

The Impact and Transformation of Digital Publishing on Traditional Print Media

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Abstract: How to revitalize traditional print media in the digital age is currently a hot topic of discussion. This article will study and discuss the impact of digital publishing on traditional print media and how to transform to digital publishing. By analyzing the current situation, this article finds that digital publishing has had a profound impact on many aspects of traditional print media, forcing traditional print media to undergo transformation. This article analyzes in detail from many aspects how traditional print media companies transform to digital publishing, how to adapt to the needs of the digital market, how to make profits, and how to retain users, predicts the major problems that traditional print media may encounter during the transformation process, and provides ideas and methods to solve these problems. Research shows that in today's era, digital publishing has become mainstream, and traditional print media can only avoid being abandoned by the times if it actively transforms.

Keywords: Traditional Print Media, Digital Publishing, Impact and Development, E-Books

1. Introduction

Nowadays, due to the rapid development of science and technology, earth-shaking changes have taken place in all aspects of society, and consumers will also face rapid changes in their lives. In the publishing industry, traditional print media has encountered the biggest crisis since its birth and is facing huge challenges. At the same time, it has also received an unprecedented development opportunity. Due to the intervention of new media technology into traditional print media, the digital publishing industry has ushered in rapid development, such as e-books, online publishing, self-publishing, animation online game publishing, and the most common mobile publishing, which has caused qualitative changes in people's reading habits. And these emerging industries have begun to penetrate into people's daily lives, bringing more novel and convenient reading concepts and visual experiences, and also causing corresponding changes in people's reading concepts, forming a larger digital industry chain. According to relevant data, as early as 2014, more than half of China's digital reading population had exceeded the paper reading rate. It can be said that digital reading has become the general trend and has become the main form of reading for the public. In the past few years, China's digital reading has successfully achieved breakthroughs from scratch and has grown rapidly. This will lead to the decline or even death of traditional print media. Companies such as the Los Angeles Times, the New York Times, the Chicago Sun-Times, and the Philadelphia Newspaper, which account for an important proportion of traditional print media, have all declared bankruptcy. Therefore, how traditional print media can persist and successfully complete the transformation under the impact of digital publishing is a question worthy of our in-depth discussion.

This article will discuss the impact and transformation of digital publishing on traditional print media, and provide certain theoretical support and ideas for the successful transformation of relevant traditional print media. The organization of this article is as follows: Chapter 2 reviews the research results of other researchers on traditional print media and digital publishing. Chapter 3 summarizes the impact on traditional print media, provides ideas for transformation and possible problems. Chapter 4 provides data support for the transformation. Finally, the conclusion section summarizes the main contents of this article and makes suggestions.

2. Related Work

Many researchers have discussed and explored the impact and transformation of digital publishing on traditional print media. For example, by analyzing the importance of digital transformation and the advantages and problems faced by digital transformation in the traditional publishing industry, Li Lina pointed out that the traditional publishing industry should also adapt to the development of the new era, clarify its own development positioning, do a good job in digital infrastructure construction and content processing, change business concepts, etc., and constantly seek ways to transform to digital [1]. Focusing on the current situation of digital transformation of traditional publishing units, Feng Huan elaborated on the significance of digital transformation and analyzed the problems existing in the digital transformation of traditional publishing units in the new media era, including deficiencies in insufficient development awareness, immature industrial chain, and backward technology, etc., focusing on countermeasures from the aspects of innovative thinking, building systems, developing technologies, enriching products, and valuing talents [2]. Feeling that mobile reading is increasingly favored by readers, severely squeezing the living space of paper publishing, Wang Yan proposed the idea that traditional publishing units should accurately grasp the reading preferences and tendencies of readers in the digital era, combine their own characteristics and advantages, optimize the development path of digital transformation, and achieve high-quality development goals [3]. The above-mentioned researchers have provided certain thinking directions and helpful help for this article's discussion of the impact and transformation of digital publishing on traditional print media.

