

Research on Regional Media Convergence Development

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A Case Study of Hainan News Channel

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Abstract. Under the background of the Chinese central government's intensive promotion of the integration and development of traditional and emerging media, Hainan News Channel, a pivotal regional media outlet in southern China, has embarked on a mission to revamp its news business operations. In order to survive, the channel is constantly exploring and implementing media integration strategies, capitalizing on its strong editorial teams, content production expertise, media authority, and other advantageous factors. The establishment of the We chat public account "Hainan News Channel" (hnnews TV) has been carried out sequentially, and there has been an ongoing revision of the live broadcast program of the media. In order to meet the challenges faced by the television media in terms of audience loss, ratings decline, and advertising shrinkage, the program "All Media Live Broadcast" was launched on the three major media platforms of TV, Internet, and radio simultaneously. In addition, the Hainan news channel implemented various practices in content integration, channel integration, and revenue integration. Unfortunately, this paper is limited in scope, as it only examines the media integration of Hainan news channels, using a single sample that may not necessarily be representative of the entire population. Consequently, it is difficult to accurately quantify and compare research results across different cases.

Keywords: Regional media Hainan news channel Media convergence New media

1 Introduction

The sudden emergence of new media has had a major impact on traditional media industries such as radio, print and television. In the process of development, television media have suffered from loss of audience, low ratings, declining income, brain drain and other problems. Faced with this situation, the television media is trying to transform to survive. In the context of media convergence, how to transform TV media has been discussed by academia and industry.

This paper takes Hainan News Channel as the research object, starts with the practical activities of media fusion carried out by Hainan News Channel in recent years, focuses on analyzing the path of news channel fusion, summarizes the experience and lessons accumulated by Hainan News Channel in the exploration and practice of media fusion, and provides reference for other news channels to carry out media fusion.

This paper comprehensively applies the research methods of case study, conceptual analysis and investigation, and through some practical work of media fusion in which I personally participate, and the literature on media fusion and the operation of professional channels, through analysis and demonstration, puts forward some of my own views.

This paper attempts to analyze the exploration and practice of media integration development of Hainan news channel, focuses on the influence of the new media environment on the development of TV news channels, the opportunities and difficulties faced by news channels, and analyzes the measures and effects of media integration of Hainan news channel, hoping to provide some experience and thinking for the development of media integration of Hainan news channel.

2 Development status of Hainan news channel

2.1 Overview of the development of Hainan news channels

On December 31, 2008, the former State Administration of Radio, Film and Television approved the establishment of Hainan News Channel, which is the only news channel approved by the State Administration of Radio, Film and Television in 2008. Hainan News Channel began trial broadcasting on January 2, 2009, and officially launched on March 30, 2009. It is a new channel with news as the main body created by Hainan Radio and Television Group. The program is based on news, supported by humanity, emotion and variety, and positioned as a news channel focusing on the real world and a humanistic channel looking into the spiritual world. Hainan News Channel, established less than three years ago, has created a good rating. Among the national channels that can be received locally, the audience of the news channel constitutes the most influential, the most vocal and the most consumption decision-making power. The ratings of Hainan News Channel rank second in Hainan provincial channels. Because of its program civilianization, close to the people's life by the Hainan masses like.

As the only all-weather wholly-owned news channel on the island, the precise "high-end and professional" target positioning has achieved the "influence" and "credibility" of Hainan News Channel. In today's "content is king", Hainan News Channel innovates the arrangement, abandons TV series and variety entertainment content, adheres to the truth of information, takes "authority" as the main point, gathers the best media workers from all over the country and overseas, famous anchors, journalists, and commentators to forge high standards, and covers the fields of current politics, economy, legal system, culture, people's livelihood, sports and so on. Constantly refresh the standards of local media. In terms of "influence value standard", Hainan News Channel has become one of the standard makers, and it has become the consensus of the people of Hainan Island to only watch Hainan News Channel when it comes to major events.

From foreign news channels to national news channels, and then to provincial news channels, the development of news channels at each level has its own characteristics. Like other provincial channels, Hainan News Channel also faces difficulties such as revenue generation pressure, talent gap and audience loss, and urgently needs to promote the development of media integration.

