

Development Trend and Profit Making Method of New Network Media

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Abstract: With the development of Internet technology and renewal of people's ideas, new network media has become a familiar word in our daily life and is different from traditional media. The staff of related industries have been actively thinking and exploring its development mode and profit making method. Through a lot of investigation and analysis, this paper discusses the characteristics of new network media, reviews its development course, considers the current situation of this industry and further put forward some thinking as well analysis on its development trend and profit making method.

1. Introduction

With the continuous development of economy and progress of science and technology, in recent years, many new things have entered people's vision, which has brought great influence to the diversification of industrial mode, enrichment of media form and change of people's ideas. People are now more willing to accept new things and are curious and yearning for advanced technological achievements and lifestyles. New network media is the product of current Internet era and with its own unique characteristics, it is obviously different from the traditional media. These characteristics make it stand out in today's environment and becomes the choice of more operators and audiences. With a strong development momentum, new network media not only attracts widespread attention in the public domain, but also gets the support of official policies. During the term of office, General Secretary Hu Jintao has repeatedly stressed the need to attach great importance to the work of Internet news dissemination and strengthen the construction of Internet environment.

2. Characteristics of New Network Media

Instead of a platform for disseminating information, new network media is a channel for communication between the information disseminator and the audience. Through this medium, two sides can actively interact with each other. Under constant two-way discussion, topics will continuously heat up, or even become a kind of social phenomenon which will give birth to new social hot words. This is a big difference with the traditional media form. Traditional media form is a one-way communication platform, only providing a powerful channel for the output of information. It is difficult for the audience to participate in the topic discussion, nor can they express their views on the open platform. Increasing the interactivity between media and users is conducive to close the gap between both sides, helps platform operators to know the real thoughts and psychology of users, adjusts the management strategy and news structure in time, and more closely combines the needs of users.

The past traditional media forms, such as print media, television media and so on are transmitted only through newspapers or television programs, the audience can not receive news information anytime and anywhere. This greatly limits the timeliness and circulation of news dissemination. However, with the development of Internet technology and continuous progress of China's telecommunications industry, new network media can overcome the above shortcomings and spread information in a more flexible form. Users are allowed to use fragments of time to receive and digest information through mobile phone clients and so on, enhance users' experience and expand the scope of news dissemination.

Through network, a piece of information can be widely spread in a short period of time, while at

the same time, network can break the restrictions between regions and enable information to circulate locally, but also make more people understand information in a wider range. It attracts more people's attention to the platform of information dissemination, and rapidly enhance the visibility and influence of platform. Once the popularity and influence of the platform are enhanced in a large scope, the platform can be combined with other industries or promoted to create economic benefits in the most efficient way.

3. Advantages of the Development of New Network Media in China

First, the huge population base in our country provides sufficient audience for new network media. As we all know, our country has the largest population in the world, providing a large number of talents and audiences for the operation of new network media. For new network media, the greater the rate of flow, the greater the commercial value of the news, and the more economic benefits it can bring. Therefore, extensive audience provides the most basic guarantee for the operation and development of new network media. As long as there is enough audience concern, new network media can bring into play its effect, cause social hot spot, and drive hot topic. New network media platform with a large number of popularities can combine with other industries, play a strong role in propaganda and promotion, maximize advertising effect, and directly create economic benefits.

Second, our country has related policy to support and promote new network media. General Secretary Hu Jintao has expressed great stress to new network media many times during his term of office. He supports that it is necessary to make full use of new network media as an effective way to spread information and carry forward culture with reasonable means. General Secretary Xi Jinping pays much attention to the construction and maintenance of new network media. The policy support has created favorable conditions and favorable environment for its development from many angles and aspects. With the support of policy, new network media can avoid all kinds of obstacles and difficulties in the process of development and develop smoothly.

Third, the development of Internet and telecommunication industry provides strong technical support for the development of new network media. It is obvious that without the support and follow-up of advanced technology, it is difficult to realize and promote superior ideas and methods. Scientific and technological achievements will materialize ideas and concepts in people's minds and create them in real life. The progress of Internet technology in China can be considered to be the core lifeline and cradle of new network media. Without the support of Internet, all ideas are empty talk. While the development of telecommunications creates a foundation for the diversity of new media dissemination forms. Users are allowed to browse news and participate in topics through mobile phone clients. In other words, Internet technology and telecommunications are "two legs" to keep new network media moving forward. Without any side, it will be difficult for new network media to move forward.

