Challenges and Opportunities for Domestic Media Industry in Era of Big Data

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Abstract: With the arrival of the era of big data, the information service have penetrated into many industries and business functions, and become an important factor affecting the productive efficiency. For example, the media industry, as an information industry influenced by the era of big data deeply, is being faced with major challenges and opportunities. Therefore, in the background of big data, China's media industry shall determine its development goals accurately, change the challenges in the era into a powerful force for the development, and make the best of the opportunities given by the era of big data to develop and grow constantly. In this paper, first of all, the connotation and significance of the big data are expounded, and then the specific challenges and opportunities in the era of big data are discussed in detail, in order to help the industry delegates.

1. Introduction

With the continuous penetration of big data into the media industry, they provide detailed and comprehensive data analysis of user demands for the development of the media industry, and provide a strong power for the development of the deep media and predictive media. However, in the process of keeping up with the trend of the era, China's media industry is facing the unprecedented challenges and opportunities. Therefore, based on the understanding the development pattern of China's media industry, we shall respond to the era development omni-directionally, carry out the all-round reform of the current media industry, expand a broader development space and make more profits by optimizing configuration of existing resources.

2. Connotation and significance of big data

McKinsey, a famous consulting company in the world, first proposed the concept of Big Data, which was spread around the world quickly and indicated the arrival of a new wave of productivity growth and consumer surplus. Big data is also called the mass data set. Compared with the business model of the traditional media industry, the media industry in the era of big data has more efficient decision-making ability, more acute insight and stronger ability to optimize the business process, and has diversified and a large amount of information assets with a high growth rate. The application of the big data in the media industry and Internet industry is a concept in a narrow sense, which has four features: value, variety, velocity and volume. In the development of the media industry, we can achieve the professionalization of industry with the help of the big data technology to realize its strategic significance. For the development of China's media industry, it is necessary to make full use of the data collection cost in the era of big data and the gold content of the data to give full play to its enormous value, but its quantity is secondary. With the help of the big data technology, the media industry has analyzed and researched the large-scale data information and obtained the valuable results from the massive data information to provide the comprehensive data support for its own development. In addition, in order to improve the core competitiveness of the media industry, a large amount of valuable data information is refined in virtue of the key technology, big data, to help its rapid development. Therefore, so many media enterprises applying the traditional development mode shall reform and optimize their information service modes and database framework modes based the current development situation, so as to meet the new requirements for the development of media

industry in the era of big data.

3. Challenges faced by the media industry in the era of big data

3.1 Competitive pressure caused by Pan-media

For a long time, the traditional media have depended on the radios, newspapers, television and other media, and the whole industry is controlled by a small number of enterprises, which were very authoritative and accompanied the growth of the masses. However, with the rapid development of science and technology, Internet technology has been popularized rapidly to promote the emergence of a large number of smart phones, and the socialized media have shown a rapid development trend. In the development of the media industry, enterprises can enhance their popularity and influence by releasing and spreading the news information, and improve their economic benefits at the same time. However, in the development of the socialized media, the convenience of the Internet technology has changed the situation that people receive the news information passively, people can make the news information, disseminate the news information and evaluate the news information at will, and gained richer information and experience which is random. The wide popularization of intelligent electronic products provides a freer space for the masses to participate in the news information, and the people with different reading habits and interests are classified with the big data technology, which improve the efficient dissemination and social influence of news information and promote the social media in the masses. However, just because of this, the media industry has been impacted unprecedentedly, and the competitive pressure among the industries is increasing. If the media industry does not conform to the trend of the era development, it will be replaced by the socialized media gradually and eliminated by the market step by step, and finally become a media form that no one shows any interest in.

3.2 More rigorous demands for practitioners

The traditional media have the governmental resources, social resources and high authority that other media don't have, so when the news events happen, journalists only need to take the professional equipment to the primary scene and report the news events truthfully and perfectly according to their professional knowledge to the audiences in front of the TV sets and radios. Traditional media have been the absolute monopolists in the news industry for a long time. However, with the rapid development of Internet technology, a variety of information is disseminated explosively with the help of the diversified news terminals, so that the era of big data has the unique attribute of mass information. As a boundary, the era of big data has impacted the traditional media industry greatly, and has caused serious impact and influence on the working modes of the employees. In the era of big data, the employees in China's media industry are required to have the keen insight to capture the high-value news information, screening ability and deep analysis and excavation ability to display the connotation of news events fully, so as to meet the high requirements for the media industry after the collapse of the monopoly of the traditional media industry.

3.3 The media content shall meet the needs of the masses in the era of big data

The traditional media have absolute monopoly position and authoritative information dominance, which have created the status and honors of many workers who rely on the news industry. Therefore, in the production and development of news, the propagation mode is from top to bottom, the information has been disseminated to the audiences actively, and the audiences have received the news passively for a long time, but in the era of big data, news information is bidirectional, and the masses can break the shackles of the traditional media to realize freer speeches. From passively receiving information to freely making, publishing and evaluating information, the masses have higher requirements for the release of media content, which is not an absolute monopoly situation. Therefore, for the development of the media industry, it shall reflect richer and more profound media content, give people enough space to think, and produce emotional resonance with the masses, so as

to establish a more stable social status, which is also a great challenge to the media industry in the era of big data.

