

21st Century: Where to Go between Traditional TV and Online Video

Zihan Wang

Communication University of China, Nanjing, China

Abstract: *Today in the 21st century, under the background of the rapid development of the Internet and the blessing of technology, the prevalence of online video has brought an impact on traditional TV. It has reduced its ratings, hollowed out its talents, lost its advertisers, and lost its monopoly of speech and the guiding force of the direction of public opinion. Although traditional TV has the disadvantages of limited content, limited time and lack of interaction, it also has the formality, authority and publicity that online video does not have. Therefore, both traditional TV and online video need to continue to improve their own strength and enrich their content, so that they will not be eliminated by the times, and can go more and more steadily and farther.*

Keywords: *traditional TV, online video, development*

1. Introduction

As a product of the 21st century, online video has had a great impact on traditional TV. However, the appearance of things has two sides. Although it has brought an impact to traditional TV, at the same time, it has also brought great changes to traditional TV, making it no longer stand still, but seek development and go further. Traditional TV also has a point that network TV does not have. The two are compatible with each other and can continue to develop in the long run by learning from each other. This is also the main content of this article.

2. The prevalence of online video

2.1. Demands arising from the background of the times

In a broad sense, "Internet video" refers to a new Internet application that uses broadband networks to integrate Internet, multimedia, communication and other technologies to provide TV content services, including various film and television programs, news, advertisements and short videos, etc. Wait. In 2012, the research report on the application of online video for Chinese netizens also pointed out that online video refers to an instant application that uses the Internet to watch videos through browsers or playing software.^[1]

In the 21st century, with the prevalence of the Internet, online video has developed rapidly, and with the advent of the WEB2.0 era, online video has also begun to become one of the important media in people's information life. The source of information viewing has a significant impact. Although the Internet gradually entered the homes of Chinese people in the early 21st century, the changes experienced by online video have developed rapidly like a rocket. In less than ten years, it has grown from the earliest streaming. The media has developed into a video portal website, and now it is also developing in the direction of mobile terminalization of online video in all aspects. Moreover, the penetration rate of the Internet in China is also increasing. According to statistical reports, nearly 90% of netizens will share their interesting or interesting online videos with their friends, which means that online videos have a very high reception and redistribution rate to the audience. All in all, this interactive horizontal development not only meets the needs of the audience, but also drives the development of the entire online video industry from the side.

2.2. Technical Support

After the opening of the mobile communication network, the rapid popularization of smart phones and tablet computers has brought a new round of climaxes of the mobile Internet. Driven by this

technological reform, it has also brought about a series of changes in traditional industries and spawned the birth of emerging industries. It is with such technical support that online video appeared in the public eye. With the rapid development of the mobile Internet, the sharing channels of online videos have become diversified, and users can also share interactively through various social software. So to a certain extent, network technology has accelerated the development of network video in the user market, making it widely sought after.^[2]

3. Development of online video

At this stage in 2005-2006, it was the initial stage of online video. In February 2005, a website called Youtube was born and became the world's first video sharing website. The emergence of Youtube has brought confidence to China's Internet elites, allowing them to dare and work hard to explore online video, which is still an emerging industry today. Hard work pays off, in April 2005, Tudou started operations. After that, 56 videos, Youku, Ku6 and other online videos appeared one after another. In addition, it is precisely because of the emergence of these online videos that venture capital companies have seen new opportunities and new opportunities. With their financial support, my country's online video has begun to sprout development. Therefore, 2006 can be called the development of online video. First year. The 2006-2007 period was a period of rapid growth of online video. Various video sites have sprung up on the Internet like mushrooms after a rain. In 2007, the program "Happy Boys" became very popular. Fans of its champion Chen Chusheng also made their own videos, which were played more than 50 million times on Tudou. "A Thousand Miles Away" video, etc. At this time, in terms of the platform displayed, it has also begun to transform from the traditional one-way output platform to the interactive platform. However, with the rapid development of online video, many hidden problems have also been exposed, such as homogenization of competition, imperfect laws and regulations and other factors. Therefore, during the period from 2008 to 2011, China's online video also began to gradually accelerate towards the direction of industrialization. At the same time, the arrival of the financial crisis also carried out a survival of the fittest for online video and adjusted the market. In the end, Youku, Tudou, and LeTV broke through. Therefore, from 2011 until now, China's online video has been in a mature stage. All kinds of video websites also have their own unique styles, and the development trend is gentle and stable. Later, with the development and wide application of mobile apps, its audience has also expanded, providing a new model for development. In March 2012, Youku acquired Tudou, and completed the merger in a 100% share exchange. In May 2013, Baidu acquired PPS Video for \$370 million and merged it with iQiyi. The situation of strong alliances has accelerated the reduction and decline of small video sites, and has also prompted online video to embark on a mature industrial road.