On July 7, 2014, the We chat public account "Hainan News Channel" (hnnews TV) was launched based on the traditional media Hainan News Channel. The official we chat public account "News Jun" of "Hainan News Channel" is very close to people's livelihood. In the trend of "media convergence", Hainan News Channel was the first to set up a new media development department. The seamless integration of We chat, Wei bo and editing content, operation and development with Internet thinking, created a single We chat push 48 hours of more than one million reading achievements. Initially, a new media team composed of only two staff members was responsible for the operation, and after three years of efforts, the followers exceeded 140,000. In 2018, the New Media Group was upgraded to the New Media Department, and the staff has expanded from the original two to five people, who are on call 24 hours a day to respond to breaking news.

The We chat public account of "Hainan News Channel" (hnnews TV) pushes more than 1,000 articles every year on average, with more than 100,000 articles read, more than 10W+ of major news events pushed by We chat, and the highest reading volume of specially planned H5 page is 100W+. Ranked among the top nine in the We chat communication influence list of provincial terrestrial channels in China; It ranks among the top five in the ranking of We chat communication influence of provincial media.

In this era of web traffic, mainstream media are aware of the importance of media transformation. Therefore, the mainstream media representation, CCTV News, has checked in short video platforms like Tik Tok and Kwai and tried to use their advantages to spread high-quality content and improve their competitiveness.^[1] At the beginning of its establishment, Hainan News Channel insisted on providing the best news reports for the audience, and updated the news information of the Hainan region at the fastest speed. "The live program ""News Express"" established with the channel has undergone three revisions, and the revision process is summarized in Table 1. " The News Bulletin was changed to "Hourly News", with each broadcast time increased from 5 minutes to 15 minutes. Faced with the impact of the network on traditional media, Hainan News Channel changed the "Hour News" to "Now Broadcast", each broadcast time is 30 minutes, of which 12 o'clock "Hour News" is changed to "all media live broadcast", the broadcast time is as long as 1 hour, to seize the audience in the prime time of noon.

Table 1: Hainan news Channel news column revision process

Hainan news Channel news column revision process			
Name of column	Broadcast time	Broadcast time	Broadcast content
《News Letter》	Every day 10:00, 12:00, 14:00, 16:00	5 minutes	Editorial manuscript
《Hour news》	Every day 10:00, 12:00, 15:00, 17:00	15 minutes	Self-sourced manuscript
《Now report》	Every day 10:00, 15:00, 16:00, 17:00	30 minutes	Self-sourced manuscript
Note: At 12 o'clock, "The hour news" was changed to "All Media Live broadcast", which aired for one hour and seized the audience in the prime time period at noon.			

Based on TV news, Hainan News Channel gives full play to the advantages of new media and strives to create a new form of media combination to consolidate its long-formed media status. New columns can compete with network news in terms of timeliness, and news authority is much better than network news. At 12 o'clock on October 20, 2014, Hainan News Channel's "All Media Live Broadcast" was premiered and simultaneously broadcast on network and broadcasting platforms, which was also the first normal program of Hainan Radio and Television Group to achieve media integration. "All Media Live Broadcast" takes TV media as its main front, maximizes the content information, obtains fresh news information from the Internet, selects various news from mobile social software, and finally presents it to the audience after screening. "All Media Live Broadcast" will integrate and deeply process all resources from TV, radio, Internet and mobile phones, and finally realize the simultaneous live broadcast of Hainan News Channel, Hainan News Broadcast, and Hainan Network Radio and Television station, with the highest degree of integration, the widest information coverage, and the maximum communication effect.

"All Media Live Broadcast" is only an attempt of the media integration practice of Hainan News channel, which will further promote the integration of resources within Hainan Radio and Television General Station, promote resource sharing, innovate program styles, and push the development of news channel to a new stage.

