

# Development Strategies of TV Media in Digital Media Environment

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**Abstract:** The development of the information age has brought great changes to the society. Information technology has brought an impact on all walks of life, and the same is true for the development of the TV media industry. Under the torrent of the times, the TV media industry is also developing towards the Internet trend. Television plays an important role in traditional media communication. In the past, one of the main channels for people to obtain information was through television. With the advancement of technology, the emergence of digital media is not a small impact on the development of TV in the past. How to develop traditional TV media well in the new environment is the direction that media people need to explore. The times are progressing, and the development of traditional industries needs to be effectively integrated and collided with new technologies, so that traditional industries can be rejuvenated with the blessing of new technologies. and vitality. Based on this, this paper explores the development of TV media in the digital media environment.

**Keywords:** Digital Media Environment; TV Media; Business Innovation; Development Path

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## Introduction

The advancement of technology will bring earth-shaking changes to the previous industrial development. After practical tests, it has been found that information technology has been integrated into the development of society. It is even said that the progress of society depends on information technology, and the development trend of digitalization has become inevitable. How to develop TV media in such a big environment is a subject that needs to be studied at present. All walks of life are advancing the process of digitalization, and building an Internet management platform is an era choice for sustainable social development, which has become the consensus of the public. For the TV media industry, the general trend cannot be violated, and the effective use of digital media can promote the prosperity of TV media again. The advantages of technology in the digital age are vividly reflected, and the space and market share for different development from traditional media have increased. How to make traditional TV media complete sustainable development in the new reform is the focus of this article.

## 1. Analysis of the current situation of TV media management

Because of the emergence of digital media, the development of TV media is difficult. The specific performance is that the ratings of major TV stations have declined to varying degrees. However, in terms of the professionalism and dissemination scope of information, the traditional TV station industry is still the main front for information dissemination. In short, TV media still has advantages that digital media does not have. In developing local TV stations, there is a problem of increasing polarization. As the media of information dissemination, the polarization of television station in information dissemination is becoming more and more serious. The strong are getting stronger and the weak are getting weaker. The most obvious manifestation is that the resources are converging to the television station with high attention, while the resources of the central television station and local television station with low attention are getting weaker and weaker. The most obvious manifestation is that resources go to TV stations with high attention are gathered, while the resources of central and local stations with low attention are getting weaker and weaker. The most obvious example is that the attention of those entertainment programs is relatively high, and a lot of resources will be poured into the sponsorship of advertisements, and even more and more. The resources of the more eye-catching TV stations are naturally getting

better and better, and the development of those TV stations that are not concerned is getting more and more difficult. Compared with CCTV, the development of local TV stations is also more difficult, because the sponsorship income without advertising is meager, and there will be a problem of insufficient funds when it develops. Analysis of the development of local TV stations is not difficult to find that it is mainly affected by factors such as channels, content and image. The original dissemination channels of information have been replaced by digital media. into a vicious circle. It is not difficult to analyze the development issues. Under the background of digital media, traditional TV media need to work hard in three aspects if they want to occupy a place in the market.

## **2. The development strategy of TV media in the digital media environment**

### **2.1 Create platform-based media for transformation work**

For the impact of digital media, traditional TV media also need to realize the importance of timely development, how to expand the channels of information is not open around the application of information technology, in the Internet age structures, good TV media information platform, the user as the origin, from the concept, technology, system, capital dimensions to optimize, the transmission of information is to attract the attention of the user. This means to pay attention to the internal needs of users. After paying attention to what users want, the producer needs to improve its ability to keep pace with the times and innovate. In terms of content output, it needs to create content based on users' attention and experience. In addition to paying attention to the adjustment of users' needs and content, it is more important to optimize the framework of its own development. Under the development of The Times, the previous development system is incompatible with the change of the times. Therefore, TV media also needs to reform the system and approach the development of digital media in the management level to become more competitive. For television information platform construction need to be content of audit, guarantee the consistency of content and television content online platform, for the online platform to do a good job market analysis, analysis of various television personality show difference, the more need to find the characteristics of the common program, to find what is the public's concerns, and accurate information transmission.