3. Impact and Transformation

3.1 Impact of Traditional Print Media

With the rise of digital publishing, first of all, people's reading habits will change [4-5]. Today, people are more inclined to obtain information and news through electronic devices instead of traditional print media [6-7], which has led to a decline in sales of traditional print media and a significant reduction in income. Secondly, this will lead to a decline in advertising revenue from traditional print media [8-9]. In the era of the rise of digital media, advertisers such as companies and stores have begun to invest more of their advertising budgets on electronic platforms instead of traditional print media. Then there are changes in the way content is disseminated [10-11]. Digital media provides people with a more efficient, faster, and more convenient way to disseminate content. People will be able to obtain information and news anytime and anywhere through Internet social media, such as Sina Weibo, Douyin, etc. The status of traditional print media has been seriously affected and challenged. In addition, the cost and efficiency of digital publishing have been improved compared with traditional print media [12-13]. In traditional print media, a news conference goes through content editing and production, typesetting and plate making, print preparation, printing, post-processing, publishing and sales. These steps will take a lot of time, and the real-time nature of the basic elements of news cannot be guaranteed. But for digital publishing, it has improved in each of the above steps, most of which shortened the time consumed by publishing. Its composition and production process are shown in Figure 1, ensuring that people can obtain the news and information they want in real time. At the same time, when simplifying these steps, it can reduce cost input and save money.

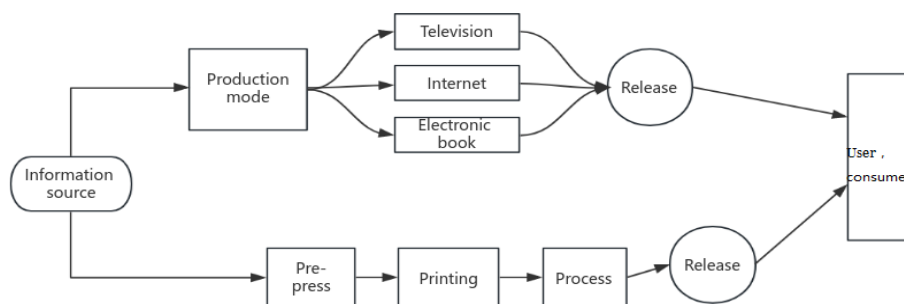


Figure 1: Traditional print media and digital publishing process

This gives digital publishing a certain degree of cost advantage and creates great competitive

pressure on traditional print media [14-15]. Finally, as digital media platforms continue to emerge, traditional print media need to compete with emerging digital publishing platforms. In terms of reading methods, according to the data on local use of e-books and paper books from 2018 to 2023, as shown in Table 1.

Table 1: Comparison table of e-book and paper book sales data

A given year	Ebook sales (millions)	Print book sales (millions)
2018	218	521
2019	285	447
2020	335	401
2021	388	357
2022	432	302
2023	497	257

It is not difficult to see from Table 1 that the sales of e-books are increasing year by year, while the sales of paper books are declining year by year, and starting from 2021, their sales will be lower than the sales of e-books. To sum up, digital publishing has had a huge impact on traditional print media, which has forced traditional print media to transform and innovate in order to adapt to the development trend of the digital era [16-17].

3.2 Transformation to Digital Publishing

In the process of transforming traditional print media into digital publishing, they must first adapt to the needs of the digital reading market [18-19]. It can be considered from many aspects: First, it provides diversified digital reading content for traditional print media, which can include e-books, magazines, comics, newspapers and other forms to meet the needs of different reading groups. The second is to develop a cross-platform reading experience to ensure that digital reading can be read smoothly on different devices such as computers, tablets, and mobile phones. The third is to provide personalized reading recommendation services, using big data, recommendation algorithms, artificial intelligence and other technologies to provide readers with personalized reading recommendations. Secondly, it is very important for traditional print media to make profits. How to make profits in the digital information age requires traditional print media to explore new business models, which can include: ①Developing a subscription model. Traditional print media can develop a digital subscription model, providing readers with electronic versions of newspapers, magazines and books, and providing different subscription packages. ②Obtaining advertising and sponsorship fees. Traditional print media can expand advertising and sponsor-finding opportunities to digital platforms, such as websites, media public accounts, and apps. ③Establishing a membership system to provide member users with exclusive news content, activities and rights, attract users and readers to become members and provide stable income. Finally, how to retain users can be achieved through the introduction of multimedia technology content and interactive experience [20], such as: ①Adding video, audio and comment areas during the reading process to increase the interactivity and entertainment of users when reading. ② Through the trial application of virtual reality technology, creating a virtual cloud platform and developed AR (Augmented Reality) books, and also draw on models such as Time Magazine that have completed the transformation from traditional printing to digital publishing. ③Through market promotion and publicity, adopting offline and online simultaneous promotion methods to promote new multimedia content and interactive experiences to readers to attract more users to participate in the experience. Therefore, in the process of transformation, traditional print media need to adapt to the needs of the digital reading market and continue to innovate here, improve the level of science and technology, focus on user experience, and cooperate with authors, publishers and other parties to jointly promote the transformation of traditional print media into digital media.

