

Thinking Transformation of TV Media under the Background of "Internet plus"

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Abstract: As an important kind of TV media, TV media has always had unique advantages in TV media and is favoured by many advertisers. However, in such a severe media environment, we have to change our ideas. The "Internet plus" plan means the combination of the Internet and traditional industries. It is the country's macro-strategic measure for the transformation and upgrading of television media. This strategy calls for the Internet to influence, drive and change traditional industries. Therefore, based on the above background, the focus of this article is precisely the specific operation path of "Internet plus TV Media". As Internet technology and products and their future development are undergoing rapid changes, there are many possibilities to explore. The development of "Internet plus" platform has become the only way for traditional media.

1. Introduction

With the advent of the all-media era, "Internet plus" forms emerge one after another. With the continuous development of media technology, the impact of "Internet plus" on TV media has become more and more intense [1]. Under the background of the continuous development of science and technology such as Internet plus, big data and cloud computing, the thinking mode of re-examining the market, users, products, enterprise value chain and even the entire business ecology [2]. The impact of the Internet on traditional TV media is evidenced by data. To achieve the goal of transformation, there is no doubt that a revolutionary reconstruction is needed from various aspects such as program form, communication voice, production concept, marketing method, internal culture, organizational structure, industrial layout, personnel distribution system, etc. To stimulate the enthusiasm of the whole society to develop a new economy through reform and innovation, that the new generation of information technologies such as the Internet can be deeply integrated with traditional Chinese industries [3]. Traditional media organizations release or broadcast their own programs and content in public. On the one hand, they sell their content to gain profits; on the other hand, they generate rich advertising revenue. Because of this, many people think that in the future development, TV media is the workers employed by the Internet. In this brand-new era in which the form of network has become a form that runs through everything, the Internet not only redefines the purpose of human beings for their own existence ", but also definitely redefines the way and significance of media communication for their own existence.

2. The Influence of "Internet plus" on TV Media

Only ten years after the emergence of "Internet plus", TV suddenly realized that young people had quietly left, the age structure of the audience was aging, the time per capita spent watching TV was decreasing year by year, and TV suddenly "aged" a lot [4]. "Internet plus" provides an opportunity for a new round of TV media transformation. In the era of digital media, TV media has adopted a two-way interactive communication method, which has strengthened the relationship between viewers and program producers and promoted in-depth communication between the two. Using advanced technologies such as cloud technology and big data, the acquisition and transmission of long-distance news materials can be achieved in a timely, high-speed and efficient manner across the limitation of time and space and distance [5]. Internet thinking focuses on user experience and user participation in product design and promotion, and pursues fast iterative

product service innovation and smooth customer service with instant response. The core competitiveness of TV stations actually comes from the quantity and quality of "audience resources". After the TV people's own positioning is gradually clear, what should be paid attention to next is how to make a brand-new "positioning" for our "TV audience". In this respect, TV media is not as good as "Internet plus". In the collection of user data, "Internet plus" is faster and more convenient than TV media. It can analyse the current user's consumption habits from the collected data to formulate some personalized information dissemination strategies.

3. Development Status of Traditional TV Media

For a long time, TV media have adopted the traditional broadcasting system when broadcasting programs. In this system, viewers can express their views on the program through letters. Nowadays, the predicament of TV media cannot be simply attributed to the impact of "Internet plus". The fundamental reason is that technology-driven productivity and production relations have changed. In essence, TV media has no real users. Therefore, the primary problem of TV media is that it does not understand the essential difference between users and viewers.

3.1. Lack of technical support, not timely and comprehensive grasp of data

The word "user" is no stranger to us, but many TV media do not realize the essence of users. "Internet plus" is not a superficial and simple material connection [6]. To the TV media, both the thinking logic and the industrial process Internet have fundamentally subverted them. Once upon a time, for a traditional TV person, understanding the publicity and production of programs is equivalent to mastering the "core technology" of TV operation. It is not to make Chinese TV stations become websites one after another, but to make Chinese TV stations adapt to the communication characteristics and user requirements of the Internet era as soon as possible. Only in the Internet era, especially in the mobile Internet era, information transmission is efficient, accurate, fast and low-cost, user selection costs are close to zero, and patience and tolerance for product defects and service short boards are close to zero. Under this background, traditional radio and television media are facing unprecedented challenges. This single innovation of packaging content products is far from enough to help the media transform [7]. This situation is also caused by inaccurate grasp of the concept of fundamental transformation. Under the "Internet plus" model, the economic value of fans can be developed. For example, crowd funding is used to establish fan communities and provide exclusive products or services.

3.2. Too many homogeneous programs and lack of creativity

"Internet plus" lit up the whole communication network by activating the "personal" node and increasing the adhesion between fragmentation time and TV programs [8]. Social communication channels, fragmented space-time freedom, personalized free choice, open sharing and interaction, creative successful experience, etc. Internet plus "represents a new economic form, relying on Internet information technology to realize the deep integration of the Internet and traditional industries. There is little difference in programming and other aspects, mainly through the star effect to attract viewers. The transmission of information is not a one-off single transmission process, but several split transmissions. The TV media at this stage also accepted the general trend of media integration under the background of national policy support and market competition. "Internet plus" means that TV news editors and other post-production personnel should take Internet thinking as a carrier and choose convenient and fast Internet production methods under the principles of timeliness and authenticity. In the past, many ideas of market-oriented thinking were only subjective pursuit and logical possibility, while Internet thinking turned possibility into reality.