### **2.2 Use the Internet platform to enhance the interaction with the audience**

The development of information technology has broadened the channels for the public to obtain information. The impact of technological development is two-sided. For the public to choose more, they will ignore part of the information. The public will first choose the content they are interested in. For the TV media industry, it is a huge impact, because the public's attention is limited, and some TV programs have more individual characteristics but cannot attract the public's attention. The adjustment will only make the development of TV media more and more limited. In response to this problem, TV media can use information technology as a bridge for communication, and enhancing the interaction between media and audiences can ensure that TV media can obtain more data, which is conducive to the high adaptation of TV program production and dissemination. In the interaction between the audience and the TV station, the TV station can judge the social response to the content according to the interaction of the audience. If the response is not high, it means that the output of the content needs to be adjusted. In the current social development, the topic of environmental protection has always been a hot topic. Therefore, in the dissemination of information, the TV media should do a good job of grasping the social trend. For the processing and dissemination of news materials, the topic of environmental protection can be brought up, which can be very good to capture the audience's attention.

### **2.3 Increase the normalized live broadcast of major practices**

For the general public, once a major event occurs in the society, it must be the focus of social attention, so the TV media can seize the social hotspots and report in a timely manner to improve the popularity and authority of the TV station. For the dissemination of major events, in addition to using traditional reporting methods, we can also use the form of live TV news to allow the public to follow up the live broadcast, which can enhance the audience's immersive experience, and timely follow up on the progress of the event. It can reflect the timeliness of information and let the public feel the authenticity of the news. The immediate reporting of major events can avoid social panic and reduce the occurrence of adverse effects. Therefore, TV media should carry out normalized live broadcasts

in news reports, and front-line live broadcast reporters must have high professional quality, not only can adapt to changes, but also effectively control the audience, so that major events can be delivered to the public's field of vision as soon as possible. Inside. The normalized reporting of major events in society reflects the professionalism and brand influence of traditional TV media. Therefore, the TV media should pay attention to the control of details in the dissemination of major events. The content should not only be meticulous, but also can be seen from the small to the big. The content comes from the masses and is full of social fireworks.

## **2.4 Optimize and integrate news information of TV stations with the help of information technology**

In the development of traditional TV media, it cannot be limited to the communication channels of TV. It is an inevitable choice for the development of traditional TV media to make good use of information technology to expand the channels of information communication. For example, channel expansion on the market, IPTV cooperation, wireless transmission, two-way, APP, live interaction, etc. are all new attempts at the moment. In essence, they are also effective attempts by TV media to expand information channels. The fundamental purpose is to ensure confidence. effective delivery. For the TV media industry, in order to achieve sustainable development, the business scope and industrial chain of the industry are constantly developing and expanding. TV media has developed advertising alliances, tourism alliances, and shopping alliances, all of which are striving to improve themselves and explore the resources. For the Internet age, the sensitivity of the news industry practitioners must have news, make the integration of information and in the numerous and complicated information processing, for information transmission must insist on seeking truth from facts news reports of cognition, not only to make their own professional to handle huge amounts of information, most accurate information is passed to the public, at the same time also need to make information transfer by the depth. It is the significance of the existence of television media that it can bring certain thinking and cultural communication to the public.

## **3. Conclusion**

To sum up, in the information age, all walks of life are undergoing changes. For the traditional TV media industry, it is also necessary to keep up with the development of the times, and to do a good job in digital transformation can ensure a foothold in the changes of the times. The advantages of the traditional TV media industry are that digital media cannot be replaced, and there is a deep accumulation of resources. They have rich experience in influence and information dissemination, but digital media has advantages that traditional TV media does not have. Only by effective integration of the two can they learn from each other and make the development of TV media conform to the changes of the times. Through practice and exploration, it has been proved that the necessity of digital transformation of TV media.

## **References**

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