3.3 Problems and Challenges in the Transformation Process

In the process of digital transformation, there are also many problems, large and small. The main problems are related to intellectual property protection, supervision and regulation, talent training and technological update. First, for the protection of intellectual property rights, with the continuous application and popularization of Internet technology, it also provides convenience for some opportunistic people. There are a large number of unauthorized or unauthorized thefts of other people's works on the Internet. The existence of these pirated electronic books has undoubtedly caused serious impact and harm to original authors and related companies. Since the existing copyright law does not

stipulate the rights and interests of works in the Internet environment, to a certain extent, infringement of works cannot be resolved in a timely manner. Therefore, regarding the issue of intellectual property protection, it is necessary to establish a corresponding digital copyright protection mechanism and establish corresponding laws. At the same time, companies themselves can also protect books through technologies such as digital watermarks and encryption technology to reduce the existence of pirated books. Secondly, regarding supervision and normative issues, the competition in the digital publishing market is more intense. Traditional print media need to formulate new rules and regulations to manage and constrain themselves, adopt legitimate behaviors to compete, and prevent competitors from reporting to regulatory authorities. Third, there are certain problems with the ability of employees in the transition from traditional print media to digital publishing. Moreover, employees are the implementers and practitioners of transforming traditional print media into digital publishing. Therefore, the abilities of these staff members have a certain impact on whether the transformation can be successful. Therefore, traditional print media companies should strengthen the cultivation of talents and update technology during the transformation process, so that their staff have good business capabilities and knowledge reserves, and continuously improve their digital publishing capabilities and technical levels, such as conducting capability training in computer technology, publishing planning, editing, operation, service, etc., and broadening their horizons so that they can better cope with the task of transitioning from traditional print media to digital publishing. How traditional print media solves these problems and challenges is the key to a successful transition to digital publishing.

4. Results and Analysis

4.1 Acceptance Survey

In order to explore the acceptance of digital publishing and traditional print media by different groups of people, a survey experiment was conducted. By interviewing 50 readers, 50 media practitioners, 50 publishers, and 50 authors, four different groups were interviewed to ensure the diversity of the sample. The results of the investigation are shown in Figure 2.