4. Opportunities brought by big data to media industry

The researches of experts and scholars show that the data size of the media industry ranks the third among the 17 industries in the United States, occupying as much as 715PB, only after the government of the United States with a data size of 848PB and the discrete manufacturing industry with a data size of 966PB. It can be concluded that the media industry has a great potential and innate advantages in the era of big data. Although the arrival of the era of big data impacts and influences the media industry greatly first to make it develop unstable temporarily, but at the same time, it is also a huge opportunity for the development of the media industry, which requires the practitioners in the media industry to have the strategic insights to constantly promote the new-type services and the R&D and production of new media products and drive the long-term development of media industry with the big data technology.

4.1 Business model of big data

With the development of professional news media and the intensification of pan-media, data will emerge in large quantities. As an important modern data resource, the media industry will get better development decisions after the efficient processing with big data technology. Therefore, to establish a big data business model for the media industry has become the only way for the development of current media enterprises. As a long-term business, the big data business model needs us to establish and perfect elaborately, in order to help the rapid development of the media industry.

First of all, with the big data technology, the media industry extracts and packs the valuable information in the ocean of data information used for the operation of the media industry, and the information also can be disseminated as news. Secondly, the media industry owning the big data information resources produces the economic benefits by the ways of leasing and selling after the refined classification and further processing of information, and then analyzes and extracts the data information deeply, in order to provide the professional data information services for the enterprises in need. Thirdly, the media industry carries out the selective charge according to the information stored in the databases, or exchanges the information with the related enterprises, to promote the economic construction and development of the media industry effectively. Finally, the small media enterprises in the market can take advantage of the era of big data to cooperate with other enterprises to accumulate the funds and realize the more stable development. In addition, we can achieve the multi-directional breakthroughs of the media industry by the reverse thinking, counterattack against a large number of the Media-like shopping websites by the ways of cooperation or franchise.

4.2 Data-driven media

By analyzing the workers in the media industry from the perspective of the era of big data, we find that no matter how excellent the media workers are, their views and opinions on the news events will affect the judgment and analysis of the events, and the samples of news events and the amount of information also are the important influence factors, so their opinions cannot represent the objective cognition. The era of big data is completely different from it. Its analysis is based on massive data information for the more impartial, objective and scientific analysis, to help the journalists in all-round, true and deep reporting. Moreover, the media industry can excavate the information with the big data technology to more comprehensively present the audiences' feedbacks that couldn't be showed fully before, so as to help the development of the media industry.

As a great opportunity for the development of the contemporary media industry, big data can disclose the development laws and essence of the news events objectively and fairly based on all data, so it has become an important means for the media workers to obtain the valuable news clues in the era of big data. At the present stage, especially the smart phones, wireless network, e-commerce, socialized media have become the new markets for numerous media industries. In virtue of Internet

and big data technology, we can collect and carry out statistics of all the data of this kind of media, and comprehensively survey the data collection, release, sorting, dissemination, comment and other links, to promote the integration of the media industry with the data information of new media.

It is doubtful that whether the information of the audiences of the news information surveyed by some investigation methods such as the questionnaire in the traditional media industry is true, so it is very unscientific to decide the development of the media industry only by taking the part information survey as all influence factors. However, all the data information in the era of big data is obtained on the basis of the audiences' principle of voluntariness, which is more convincing than the statistical information of the traditional media industry, intuitively presents a large number of factors such as the consuming behaviors and living habits of the massive audiences of news information, and is of positive significance for deep understanding of the audiences' preferences and needs for the news information.

Because the dissemination effect is closely related to the audiences' cognition, emotions, attitudes and behaviors, and the competition in the media market is fierce, in terms of the analysis of the dissemination effect of the news content, the correlativity determined within the limited time and expenditure may be helpful enough.

The era of big data simplifies the operation modes of the media industry, has comprehensive sample information and super-strong operational capability, reduces the costs for new media enterprises, provides accurate data information support for their accurate positioning of the production and dissemination direction of news information, and lays a foundation for the good dissemination effect.

4.3 New-type industrial forms and profit models exploited by big data

The development of the era of big data at present, through the exchange and dissemination of various network platforms, has provided good data information for the development of new-type media modes, promoted the development of the marketing modes, service forms and data information commodities, and become a new industry for people. Therefore, the media industry shall improve the current business model and expand new profit margins with the big data technology. What's more, it can sell the data products with the help of its data advantages to diversify its profit models.

4.4 Adjust the development direction of the media industry in time based on the feedback information processed by big data

In the era of big data with massive information, the information will be analyzed and processed more objectively and scientifically, so the big data has become an important means for the development of many media industries. With the help of the timely processing of the feedback information by the big data, the media industry can grasp the ideological trends of the media audiences and the appeals of news information products better and adjust itself in time to ensure that its positioning is more accurate and scientific. In addition, it can diversify the dissemination channels and enrich the dissemination content with the big data technology.

5. Summary

In summary, the era of big data not only improves the objectivity of news information, but also promotes the processing of the news audiences and drives the good development and progress of the media industry based on the high-value news information obtained with the big data technology. Therefore, in the face of the challenges and opportunities in the era of big data, we shall carry out reform actively to promote the long-term development of the media industry.

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