2.2 The main problems facing the development of Hainan news channel

The ratings decline of news channel programs has become a normal situation. Taking "News Story Meeting" as an example, adhering to the principle of "one news, one person, one story", the program excavates the stories behind the people in news events, reproduces the deep-seated truth of news events from the perspective of the people, and excavates the hidden situation behind the news events. Arouse people's thinking about social phenomena and ethics. At the same time, through the life experience of the characters, the truth, goodness and beauty of human nature are displayed and positive energy is spread. Every evening 19:00-19:30 primetime broadcast, is a documentary story special program, with characters and stories, was once the ratings of Hainan News channel, but now the ratings continue to be low. The daily viewership of provincial network and municipal network rarely exceeds 0.3, which is very obvious compared with the average daily viewership of 0.9 to 1 from 2015 to 2016, and the viewership of other self-run programs is bleak.

The timeliness of news programs on news channels cannot be guaranteed. "News Scene" is Hainan News Channel in the evening main major people's livelihood comprehensive news information column. It AIRS every day from 20:00 to 20:30. The column reports the focus, hot spots and blind spots of concern from all walks of life in a timely manner through the sections of "authoritative release", "Verification", "Live experience", "Live investigation", "Do not speak quickly", "Go to the grassroots", and the first channel reflects people's livelihood, people's sentiment and public opinion. In order to broadcast security, the daily cut-off time of News Live is before 20:00 every day. Since Hainan News Channel has no evening news and no morning news column, and no reporters are arranged to be on duty at night, all the news that happens before 18 o'clock the previous day to 12 o'clock the next day can not be broadcast in the various columns of the channel. The news the night before, when the reporter went to cover it the next day, scheduled to air that night is old news. The production of TV news is tedious. After the completion of interviews, writing, reviewing,

editing and reviewing, the new media platform has already sent this news and received a lot of attention.

The quality of news channel reporters and editors needs to be improved. According to incomplete statistics, the news channel has more than 150 employees, including more than 120 news reporters and editors, 70% of whom are between 24 and 30 years old. The news reporters and editors team is very young, less than half of the undergraduates majoring in journalism and communication, and less than 50% of the employees holding press cards. In the past five years, a total of 30 front-line reporters and editors have resigned, and the quality of news reporters and editors needs to be improved.

3 Research on innovative methods of media fusion of Hainan news channel

Professor CAI Wen of Renmin University of China defines "media convergence" as: Driven by science and technology with digital technology, network technology and electronic communication technology as the core, the industrial organizations that make up the mass media industry realize the process of content integration, communication channel integration and media terminal integration of different media forms through cooperation, merger and integration and other means driven by economic interests and social needs.^[2] If refers to the definition of the word media convergence, actually refers to the mix or meet the two types of different mass media and separated become one integrated media.^[3]

No doubt, with the convergence of various aspects of the media, the industry has been revolutionized. This revolution is not only limited to the media sector but also includes all other subfields interacting with the mass media sector.^[4]

Channel integration cannot be separated from the support of technology, technology has always been the advantage of traditional media, traditional media can only borrow the power of new media technology, follow up, it is difficult to achieve beyond.

On September 26, 2017, Hainan Radio and Television Network Financial Media Center was established. The Media Integration Center is an important step in the process of media integration of Hainan Radio and Television Station. It is a brand-new command and dispatch, content production and information dissemination system composed of command and dispatch center and acquisition and editing center. The Financial Media Center relies on more than 500 front-line editorial staff from all over Taiwan to contribute to the Financial Media Center, and all Taiwan editorial staff realize cross-channel and cross-department program production, and work in accordance with the requirements of "one collection, multiple generation and multiple dissemination". The establishment of the financial media Center has realized the sharing of contributions by all channels of the whole station, breaking the barriers between all channels under the Hainan Radio and Television Group, and avoiding the disadvantages of a news event, and the reporters of multiple channels under the Hainan Radio and Television Group are collecting and editing at the same time, and the broadcast content is much the same. The specific process is shown in Figure 1.