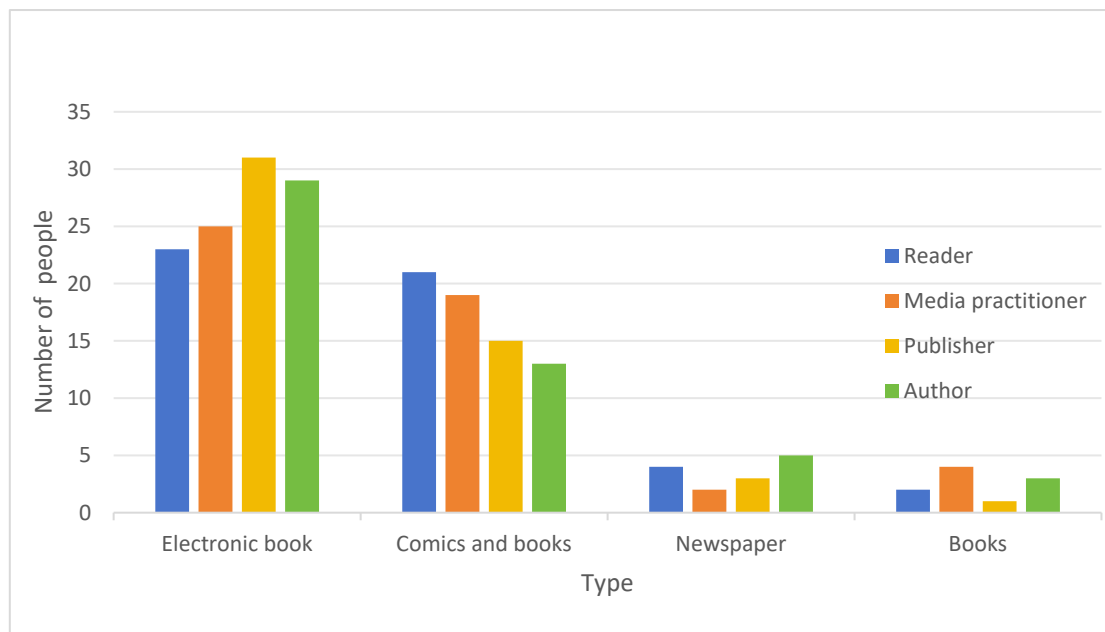


Figure 2: Survey results

By analyzing Figure 2, we can see that among these 200 people, 176 people chose electronic books, comics and books that represent digital publishing, and only 24 people chose newspapers and books that represent traditional print media. It can be seen that modern people are more likely to accept digital publishing.

4.2 Business Situation Investigation

The operating conditions of local traditional print media companies and digital publishing

companies are shown in Figure 3.

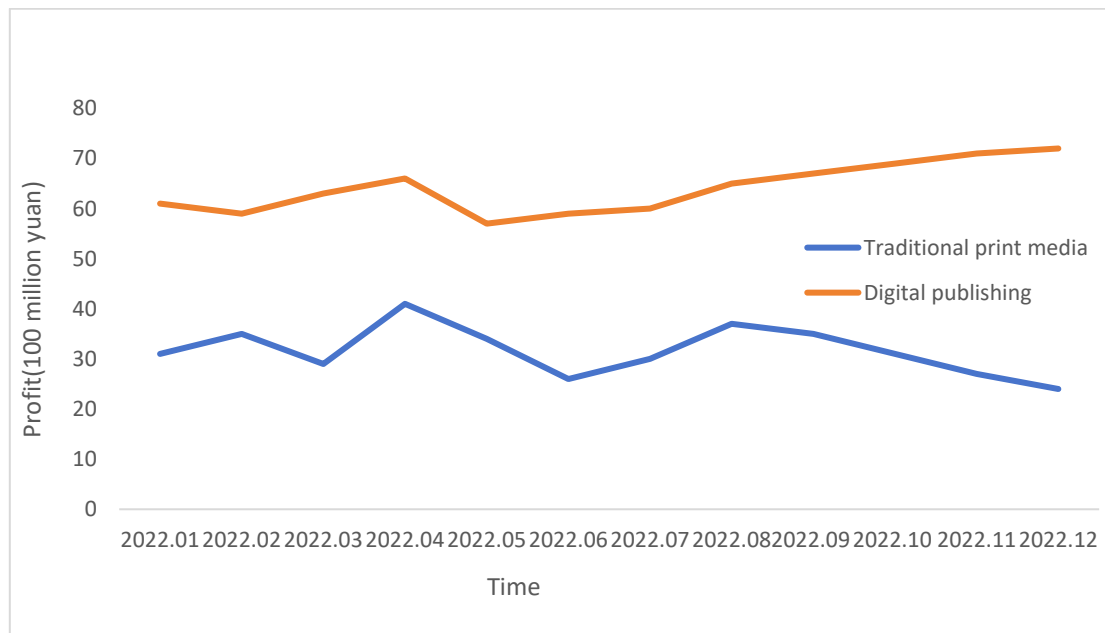


Figure 3: Profit situation

By analyzing Figure 3, we can see that the profitability of traditional print media companies is far lower than that of digital publishing companies, and there is still a downward trend. Moreover, digital publishing is showing a sense of prosperity and has good room for growth. Therefore, the transformation of traditional print media to digital publishing is imminent.

5. Conclusion

In the context of the new era, the transformation of traditional print media into digital publishing methods has become a general trend. As a new form of publishing, digital publishing not only has the advantages of wide dissemination, convenient access, digital management, lower cost, etc., but it can also make many dying books shine with new luster on the Internet, protecting the diversity of books to a certain extent. Therefore, traditional print media should actively respond to the needs of the development of the times, proceed from their own realities, and accelerate the transformation towards digital publishing. And digital publishing also has good future development prospects. Through technologies such as virtual reality and augmented reality, it can bring readers a better immersive reading experience. Moreover, digital publishing also actively responds to the policy of sustainable development strategy, reducing the publishing of traditional print media and reducing the felling of trees. In general, traditional print media must transform towards digital publishing, otherwise they will only achieve lonely results in the end.

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