

Analysis of the phenomenon of mainstream media live streaming sales under media integration

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Abstract: Media has completely surpassed the two main roles of the direct integration communicator of modern traditional media information and the direct carrier of modern information content, becoming a huge media information network that can simultaneously connect modern people's lives as a node of time, all related to people, things, and events. The entire modern Chinese network society, as well as the daily work and survival of modern people today, are integrated and connected to this vast information network. The integration and development of various media driven by the advancement, development, and innovation of information technology make it difficult for people to understand old media in a traditional way. Nowadays, new communication media are not just direct carriers or indirect channels for transmitting information and content. Media has gradually penetrated into various details of our modern society and the daily lives of every generation. After 2020, with the deep entry of mainstream online media into the market, promoting products through online live streaming and audio and video has gradually become a trend in online media communication. This may also be a vivid and close combination of the deep integration of online communication media and online cultural communication media into daily life.

Keywords: live streaming public welfare; Mainstream media; Live streaming platform sales; Optimization approach

1. Media integration

In the context of various communication media in China, a similar integrated communication situation is often referred to as the integration situation in new media. Media participation in the development of media integration is indeed an important component and specific manifestation of promoting the development and integration of local propaganda media industry. Carrying out the integration and development of local media is indeed a very important way to accelerate the transformation of the traditional media industry structure and build a new type of news and mass communication media. Since last year, the integration of local media industry has gradually received high attention in the current national industrial policy key support knowledge level, news and mass communication media at all levels from the central government to various provinces and localities are vigorously working on the main theoretical work and practice of the integration of local introduction media and media industry. The main theoretical and practical scope of the integration of local media industry mainly includes multiple different levels of knowledge, such as local media industry, personnel, skills, content, channels, management, and enterprise management and standardization. The second is the practice of integrating local media industries, which is constantly deepening and strengthening, attracting the attention of local governments, local manufacturers, local industries, and external capital, and interacting with each other to form a good development trend of the media industry.

2. Live streaming sales is a form of media integration

2.1 Live streaming sales is an extension of the current mainstream social media live streaming function

The mutual integration of media is basically being established, breaking through the previously developed and solidified boundaries of live streaming public opinion functions, and establishing a new form of live streaming media integration function and public values. The integration function of this national live streaming mainstream media sales activity extends the public opinion integration and dissemination function of various excellent mainstream live streaming news media, which is a specific manifestation of the integration and establishment of the integration function of live streaming mainstream news media. The integration of various excellent mainstream live streaming media sales functions undertakes the important responsibility of the live streaming guidance department to do a good job in promoting and educat-

ing the integration of various live streaming news media with public opinion guidance functions, and to establish public opinion guidance for live streaming news media. This national live streaming mainstream media sales activity is a new form of media that integrates the functions of live streaming mainstream news media. In this sense, it is also a media innovation that integrates and guides the public opinion of live streaming news media with the core public values of live streaming. Live streaming sales have gone through several years of development and can be said to be in full swing, creating a large number of job opportunities and also creating a large number of new ones, from which countless people have benefited.

2.2 Live streaming sales is a new channel for exchanging information with the public

In 2020, under the influence of serious pollution caused by the continuous outbreak of COVID-19 and other epidemics, the news media in the mainstream areas will take the responsibility and take the initiative to help Xinjiang's economy recover quickly and healthily, and fight poverty precisely through the live broadcast of "goods" by the mainstream news media and other forms, and have achieved better results in driving the work of the mainstream news media communication platform. At the same time, it greatly enhances the overall influence of mainstream news media in Xinjiang in the whole society. Even in the current period of the epidemic, live streaming sales in Xinjiang have been very prosperous, and some well-known anchors have emerged, promoting high-quality products that are rarely known locally in Xinjiang to various parts of the country.

3. The advantages of mainstream media's public welfare live streaming sales

3.1 National policy support helps mainstream media become the strategic direction for the development of live streaming sales industry

The future development trend of mainstream online media live streaming videos and online live streaming sales is inevitably inseparable from the economic macroeconomic regulation support and micro guidance of various relevant municipal policies. Under the joint action of guiding policies, mainstream live streaming media's online live streaming sales are gradually developing towards more precise and standardized live streaming industry strategy formulation. The introduction, implementation, and effectiveness of support policies related to these industries are not only conducive to the rapid and healthy development of the media and communication economy, but also serve as a clear guide for the development direction of the industry and a standardized guidance and supervision for business behavior. Under the supervision and management of the implementation of relevant national laws, regulations, policies, and supervision mechanisms, Can effectively guide and make a live streaming sales activity that covers the network more reasonable.