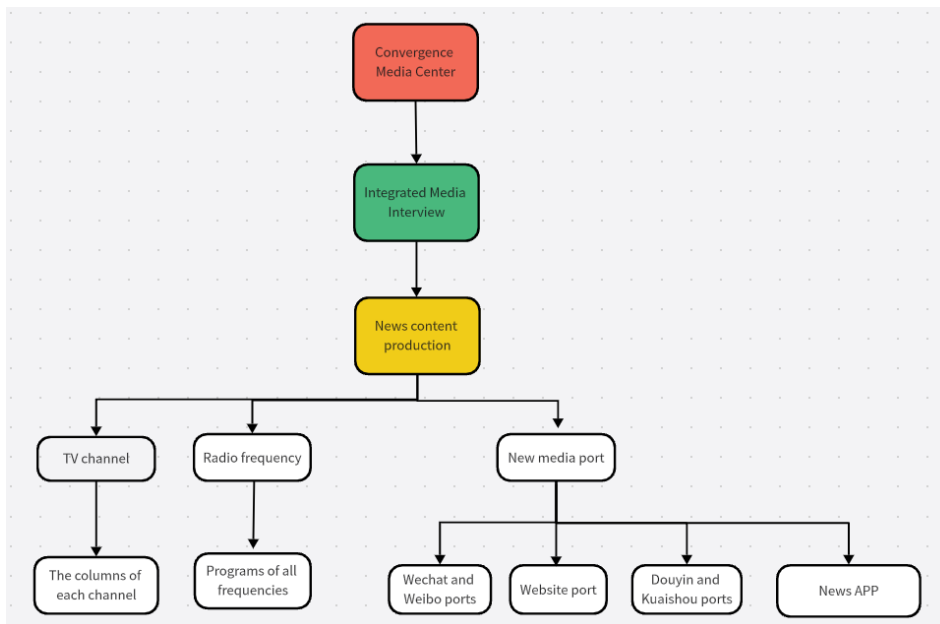


Figure.1. Schematic diagram of "One collection, multiple generation, multiple propagation"

The income generated by the news channel is mainly composed of various advertisements carried by its own programs, channel hosting, and sponsorship of large-scale events co-organized. After the establishment of the We chat official account of "hnnews TV", the new media group is also upgraded to the new media Department, and the influence of the We chat official account of "hnnews TV" is rapidly increasing. It ranks among the top five in the ranking of We chat communication influence of provincial media. The New Media Department of Hainan News Channel has also actively generated revenue and opened up a new marketing window. It has undertaken the operation of the We chat public account "Hainan Clean Government" of Hainan Provincial Commission for Discipline Inspection for four consecutive years. Up to now, the number of fans has exceeded 7W+, and it has become one of the most influential government affairs We chat of the discipline inspection system in China. Ranked first in Hainan government affairs We chat, achieving a win-win situation for channel marketing and customer influence.

The new media department has only five employees and no external journalists, so in order to strengthen integration, the new media department has established a reward system for all channel journalists to contribute to the new media department. Whenever we encounter authoritative releases, breaking news, hot reviews, we can be the first in the new media to be paid to publish. According to the incentive plan in Table 2 formulated by the New Media Department, each news manuscript adopted by the new media can get a basic manuscript fee of 30 yuan; Manuscripts with a reading volume of 2000 will be recorded according to the reading volume, 0.1 yuan more for each additional reading volume, and 10,000 yuan will be capped! The fee for reading manuscripts under 2000 will remain unchanged, and the fee for 2000 and above will be halved.

Table 2. Channel journalists contribute to the new media Department reward program

Number of readings	Reward amount	Reward Amount (press release)
1-1999	30 RMB	30RMB
2000	200RMB	100RMB
2001	200.1RMB	100.05RMB
...
10001	1000.1RMB	500.01RMB
...
And so on	And so on	And so on
10W+	10000RMB	5000RMB
(Note: The amount of reading is calculated by 48 hours after publication)		

With the continuous expansion of the influence of Hainan News Channel's We chat public account, a number of brand merchants took the initiative to contact the new media Department of Hainan News Channel to discuss the advertising issues. Finally, according to the brand positioning and needs of the news channel, Taikang Life Insurance, Heineken Beer and Hilton Hotel reached cooperation with three brands to carry out We chat implantation advertising and open up new ways of new media marketing.

The new media department has opened a new We chat public account of "Free Travel to Hainan", which is positioned to provide fans with free travel guides and special services, and successfully cooperated with Boundary Island to successfully establish a marketing model of "service + promotion + distribution".

