "grass" of traditional media keep the "sheep" of the new media. Actually, "information network transmission right protection ordinance" has provisioned the condition that traditional media news work was republished on the website optionally, and defined the content and tort liability of information network transmission right. But just have the relevant protection is not enough, making sure that traditional media have this consciousness of copyright protection is more important.

The traditional media must learn to master their own copyright, forbidding websites randomly rob their achievement which costs a lot of manpower material resources. In this event, we can refer to the following dominance algorithm:

$$Y = \frac{n_i}{N} f_i \qquad (1)$$

In the formula, Y represents the dominance index, N represents the total number of individuals of all species at each sampling point, n represents the total number of individuals of community, f_i represents the frequency of the species at each sampling point.

C. Win the Hearts by Authority and Credibility

The promptness of the new media makes the media develop in the recent years. Everyone can get voice, publishing their own comments, which makes false content, useless information become more and more. Such as on microblog you can often see a lot of false information or ideas with libel and prejudice about someone or somewhere. Even in the case that the laws has fully to its limit, slander and the prohibition on these new media platform. People often face such a situation: facing the information explosion because of new media, people don't know what to believe and which thing they should search for better understanding. It is at this situation that the traditional media the content advantage can make a difference.

Traditional media has been a long time. Both control mechanism for the quality of news and filtering mechanism of false information are better than new media a lot, which avoid the problem of the flooding of invalid information. For most people, traditional media is more authoritative. When coming across significant events, of course, people would choose the traditional media which has more authoritative to acquire knowledge, rather than the new media which often takes mistakes.

IV. SUMMARY

For media convergence under the background of traditional media's digital transformation problem, this article first through to comb summary of relevant literature, in combination with the practical background of the media fusion at the same time, the obtained: traditional media must take advantage of the inherent in its content, at the same time make full use of the dividends of technology improvement, to achieve a successful transition.

Then we put forward two key directions for the implementation of digital transformation.

Finally, if traditional media want to continue to compete with new media in the future, it must maintain its core competitiveness in content, strengthen the original content advantage, and we give some relevant suggestions.

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