"Internet + media" ——media development strategies in the era of convergence

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Abstract: With the rapid development of the Internet and the continuous change of media forms, "Internet + media" has become an important development trend of the media industry. This trend puts forward new challenges and opportunities for media organizations. This paper aims to summarize the strategies of media development under the background of "Internet + media", and put forward the relevant implementation outline, so as to provide reference and guidance for media organizations to maintain their competitive advantages in the era of integration. Media organizations need to constantly innovate their content forms and presentation methods to meet the diverse needs of their users. This includes integrating both traditional and emerging media, and exploring the application of new technologies, such as virtual reality and augmented reality, to provide a more engaging and immersive content experience. Using big data analysis and artificial intelligence and other technologies to have an in-depth understanding of user behavior and needs, and provide personalized content recommendation and customized services. To establish a good interactive relationship, the media organizations can have an in-depth interaction and cooperation with the users, understand the user needs, improve and optimize the content, and enhance the user experience. The concept of user-generated content should also be introduced to encourage their participation in content creation and sharing and enhance their sense of belonging and loyalty. In the implementation process, factors such as industry characteristics, user needs and technological changes should be comprehensively considered to ensure that media organizations can continue to develop and innovate in the era of "Internet + media".

Keywords: Internet + media; media development; content innovation; technology application; user participation; fusion

In the digital and information age, the rapid development of the Internet has brought a huge impact and changes to the media industry. Traditional media are facing the loss of audiences and readers, and the Internet platform has gradually become the main channel of information acquisition and dissemination. In this context, "Internet + media" has become the key word in the media industry, and media organizations must actively respond to this change and look for new development strategies. This paper will discuss the media development strategies under the background of "Internet + media" from three aspects: content innovation, technology application and user participation. Content innovation is the key for media organizations to maintain their competitive advantage in the Internet era. Media organizations need to constantly explore new content forms and innovative ways to attract more users. Technology application is an important means to realize media development, and media organizations should actively adopt advanced technical tools and platforms to improve the efficiency and quality of content communication. User participation is a new feature of the era of "Internet + media". Media organizations need to actively interact with users, provide personalized services and participation experience, and establish a good user relationship.

1. The direction of media development in the era of "Internet + media" —— convergence

With the rapid development of the Internet and the increasing maturity of digital technology, the media industry is in an era of integration. The emergence of the media development trend and direction of the integration era has brought challenges and opportunities to the media industry. Media organizations need to strengthen technological innovation, improve content quality and user experience, actively interact and participate with users, and explore new business models and cooperation opportunities. Only by constantly adapting to the development trend of the era of integration can media organizations maintain their competitive advantages and achieve sustainable development.

1.1 Multi-platform integration

The media industry is in the development stage of multi-platform integration. The convergence between traditional media and Internet platforms has become a trend. Media organizations publish content on different platforms to achieve cross-platform communication and user

interaction. Traditional TV stations provide on-demand services through online video platforms, and newspapers and magazines release news content through mobile applications, realizing the integration of traditional media and new media. This multi-platform integration enables media organizations to cover a wider audience, expand their influence, and realize multi-channel content communication.

1.2 Content personalization

In the era of integration, media organizations pay more and more attention to providing personalized content services. By analyzing users' interests and preferences, media organizations can recommend content to users that meets their needs, providing a more personalized reading, watching and listening experience. The provision of personalized content can enhance user engagement and engagement and loyalty. Through technical means and algorithm models, media organizations can monitor and analyze user behavior data in real time, so as to provide accurate content recommendation and customized services to meet the diverse needs of users.

1.3 User participation and interaction

User participation and interaction has become an important direction of the development of the media industry. Media organizations actively guide users to participate in content creation and dissemination, and encourage users to upload, share and comment in the form of user-generated content (UGC). Social media platforms also provide users with the opportunity to interact with media organizations. Users can interact with the content through likes, comments, sharing and other ways to establish a good user relationship, and enhance user engagement and word of mouth communication. Media organizations can also hold online and offline activities to have face-to-face interaction with users to enhance their sense of participation and loyalty.

2. Strategy of media development under the background of "Internet + media"

In the context of Internet + media, the development strategies of media organizations include multi-platform layout, content innovation, data-driven and personalized services, technology application and innovation, and user participation and interaction. The multi-platform layout enables media organizations to reach a wider audience and provide diverse ways of content presentation. In terms of content innovation, media organizations should explore various forms of content presentation, and encourage users to participate in content creation to increase content diversity and user engagement. With the help of big data and artificial intelligence technology, media organizations can have a deep understanding of user needs and behaviors, and provide personalized content recommendations and customized services to improve user experience and loyalty. In terms of technology application and innovation, media organizations should actively adopt new technologies for content production, editing and dissemination to improve efficiency and appeal. In terms of user participation and interaction, media organizations should establish a good interactive relationship with users, interact with users, respond to their needs and feedback through social media platforms and offline activities, so as to improve their sense of participation and loyalty. Through comprehensive consideration of the above strategies, media organizations can give full play to their advantages in the Internet + media era, meet user needs, enhance competitiveness, and achieve sustainable development.