A number of brand merchants took the initiative to contact the new media department of the news channel to discuss advertising matters, and finally, according to the brand positioning and needs of the news channel, they reached cooperation with many brands such as Duty-free shopping, Hilton Hotel, and Haikou Wan chun Hui.

For the second year in a row, the new media division generated more than twice as much revenue per employee as the news channel, easing the pressure on the channel in an increasingly tough revenue environment.

4 Opportunities and difficulties in the practice of media convergence of Hainan news channels

After 30 years of development, the domestic TV media has reserved a large number of mature news gathering and editing staff. These news gathering and editing staff, no matter whether they are trained or not, understand the laws of news and have received years of news professional ethics education. They are mature media talents. With the growth of new media, the gap of new media professionals is getting larger and larger, the quality of new media practitioners is uneven, the level of content production is low, and new media blindly pursue pageviews, the prevalence of "title party" in the communication content, has been criticized by the majority of audiences.

In the face of the rapid development of new media, a good image of TV media can not only stabilize the audience, but also improve the audience's trust. Brand image is not achieved overnight. As a representative of traditional media, TV media has accumulated a stable

audience and created a good media image and credibility. Compared with traditional media, new media has an obvious gap in media image and credibility.

In the era of media convergence, various new media and new technology platforms emerge in an endless stream, and the development of new media coincides with the growing demand for talents, so the loss of TV media talents will be further aggravated. With the advent of the new media era, the communication platform is increasingly diversified, and there is a large space for the audience to choose. In addition, the new terminal is more intelligent and humanized, and the audience will gradually tend to new media, resulting in the diversion of the audience of TV media. With the popularization of the Internet, TV media audiences have more and more choices, and the trend of audience diversion will continue to expand. For TV media, advertising is the economic lifeline and its importance is self-evident. In the current environment where a variety of media grab to carve up the advertising market, the advertising revenue of TV media will become less and less optimistic, which is an unprecedented challenge for the development of TV media. In the face of new media links, Hainan news channels also encounter difficulties in the practice of media integration, such as brain drain, declining advertising revenue and audience diversion.

For central-level mainstream media such as CCTV, Xinhuanet, and People's Daily, the transition is relatively easy. From the perspectives of talents, resources, economy, etc., they all have absolute advantages and can complete the transformation quickly and well.^[5] Compared with the central media, regional media such as Hainan News Channel have no advantage in this convenience. But in the last two years, the practice of media convergence of Hainan News Channel has also benefited from various opportunities. On July 29, 2016, the news studio cluster of Hainan Radio, Film and Television Media Group Co., Ltd. was finally completed and put into use, and all self-run programs of Hainan News Channel were integrated into the news studio cluster, which provided a strong technical guarantee for the practice of media convergence of Hainan News Channel. On September 26, 2017, Hainan Radio, Film and Television Media Group Co., Ltd. established the Financial Media Center, which is built in accordance with the standards and requirements of the central kitchen, to realize the integration and sharing of media resources between Hainan News Channel and other sibling channels. For Hainan News Channel's "All media live", "News Live", Hainan News Channel wechat public number to provide more rich content. In December 2017, the media integration "Central Kitchen" project of Hainan Radio, Film and Television Media Group was approved. After the project is completed and put into use, Hainan News Channel will achieve deeper media integration.

For television media, over the years, the impact of mechanical operation mechanism on new media seems to be overwhelmed and gradually fading, and the provincial TV media in the middle of the pyramid of media mechanism is even more in crisis, under the competitive pressure of CCTV and satellite TV, and under the urgent chase of urban TV stations. Compared with new media, provincial TV media still have advantages in the aspects of editing team, content production, media authority, etc., but they face great challenges in the aspects of news timeliness, advertising revenue, and new media technology innovation.

5 Conclusion

This paper takes Hainan News Channel as a case study, reviews the practical activities and development status of Hainan News Channel's media integration, explores the attempts and achievements made by Hainan News Channel in media integration. It also summarizes the problems and lessons encountered by Hainan News Channel in the process of media integration, which has guiding significance for Hainan News Channel's deeper practice of media integration, and other provincial news channels can also learn lessons from it.

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