

Upgrading Strategy of Media Industry in the Background of Smart City

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Abstract—In the Internet era, the traditional media itself has been severely impacted by the new foreign media in the era of big data on the Internet. Its own survival and development space has been squeezed, and its core competitiveness has been challenged. How to combine the policy and technology advantages of smart cities and big data centers to improve the competitiveness of the industry and the survival situation of the industry is a dilemma that the traditional media industry in the region is facing. The ability of big data storage and processing brought by big data center brings opportunities and challenges for the development of traditional media industry. Therefore, with the help of the trend of smart city and the wisdom of big data, this study proposes the following strategies to upgrade and develop the media industry.

Keywords—media industry, smart city, industry upgrading, big data

I. INTRODUCTION

This article takes the current situation of the local media industry as the premise and the smart city in the era of big data as the research background to find out the difficulties and pains in the development of the media industry and the difficulties in the construction of the smart city. By analyzing the internal development law of the industry, it investigates the external macro-management environment of the industry and upgrades the media industry in other areas. We should learn from the experience of other cities in building smart cities, strive to promote the upgrading of the local media industry and promote the construction of smart cities, so as to realize the complementary advantages and disadvantages of the two, so as to revitalize the local media industry and make the construction of smart cities flourish.

II. CONSOLIDATING THE FOUNDATION

In the "big data era" led by smart city, for the traditional media industry, its main foundation is its brand influence formed over the years and a large number of information products such as text, audio and video left over by the accumulation. Therefore, strengthening its brand influence and expanding its product accumulation is the inevitable requirement for the media industry to consolidate its own organization foundation.

Since the establishment of various traditional media, numerous information products have been produced and disseminated in the region. Compared with the new media generated after the arrival of big data, the advantage of traditional media lies in the accumulation of a large number of historical resources. Therefore, relying on the high-end information technology provided by smart cities, the traditional media will use the past words. Audio, influence product data preservation, realize data cloud, ensure the safety and long-term storage of historical data, digitalize and electronize the data that used to occupy large-scale space, realize orderly, secure and intelligent safe and low-cost storage of historical data, and make the historical foundation of traditional media stronger. It is true.

In the era of big data, the value of each data is closely related to the size and type of data. Comprehensive and holistic data enable data to produce corresponding value. "Big data" especially emphasizes correlation, which requires data types to be as rich and perfect as possible. It can be said that the more abundant and comprehensive the data, the greater the value of the corresponding data. Therefore, the intensification of the information industry has also been given higher requirements. In order to meet this requirement, the media industry in transition must consider from the level of the whole information industry to gradually develop itself into a "big media" with rich data types and huge scale. Access to large data centers and enjoyment of all aspects of information in the city will undoubtedly enrich the data information "home base" of the local media industry.

In the process of building a smart city, the media industry actively participates in all links, especially in the terminal layout of the smart city. Depending on the original audience groups, the smart city will be introduced to all households. While popularizing the smart city, the media industry will further deepen the awareness and influence of the local media brand. Combination of the strong and the strong will let smart city and media brand go deep into the hearts of the people.

III. HAVING GOOD "AUDITORY SENSATION"

The traditional media industry is represented by newspapers, radio and television. On the one hand, it provides audiences with appropriate audio-visual content, and provides different information products to different audiences through market research and feedback of audiences' opinions in order to obtain the most accurate and efficient content delivery; on the other hand, the media industry as a social situation. The watchtower is also constantly collecting information on all aspects of social turbulence and environmental changes, and timely conveying social environmental conditions to people at all levels who manage society and care about society through various ways. Under the background of smart city, countless information data will be transmitted to our media through the smart empowerment layer. At this time, the media should not only listen to the

needs of the audience in a timely manner, but also listen attentively to the information hidden in the mass information that has a real impact on the social operation and management, and give timely feedback to the society.

In Smart City, every citizen's consumption preferences, such as content browsed online, mobile phone access address, geographic location information, shopping and catering, will leave a "footprint" and be included in our big data center by our Smart City system. The media industry can analyze every audience's habits and preferences according to these "footprints". Through careful analysis and careful identification, we can get his personal preference information. With these data, our traditional media can convey their feelings through the emerging communication technology in the most acceptable time and manner for the audience. The content of interest, so that precision communication can be achieved. In this way, the information products of the media industry will not only not be regarded as garbage, resulting in redundancy, but also will probably be customized by the private sector to improve the liquidity of the media products. With the development of the big data era, the dissemination of wisdom and precision will gradually become popular and popular. Using the big data collected by the smart data center, the media industry can support the ears, understand users' preferences and future interests, and customize various news, music, film and television works according to users' behavior, thus saving production resources and meeting the needs of personalized audiences.

The big data covered by the smart city is complex and variable. "Holding ears and fishing needles from the sea" can it extract useful and meaningful data for the operation of the smart city and present them in an intuitive and concise form. It is the necessary means for our media industry to realize its own value and successfully transform itself. The media industry should adopt a professional attitude and assist with professional data analysis tools to identify and summarize the data covering the topics of urban development such as urban ecology, urban culture, urban planning, urban commercial development, new elements of the city, and to reveal the current situation and trend of urban development with interesting and valuable urban data. Potential and existing problems provide intellectual support for urban planning management, business decision-making and the needs of urban people.