2.1 Content innovation

In the context of Internet + media, media organizations need to be committed to content innovation to meet the needs of different platforms and audiences. Diversified content form is the key to realize content innovation. In addition to traditional text, pictures and video, media organizations can explore the use of virtual reality (VR), augmented reality (AR) and other technologies to provide immersive experiences. Through virtual reality technology, users can personally participate in the content and enhance their sense of engagement and interactivity. In addition, audio content, live broadcast and small programs are also the ways of content innovation, which can enrich the presentation methods of content and meet the diverse needs of users. Another key way of content innovation is to introduce the concept of user-generated content (UGC). Media organizations can encourage users to participate in content creation, and increase content diversity and user engagement through their creativity and contributions. UGC can be released and shared through social media platforms, dedicated crea-

tion platforms or media organization platforms. This approach can promote the interaction between users and media organizations, forming a closer community and user engagement. Media organizations can work with Internet platforms and technology companies to jointly develop new creative tools and technologies to improve the efficiency and quality of content production. For example, using artificial intelligence technology to automate content generation and editing, which can greatly improve the productivity of media organizations. Innovative content production methods can help media organizations to better adapt to the development trend of Internet + media, provide more attractive and diversified content, and meet the needs of users.

2.2 Technical application

In the era of Internet + media, technology application plays an important role in supporting the development of media. The two key technology applications are the application of big data and artificial intelligence and the application of mobile Internet technology. Big data and artificial intelligence technologies can help media organizations better understand user behavior and needs. By analyzing massive user data, media organizations can understand users' interests, preferences and behavior patterns, so as to provide personalized content recommendations and customized services. Big data analysis can also help media organizations to conduct market research and precision marketing to improve user engagement and loyalty. In addition, the application of artificial intelligence technology can realize the automatic content generation, intelligent recommendation and speech recognition functions, and improve the efficiency of content production and communication of media organizations. Media organizations need to optimize their mobile applications and mobile websites to provide convenient content access and interactive experience. The application of mobile Internet technology can enable users to easily obtain the required information and content at any time and in any place. At the same time, combined with mobile payment, positioning services and other technologies, media organizations can also create a more intelligent user experience, provide personalized services and accurate content recommendation. The application of mobile Internet technology also provides opportunities for media organizations to expand their user groups and market share.

2.3 User participation

User participation is an important aspect that media organizations need to pay attention to in the Internet + media era. Media organizations need to meet the diversified needs of users through personalized services. By analyzing user data and understanding users' interests and preferences, media organizations can provide users with personalized recommendations and customized services that meet their needs. This personalized service can increase user satisfaction and loyalty. User feedback and evaluation are also an important reference that media organizations cannot be ignored. Media organizations can understand users 'preferences and opinions on the content through users' feedback and comments, so as to constantly improve and optimize the content and enhance the user experience. User participation is not limited to the platform of media organizations, social media has become an important platform for user interaction and communication between media organizations and users. Media organizations can establish good interactive relationships with users through social media, respond to users' needs and feedback, and provide instant channels of interaction and communication. Through social media platforms, users can share, comment on and forward content to form a word-of-mouth communication effect and increase the exposure and influence of media organizations. Media organizations can use social media platforms to conduct online and offline activities and interactions, such as holding topic discussions, online live broadcast, offline activities, etc., to increase users' sense of participation and loyalty. Through the interaction of social media, media organizations can better understand the user needs and market dynamics, so as to adjust and optimize their content creation and communication strategies.

3. Conclusion

In the era of Internet + media, media organizations must actively adapt to the new development trend and adopt innovative strategies to meet the needs of users. Content innovation, technology application, user participation and multi-platform layout are the key development strategies of media organizations in the context of Internet + media. By constantly innovating content forms, using virtual reality, augmented reality and other technologies to provide immersive experiences, and introducing the concept of user-generated content, media organizations

are able to provide more attractive and diverse content and enhance user engagement and interactivity. At the same time, the application of big data and artificial intelligence as well as the application of mobile Internet technology can help media organizations to better understand user behavior and needs, and provide personalized content recommendation and customized services. User participation is also very important. By establishing a good interactive relationship, media organizations can understand the needs of users, constantly improve and optimize the content, and enhance the user experience. In addition, a multi-platform layout can expand the audience and increase user engagement and engagement, but it also requires unified management and operational strategies to ensure a consistent user experience.

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