

From Media Integration to Artificial Intelligence: Innovative Application of Information Technology in Digital Content Industry

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Abstract: At present, the development of China's digital content industry lags behind that of developed countries, mainly due to the lack of innovation in China's digital content industry. With the continuous development of AI technology, the application of AI technology is increasing, and at the same time, it has attracted wide attention from the society. With the continuous development of computer and Internet technology, artificial intelligence and its impact on the system and products have also changed people's perception. Every change in communication technology has brought about the evolution of media forms and modes of communication. The impact of artificial intelligence on the media industry is no exception. As an emerging industry, the digital content industry has no ready-made rules and experience to follow, and must achieve industrial development through continuous innovation activities. In the future, traditional media can only get out of today's predicament by integrating with new media and using Internet thinking to build media. Based on the current status of China's digital content industry, this paper proposes various models for digital content industry innovation.

1. Introduction

In the process of continuous development of science and technology, artificial intelligence has become a frontier field in the development of science and technology, and has been widely used and highly concerned by all walks of life [1]. Digital content is a vocabulary produced by the combination of content industry and information technology. Its broad meaning means that all multimedia technologies are used [2]. Because artificial intelligence technology is also derived from the processing and editing features of information, it has a good fit with the computer network in application, and the degree of cooperation between the two is relatively high [3]. Every change in communication technology has brought about the evolution of media forms and modes of communication, and the impact of artificial intelligence on the media industry is no exception [4]. Innovation is a process of knowledge creation, through which knowledge can be developed and solved. In people's work and life, artificial intelligence products have a more important position in the case of having a significant impact [5]. As a new industry, the development of digital content industry has no ready-made rules and experience to follow. It must achieve industrial development through continuous innovative activities [6].

While improving people's quality of life, it effectively promotes work efficiency. That is to say, we need to be able to grasp the technology of artificial intelligence well and serve us better through its scientific application [7]. Both developed and developing countries attach great importance to it, and hope to rely on the development of digital content industry to enhance their economic strength and competitiveness [8]. In computer network technology, artificial intelligence can formulate technical design plans, edit programs, and formulate operational sequences and steps according to the basic production goals and management tasks of production engineering [9]. In the future, traditional media can only get out of today's predicament by integrating with new media and using Internet thinking to build media. The existing competitive advantage is easily lost due to the imitation or substitution of competitors, so the ability to innovate becomes the most powerful and fundamental way to gain competitive advantage [10]. Based on the current status of China's digital content industry, this paper proposes various models for digital content industry innovation. On this basis, it analyzes the choice of innovation mode of digital content industry in China.

high-level and sophisticated human team. The growth of advertising revenue of information new media is far greater than that of pure video websites, because netizens need more information than video. Programs are the products that can produce economies of scale, while documentaries can not form a scale in economic output, but can improve the brand image of the media. In order to develop digital content industry in China, we should vigorously carry out various innovative activities, especially to promote institutional innovation and encourage content innovation.

3. Advantages of Artificial Intelligence in Electronic Information Technology

Network resource sharing is also an important application direction of artificial intelligence. For the network platform, it has a strong development bank and a huge amount of network resources. When advanced high-tech such as network and computer enter computer network, the design requirements and principles of AI in engineering are rewritten repeatedly. The new media industry has super liquidity, which mainly comes from the intelligent classification of content and the intelligent analysis of netizens'big data. Relevant government departments should pay more attention to the institutional environment of digital content industry, increase investment and strengthen institutional innovation. As a user, if you want to obtain resources on the platform, you can search for the resources you need by software. Intelligent control is not only reflected in the processing level of information, but also in the application range of artificial intelligence. As long as the computer application requires it, the artificial intelligence system can then write intelligent operating procedures that conform to computer network application rules and standards.

The trend of user intelligence, such as Internet intelligence, intelligent production of core content, and intelligent platform, is also advancing the intelligent development of the media. In the development of large data information system, we must meet the actual needs as the premise. High cost-effective data center network architecture is widely explored. The scale of cloud computing data center is getting larger and larger by moving its own data center to the cloud. The system delay data of different network parameters are shown in Table 1.

Table 1 System delay data for different network parameters

Network parameters	Minimum value	Maximum	Median	Average value
0.6	5.94	6.89	6.42	6.59
0.8	3.38	7.26	5.51	4.82
0.1	1.87	6.82	4.76	5.18

In order to establish an engineering structure with intelligent control capabilities, the application of artificial intelligence must be quite a lot. The new media creates thousands of tags for each netizen's preferences, so the data of millions of netizens form a bunch of big data. If it is found in the actual work that it needs to upgrade and update the user's software, the push and reminder information will be sent to the user in time. The overall improvement and advancement of computer network design brought by artificial intelligence, especially the improvement of design accuracy level brought by automation, has long been recognized in the industry. Artificial intelligence has the advantage of merging various technologies, which can not be achieved by any other single technology. Artificial intelligence can process massive information at high speed with high efficiency and accuracy. Simple processing of these large data is of no value. The valuable method is intelligent processing using algorithmic language and machine in-depth learning. Accurately get the hobbies and needs of each netizen, and provide accurate delivery of content information and advertising.

4. Conclusions

Promoting artificial intelligence by information technology is the core idea of computer network application development, and has become the consensus of the industry. The main reason for the backwardness of China's digital content industry lies in the lack of innovation. Among the innovation modes of digital content industry in China, institutional innovation and content

innovation have the greatest influence, and are very important for other innovation activities in the industry. Artificial intelligence system has been applied to different fields of electronic information technology, which has played a positive role in promoting its stability and sustainable development. Relevant government departments should pay more attention to the institutional environment of digital content industry, increase investment and strengthen institutional innovation. In the future work, it is necessary to further strengthen the research of artificial intelligence technology, so that it can be better applied in electronic information technology to provide better services for people. Among the five innovation models of China's digital content industry, institutional innovation and content innovation have the greatest influence, which is very important for other innovation activities in the industry. How to use artificial intelligence technology combined with modern new technology, and apply to each stage of each project life cycle, to maximize human resources. It is the goal pursued by every network technology researcher.

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