3.2 The total amount of media marketing revenue that promotes mainstream media live streaming and flat sales has significantly increased

Against the backdrop of the booming market for live streaming technology, the Internet has officially entered the era of 5G level live streaming delivery. And this measure has directly promoted the rapid and significant increase in the total marketing and advertising revenue of mainstream online media live streaming platforms. The live broadcast network interactive platform, mainly represented by Tiktok and Kwai, has achieved rapid growth with the number of live broadcast products on the live broadcast mobile user end, and the content of live broadcast products in the large database has been constantly improved. For the mainstream media in the current live streaming industry, it is necessary to attach great importance to the quality of platform services, pay attention to the continuous improvement of the technical and professional service of the sales staff on mainstream live streaming platforms, and explore how to effectively achieve content resource docking, technical exchange, promotion and cooperation with multiple mainstream platform network live streaming service carriers in different industries. By continuously expanding the influence of mainstream live streaming e-commerce platforms through online media, we aim to promote the rapid development of our own product marketing activities.

4. Optimize the path

4.1 Vigorously promoting the rapid development of online live streaming content towards specialization

Before planning industry standards for some mainstream media with industry output, it is necessary to thoroughly study and determine the service needs and direction characteristics of network live streaming platform users and their consumer audience groups, and continuously explore and innovate to expand some service areas that belong to mainstream live streaming media or are recognized. Fully integrate, expand, and utilize the rich traditional live streaming media content dissemination information resource management system. Fully integrate and build a comprehensive utilization and barrier management system for enterprise live streaming media resources, fully integrate and connect the original network live streaming content audience ecosystem of traditional enterprise live streaming with the underlying live streaming space system of the enterprise, and ultimately achieve enterprise monetization. Nowadays, in the field of online live streaming, consumers and the public's understanding of live streaming is gradually increasing, and they pay more attention to personal needs and experiences. They are not easily influenced by various commonly used urging language in live streaming, and are more focused on rational thinking. This has driven the development of online live streaming content towards professionalization and improved the overall quality of practitioners in the online live streaming industry.

4.2 Strictly monitor and control the quality of products on online live streaming platforms

As a mainstream media, we should attach great importance to the quality of products and after-sales service in live streaming. We can attract more consumers to come and shop through our own live streaming product quality. However, once some live streaming consumers are unable to purchase or receive inferior live streaming products, it is very likely to cause serious damage to the positive live streaming brand image and reputation of the entire mainstream live streaming media. Even in the entire live streaming society, it has caused certain negative impacts on peers. Based on this, mainstream live streaming media must strictly control and monitor the quality of after-sales service and service processes of products. They should not force the sale of products with quality and safety risks and related legal disputes, nor should they arbitrarily list products with poor reputation.

4.3 Optimize the management of the supply chain

Nowadays, the supply chain management of online live streaming is gradually moving towards specialization and large-scale development. Supply chain information closed-loop service management refers to the process in which the entire information closed-loop service management personnel of the after-sales service of live streaming products participate in the entire process, including many various links and involving many highly specialized management personnel, after proposing a product service demand from the live streaming product producer to the live streaming consumer, Product manufacturers, suppliers, and distributors of raw materials (including the main components of the entire product) in the market where the product is sold. Because currently, a mainstream type of live streaming media industry needs to be able to drive the supply of mainstream live streaming media. The live streaming e-commerce industry itself has many professional and technical shortcomings. Therefore, as a mainstream industry supplier, it is best for us to have a certain foundation in closed-loop management technology for information closed-loop services in the live streaming e-commerce industry as the e-commerce media supplier. This way, we can fully carry out professional management and optimization of the entire live streaming supply chain and information closed-loop service management process, Promote the timely and full utilization of information management technology's advantageous resources in the industry.

5. Conclusion

To sum up, live streaming sales by mainstream media is a new development in media integration, which not only reflects the positioning of mainstream media itself, but also showcases their social service attributes, and can enhance the influence of mainstream media. For the drawbacks of the live streaming sales industry, mainstream media needs to promote the development of live streaming content in a vertical and professional direction, strictly control the quality of live streaming products, prevent homogenization and highlight their own characteris-

tics, in order to build a new form of media integration.

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