IV. HOLDING THE "PEN" WELL

Content production in the media industry is now entering the stage of demographic dividend recession and attracting residents to pay for media content through high-quality content. Quality and targeted content has become the key link for media industry to achieve profit and maintain its brand value. For content producers of traditional media industry, how to upgrade their content production mode, produce high-quality content such as text, audio and video, which are loved by the audience, and enhance the core competitiveness of their media organizations, has become a necessity for traditional media practitioners to transform. The road. In the process of transformation and upgrading of traditional media industry, there are channels like kings and content as kings. However, with the advent of the "big data era", the media industry began to attach importance to the great value of data, and gradually formed the concept of "data is king", through which valuable and data content of routes can be obtained. Under the macro background of the construction of smart city, the opening of big data center and the equipments of data processing and analysis technology make the data from all walks of life and corners of the region be quickly and completely collected into the smart brain. Our traditional media industry can receive the data empowerment from the big data center. And further select, process and produce media products that meet the needs of the audience. Specifically, it is necessary for the media industry to make the following two points in content production.

Accepting the production mode of AI information products in the era of AI, relying on the data processing center, use computer instead of manual content creation, investing human and financial resources to develop precise professional technology and tools, can mine effective information from abundant large data, thus obtaining more valuable information clues. Through data processing technology, a large amount of data and information that can not be completed by simple human resources are analyzed, and valuable and thoughtful reports are produced.

To cultivate "wisdom" media practitioners, transition from omnipotent players to professional players, release the shackles of the mode of reporting things, and tap the content behind the potential data. With the advent of the era of intellectual media, the professional requirements of media practitioners have begun to change, and their career adaptation has become increasingly prominent. In the past, journalists, editors, directors and so on, mostly dealt with words, images and machines. In the era of big data, journalist editors should not only be skilled in using words and images, but also know how to collect, integrate, mine and analyze relevant data. Writing news that readers want to read and making movies and TV works that audiences can see should not only meet the individual needs of individual audiences, but also learn to express the huge amount of information in the era of big data in an intuitive and intelligent way.

V. STRAIGHTENING "THE HEART"

In the information ocean of smart city, there are many information with privacy and confidentiality. How to use these information correctly and produce interesting and meaningful information products while ensuring privacy and confidentiality needs the media industry to measure carefully. In addition, the phenomenon of big data and information products brings about a phenomenon that traffic and sharing are greater than everything. Of course, our traditional media also pursue traffic and sharing, but in the era of big data, a large number of information products have viral communication skills. Popular content is often accompanied by exaggerated headlines, eye-catching and controversial and emotional views, or it is constantly repeating popular stories, traditional media. How to correct their "mind and eyes" in this trend, not to cross the border, not infringement, not blindly to pursue traffic, sharing, is the bottom line and guarantee for the media to achieve their own upgrading.

Media workers should form media literacy awareness, strengthen supervision and self learning. As the carrier of social information dissemination, media practitioners must fulfill their duty of transmitting information, consciously improve their personal media literacy, keep a good check on the audience's information choice, strengthen self-discipline, and maintain the excellent media posture under the background of network dissemination.

Media organizations should also improve their systems and regulations, regularly train their employees' professional ethics, strengthen their legal awareness and copyright awareness, actively cooperate with the government, the manager of smart city operation, selectively screening, processing and publishing information, in the complex and chaotic information flow. Keep yourself clean and keep your credibility. In the information flow of smart city, we should stick to our bottom line and make ourselves invincible.

VI. EXPANDING THE "WALLET"

"Wallet" has always been one of the important factors restricting the transformation, development and upgrading of all industries. Most of the local media industry, as enterprises and institutions led by the Party Committee and the government, lacks flexibility and maturity in capital operation. Under the background of smart city, whether it is the peculiarity of money-burning in information industry or the high value attribute of data products, modern media enterprises are required to have a large amount of capital reserves to develop their business and carry out market promotion. Supported by the smart city, the sharing of capital supply information enables the traditional media industry to obtain "wisdom" of capital allocation. Therefore, under the macro background of accelerating the transformation of new and old kinetic energy and promoting industrial upgrading, activating private capital and adjusting capital structure have become the necessary support for many industries to upgrade their industries. The media industry subject of the nature of the former state-owned enterprises and institutions can properly strengthen capital awareness, actively dock the market, change administrative thinking and enhance market competitiveness. Capital and technology are "two wheel and double drive" to promote media transformation. The transformation and upgrading of traditional media, especially the introduction of new Internet technology talents, and the "burning money" in the process of Internet capital enclosure are not feasible only by the local government's financial subsidies. Relying on the wisdom information provided by smart cities, the traditional media industry has upgraded itself in the following aspects:

Enhance the liquidity of content. At present, the maintenance and enrichment of local media industry capital mainly depends on government subsidies and government projects. However, under the macro-policy trend of enterprise management and market-oriented operation of public institutions, the traditional media industry must renew its own means of profitability, transition from excessive dependence on government subsidies in the past to content realization. Healthy ways of profit, such as channel liquidation and brand liquidation, gradually get rid of financial dependence and form a self-sufficient health capital operation mode.

Introduce private capital into different channels. In addition to making the local media industry bigger and stronger, and listing and financing in the financial market, we can also learn from PPP model, introduce social private capital, transfer some rights, and establish a community relationship of "benefit sharing, risk sharing and full cooperation" with the society, reduce the financial burden of the government, and activate the capital activity of the society.

Use flexible capital allocation mode. Traditional media enterprises can introduce capital allocation systems such as equity incentive, option incentive and partnership mechanism, so that capital can be held in the hands of practitioners, activate their motivation, link performance with income, and link large "wallet" of enterprises with small "wallet" of individuals.

VII. CONCLUSION

In this era of big data prosperity, the construction of smart city is the general trend, and the transformation and upgrading of traditional media industry is also the only way. In this era full of opportunities and challenges, the construction of smart city urgently needs the help of the media industry to improve its layout, enrich its data and popularize its application; the local media industry also needs the support of smart city to consolidate the "foundation", have good "auditory sensation", hold the "pen" well and straighten "the heart" and expanding the "wallet" to achieve its own transformation and upgrading.

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