4. The impact of online video on traditional TV

4.1. Ratings decline, overall ratings decline

Now with the emergence of various new media software, the audience has been overwhelmed. So most people will choose online video to watch what they want to watch, and most of the people who continue to watch traditional TV are the elderly or part of the group who are not proficient in the Internet. Therefore, under the influence of online video, traditional TV has lost a large part of the audience, especially the young group. As the audience decreases, the ratings will naturally drop, resulting in an overall decline.

4.2. Hollow out talents and loss of originality

With the deepening of the separation of production and broadcasting, the relationship between content production companies and online video has now become more intimate and a symbiotic relationship has been formed. Such as: "The Rap of China", with Chinese gold medal producer Chen Wei, "The Masked Singer" series chief director Che Che, "Running Man" three seasons chief screenwriter Cen Junyi, "Crossover Singer" chief director Gong Peng and other big names in the industry. On the other hand, the cooperative relationship with the content side has always been a "one-shot deal", and it is difficult to lock in the supply of high-quality content.

4.3. Advertiser Churn

Today, the high churn rate of traditional TV advertisers is a huge market problem encountered by

traditional TV. There are fewer commercials on TV, and shorter ad breaks in TV dramas and variety shows. Old customers are gone, and new customers have a long development cycle, which is the fundamental reason for the decline in traditional TV revenue. Because there is a new platform like Internet TV, and the audience is relatively young, it meets the needs of most advertisers. Therefore, advertisers basically put their ads on Internet TV, and traditional TV advertisers also lost.

4.4. The monopoly of discourse is broken, and the guiding force of public opinion is reduced

Before the advent of online video, if news events were not broadcast on traditional TV, the audience would hardly know what happened. After the emergence of online video, the vast audience has become an information disseminator. Even if the news event fails to appear on traditional TV, a heated discussion on the online video will spread widely and become a news hotspot. Therefore, the discourse monopoly of traditional TV is broken. Before the emergence of new media, traditional TV media led the development of public opinion, thereby guiding the audience to judge a news event in the right direction. However, after the emergence of online video, this traditional TV media public opinion pattern has been broken, and everyone can comment on a news event and discuss it. And these comments and discussions may not be consistent with what traditional TV wants to express, so it can be seen that the public opinion guiding power of traditional media has declined.^[3]

5. "Traditional TV" versus "Internet TV"- "excellent" and "inferior"

5.1. Advantages

5.1.1. Having regularity

In terms of quality, the content of traditional TV is more authentic, accurate and formal. Because before the broadcast, there will be a strict review, and only after passing the broadcast will it be broadcast. Although some online videos are released by official media, there are also videos made by netizens. These are videos that have been unreviewed and can be released anytime and anywhere. Their credibility and formality are far inferior to traditional media. At the same time, the review of traditional TV is far stricter than that of online video. The screen is a clean screen. There is no slag to take you to kill hundreds of thousands of people, and there is no pop-up window of the Indian god oil Macau Grand Lisboa. The program is the program, and Advertising also has a bottom line to stick to. The same is true of paper media. Although paper media is already a thing of the past, it is still irreplaceable. Because the rigorous paper media will not easily appear title party, and even typos rarely appear, because the content is small, the review is naturally more stringent. On the other hand, online videos are easily filled with vulgar content. For the sake of click-through rate, the audience's feelings are never considered. In the future, traditional TV may be as fading as paper media, but it will still become a niche hobby for some people.

5.1.2. Authoritative

In addition, traditional TV has the priority to publish authoritative news, and it also has priority to interview when it encounters major events, such as the interview during the 2008 Wenchuan earthquake. Although the emergence and popularity of online video, it still does not affect the authority of traditional TV, and the audience also believes in traditional TV reports when faced with authoritative information. After the news information broadcast by traditional TV, the audience is convinced.

5.1.3. Has publicity

China is a country with a "family culture". When a family gets together, especially during the Chinese New Year, when they get together on such special festivals, they want to watch TV, watch the Spring Festival Gala and have a New Year's Eve dinner together. At this time, traditional TV takes advantage of its public nature and can be watched by the whole family. The Internet TV screen is small, not suitable for the whole family to watch together. So, but from this point Internet TV can not replace traditional TV.