3.3. Internet talents are scarce and the education system is backward

The training methods of the past talents are relatively stable, and many media personnel tend to be trained in traditional theory and practice teaching. In recent years, the income of TV advertising has also seen a double-digit decline, which is a fatal blow to TV media. The decentralized nature of

the Internet world will definitely change the transmission and transmission channels of television based on broadcasting. At least in a period of time, broadcasting and interactive coexistence will be realized. In order to realize this concept, we must ingratiate ourselves with the users from the heart and respond to the customer's preferences in a considerate and quick way, thus presenting the "user first" and "extreme experience" of Internet thinking. The integration of media in PC and mobile terminals is aimed at simply expanding the channels of communication, without mastering the logic of Internet products, so that the more exploration, the heavier the pace. Therefore, TV news directors should rely on the Internet platform to explore and expand new TV news transmission paths, integrate the advantages of emerging media and TV media, and expand the transmission paths of TV news.

4. Suggestions on Transformation and Development of TV Media under the Background of "Internet plus"

4.1. Strengthening Internet thinking is centred on users

In the era of self-media communication, media competition is the competition of comprehensive strength, platform level and the competition of the whole industry chain [9]. It is a competitive integration to absorb as many TV users as possible. Through this integration, TV should maintain and strengthen its traditional advantages as much as possible while replacing its Internet brain. Research on the artistry of TV programs will enable existing programs to have a better artistic feeling in judging authenticity. Now, under the concept of "Internet plus", TV media needs to change its management concept, break through the mode of relying solely on advertising for profit, and build itself into an institutional platform for service by constructing a pan-media product system, instead of relying solely on content products for single-track development. In the "Internet plus" era, technological innovation is accelerating day by day, and news homogenization is serious. Therefore, the TV news director must look at his own unique news content from a different perspective. The development of customer data, market segmentation and precision marketing pursued by traditional marketing theories can only be realized in the era of Internet big data management. Therefore, the existence form, program orientation and program form of TV media must make corresponding fundamental changes.

4.2. A new way to optimize and upgrade the industry

The capital era is an era of industrial integration, upgrading and innovation. As a popular concept in the capital market, Internet plus is also applicable to TV media, and is an important way for it to grow, develop and upgrade. From this point of view, TV media should apply Internet thinking to the actual operation of TV media and upgrade TV media with the advantage of "Internet plus". Under the "Internet thinking", TV media should not only break the original rules, but also re-divide and integrate the internal modules. Television media will no longer be the dominant or even completely dominant party in the unequal one-way transmission process. This "systematic business thinking" is actually a natural extension and full display of market logic in the Internet era. Because content is the foundation of TV news programs, TV news directors can only make efforts in the pursuit of content to define the focus and dig deeply on the basis of quality. That is to say, although the media organizations in the future will disseminate news information, they have more important functions than the dissemination of news information and are social and livelihood services based on localization. Integrating the latest features of the times enables all TV viewers to watch the programs in a relaxed atmosphere.

4.3. Self-reconstruction, integration and symbiosis

Adapt to the socialization of Internet communication and identify with the new role orientation. The Internet is a platform that gives everyone the power to collect, publish and comment almost at will. It is necessary to change the concept of "content is king" and realize the change from traditional news thinking to Internet thinking. Relying on the integration advantages of the platform,

it will be opened up, cross-industry cooperation, access to high-quality enterprise products and services in other industries, make up for the business that it is not good at, and enrich its service attributes. "Internet plus" not only adds content generation and transmission expansion, but also lies in the transformation process from audience to users and the establishment of news product service consciousness. Internet products usually do not seek to be large and complete, but seize a "pain point" or value point of users, and quickly make targeted products with clear positioning. This requires that TV media must give their products all the physical attributes and additional conditions conducive to the consumption of the Internet environment, such as price, the possibility of being selected, means of payment, etc. All this is based on people's thinking and exploration of the new positioning of TV media platform under the "Internet thinking".

4.4. Reform operation strategy

Flattening, de-centralising and self-media in the Internet era bring huge amounts of information while challenging the authority of TV media. Netizens not only need to meet the news value of "significant, true, timely, accurate and authoritative", but also have many special needs. The latest news information is incorporated into the broadcast links of news programs to ensure the timeliness of news. Emerging media products with a single reading function can acquire a fixed number of users after determining the positioning, and improve the content through analysis and optimization of user data to enhance the stickiness of users; Television news in the "Internet plus" era must be a product that emphasizes the supremacy of the audience. It can accurately find the audience's appreciation needs and habits. Therefore, Internet thinking focuses on winning by speed, gaining insight into and responding to market trends and customer needs quickly, and improving products and services quickly. To achieve this "speed", the distance caused by hierarchy must be eliminated within the organization. If we only stick to the existing positions and approaches, we will only hold on to the present, and what we will lose will be the future and the coming future. With the help of big data platform and big data analysis tools as technical support, a platform of "one acquisition, multiple processing and multiple publishing" is constructed.

5. Conclusion

The era of "Internet plus" has brought us new and broader development space. TV media should dare to seize new positions of public opinion, forge ahead and open up new space for media development. Almost all traditional industries can see traces of Internet intervention, thus forming a new economic form with Internet as infrastructure and real industry as participants. Under the background of "Internet plus" where opportunities and challenges coexist, TV media must make a long-term strategic plan if they want to occupy a place in the fierce media competition. Such as short message interaction mode, although it does not last for a long time, it is also a useful attempt of TV media. At present, the cooperation between TV and WeChat and Alipay has brought the development of TV media into a new spring. "Internet plus" develops in parallel, crossing and utilizing each other. Some really use Internet thinking to subvert traditional thinking and integrate themselves into the real Internet trend.

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