

Do network platforms undercut the profit-generating model of mainstream media?

In the Internet environment, network platforms have become the latest choice for advertising and substantially undercut the profit of conventional media, which reflect the urgent need for the profit-generating model of mainstream media to innovate.

How did Chinese economic reform affect media management?

Following the Chinese economic reform, the limitations on the two-dimensional management model for radio and television were gradually relaxed. Under the original management model, media could only operate within the specified areas, making it difficult to develop further.

Is talent loss affecting the development of radio and television media?

Based on his survey of and interview with those involved in conventional radio and television media, Zhou maintains that the obstruction of the development of radio and television media due to talent loss is chiefly reflected in the following specific areas: firstly, the unwillingness of talent to join from outside the institution.

Are radio and television stations able to produce a good programme?

Radio and television stations are apt at producing programmes for radio and television platforms and are able to produce one good programme after another. However, they are at a loss when it comes to the completely different operating and production means of the Internet.

What is a market operation of traditional broadcast and television media?

operation of traditional broadcast and television media and media convergence. A market operation thereby realizing the good development of the overall broadcast and television media industry. Figure 5. Live-streaming sales of General Manager Ji in Lemon Travel Program of Huzhou traffic art broadcasting 5. Conclusion

Are radio & TV industries easy to regulate?

Conventional radio and television industries are easy to regulate due to their nature as public institutions. However, private Internet-media companies and their audience do not possess professional media ethics and knowledge, leading to chaotic phenomenon of sensational headlines and reverse news.

Indeed, TV is bound to a national territory and is the site where "the national" is constructed (Jenner, 2018, p. 202) spite the trending globalization talk, TV markets remain ...

Radio and Television Business Report (RBR-TVBR), is focused on the business side of the radio and television industry, offering deep financial and regulatory coverage. RBR-TVBR Follows ...

In this article, it argues that television reform with Chinese characteristics is very likely to provide favorable conditions for the co-existence or co-operation of politics and market.

Signaling top-level design of a sweeping reform, the state adopted a broad concept of cultural industry, including audiovisual entertainment, news media, and book and magazine publishing; ...

of digital TV network. The optical node technology of CATV and 5G communication technology are studied separately, and the cross-integration technology of them is further studied to form a 5G ...