5.2. Disadvantages

5.2.1. Content subject matter is limited

The scope and scale of online video are larger than traditional TV. Many of the things that online video can play, traditional TV cannot broadcast at all, because of its auditing problems. It is precisely because of this that many popular online video programs have emerged, like "Star Detective", "Where

Are We Going Dad", "The Beginning", "Walking in the White Night" and so on. Moreover, the requirements of traditional TV are also very strict. For example, "Celebrity Detective" and "I Am Detective" are both detective programs, but because the former is an online variety show and the latter is a star program, there are many requirements in "I am a Detective", such as the program There can be no dead people plot, and at the same time, no things are too violent and scary, but there are no such requirements in "Star Detective", like "Horror Nursery Rhymes", "Hotel Horror" and "It's Beautiful Again" in its programs. The horrific and violent series like "Bad" is absolutely unallowed to appear on traditional TV.

5.2.2. Propagation time limited

Now young people are busy with work, overtime and so every day. There is no fixed time to squat in front of the TV to wait for the broadcast of the program you want to watch, and if you squat on traditional TV, you may encounter the situation that if you miss the time, you have to miss the plot, which violates the original intention of the audience to watch TV. No matter what you watch, it is to relax yourself and reduce the fatigue of the day. If you have to stay on time while watching a show, it is the same as punching in at work, then the cart before the horse is put upside down. Therefore, the network video transmission time is unlimited, which solves this problem very well. Audiences can watch the programs they want to watch anytime, anywhere. And it is precisely because the transmission time of traditional TV is limited, so the amount of film arrangement is also limited. For example, a variety show such as Hunan Satellite TV only broadcasts variety shows in two or three time slots, so it will not broadcast too many, and the time is selective and fixed. However, the network comprehensive, the update time is long, and the platform is large, and the time is unlimited to watch at any time.

5.2.3. Lack of interaction

In addition, based on the characteristics of its own network, network video can also accomplish many aspects that TV cannot achieve. For example, each program can be broadcast live and interact with the audience in real time. For example, a program can send a bullet screen, and when recording a program and post-production, you can interact with the bullet screen intentionally or unintentionally, etc. These are aspects that traditional TV cannot achieve. The sending of the barrage can be discussed online with other viewers to increase the fun of watching the show. The audience can also leave a message on the online video website, which will be screened by the director, and finally the host will interact with it, allowing the audience to directly participate in the program, so that they can feel the content of the program more directly.

6. The integrated development of "traditional TV" and "Internet TV"

6.1. Take the essence, get rid of the dross

Traditional TV and Internet TV can take what is worth learning from each other and get rid of their shortcomings. For example, traditional TV can learn from the fact that Internet TV has a wide range of topics, and make the content rich and diverse, no longer abide by the rules and rest on its laurels. It is necessary to make more programs with good themes and good content with "content as the king". You can also learn the interactivity of online video, increase the interaction with the audience, and improve their engagement. It is understood that the current "Oriental Live Room" program of Dragon TV has implemented this point very well. The program itself focuses on social hot issues, allowing parties, on-site audiences, and relevant experts to discuss. If the audience cannot express their own views, If you just watch what others say, then you will only hold an attitude that it has nothing to do with yourself, and you will soon lose interest. However, this program was directly put on the online platform for simultaneous live broadcast on TV, and the audience's comments on the online platform had the opportunity to appear in the program. In addition, the program has also opened up a special link, that is, interviewing the opinions of netizens, allowing netizens to connect with the scene through a large screen video, and directly participate in the program, which enriches the form and content of the program, and also firmly interacts with the audience. Captured the hearts of the audience.^[4] This case is a good example of the integration and development of traditional TV and online video, which has played a mutually beneficial role. And online video also needs to learn its rigorous review from traditional media, reduce the appearance of trivial and vulgar videos in the public eye, bring incorrect public opinion guidance to the audience, or bring wrong three views to minors. Therefore, online video must be well controlled, so that people with bad intentions cannot take advantage of it.

6.2. Strengthen yourself and work together

Blacksmithing also requires its own strength. Therefore, if traditional TV and online video are not to be eliminated in this fast-developing era, they need to improve their respective strengths and seek further development. For example, traditional TV can create more refined and differentiated programs, divide audience groups according to age, create program content of their own interest, retain older audience groups, and attract younger audience groups. It is necessary to increase publicity, The program can be launched or promoted on the online video at the same time to increase its ratings. Online video also needs to seize the opportunity of this era, continue to amplify its advantages, implement every point well, launch more attractive high-quality content, and further develop it. Both traditional TV and online video are inseparable, and we need to work together to move forward steadily and contribute to the Chinese media industry.

7. Conclusions

To sum up, the emergence of online video will bring a lot of impact to traditional TV. At the same time, for traditional TV, this is a challenge and an opportunity. You can give full play to your own advantages and make correct adjustments in time in the face of these shocks, so as not to be eliminated in this era. And network TV can also learn the advantages that traditional TV has and have inherited, and use it to improve itself, so that network video can go far enough.

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