4. Development Trend of New Network Media

First of all, the most obvious development trend of new network media is to expand along the direction of multi-industry combination. New network media is not only a platform for information circulation and two-way communication, but also a window for enterprises and brands to propaganda. Combined with other industries, it can enrich the profit structure of new network media and open up new modes and ways to create economic benefits.

Secondly, new network media is developing in the direction of carrying forward mainstream culture and positive energy. Combined with the above conclusion, the cause of new network media is valued and supported by the policy. It is hoped that positive values can be disseminated and new network media becomes an effective way to carry forward traditional culture and promote positive culture. At present, in China, new network media is moving in this direction with a strong momentum of development.

Thirdly, new network media is developing along the mainstream direction. Nowadays, new

network media has too many outstanding advantages over the traditional media form, which makes it better adapt to the development trend in the Internet age, and become the media form that more people like and choose as a more mainstream information disseminating and interactive platform. Looking back at the development of new network media, we marvel at its speed and scope of expansion, from just entering people's vision and being viewed with suspicion and temptation by the public to be widely used and popular form today within only a few years. Undeniably, mainstreaming is one of the development trends of new network media.

Finally, new network media is deepening the importance of intellectual property in the process of development. In the information age, people also pay great attention to enrich their own cultural heritage, broaden their horizons and learn new skills when entertaining. The operation of new network media has to stress the quality and content of information in order to attract people from all walks of life. There is no doubt that high quality information has a stronger appeal to users who are eager to improve themselves. Original knowledge will become a magic weapon for all major platforms to stand out. Therefore, it is one of the development trends of new network media to attach importance to intellectual property rights, respect original learning content and release high quality information with connotations.

5. Profit Making Method of New Network Media

Combined with the above analysis and conclusion, we have a preliminary understanding of the advantages and development direction of new network media. In order to achieve the goal of maximizing the benefits and continuously create economic value, we cannot relax the thinking on profit making method of new network media.

First of all, to strengthen the combination and flexibly dock with other industries innovatively for mutual promotion. At present, the main form is to make new network media as a propaganda channel to expand the reputation of enterprises and promote the profit by promoting the sales of products. In the future, operators of network new media industry are allowed to consider to change ideas, and cooperate by joint development, synchronous development and so on to broaden the route of mutual combination and promotion, and realize the goal in many ways.

Secondly, new network media should set up the consciousness of internationalization, establish a modern, internationalized image of our country by carrying forward our high-quality culture, produce an international influence and make full use of powerful influence of economic globalization and positive role to create economic value. New network media can attract foreign capital to join while propagating the culture, make more overseas enterprises have confidence in the market prospect of our country, improve the willingness to invest, and promote the economic development of our country by means of cooperative production and so on. At the same time, the platform can also sell some cultural connotation of peripheral products, carry forward the traditional culture and create a win-win goal.

Finally, new network media can give full play to the economic benefits of paid knowledge, as well as produce direct profits. Nowadays, many people choose to study on the Internet, which not only is flexible in time, but also can break the limit of region, which directly contacts the excellent educational resources everywhere, and is more acceptable for modern people to pay for learning on the Internet. This is quite enlightening for the operators of vast new network media. Operators are supposed to share and publish original courses with high quality on the platform and attract people who are willing to pay for learning, which will directly generate substantial economic benefits. If consumers believe that the quality of learning content provided by the platform is superior, they will rely on it and maintain sustainable consumption for a long time. New network media platform will continue to expand brand influence and generate more income by cultivating a group of loyal and stable users.

6. Conclusion

After expounding and analyzing in the above part, the characteristics of new network media have

been fully and clearly understood. Combined with its advantages, this paper analyzes the development trend of new network media. This new, highly interactive and flexible form of media has created greater possibilities for industrial diversification in China, and to a certain extent has actively stimulated economic benefits. Thus, new network media is not only a platform for information circulation, but also a new industrial mode. It can be combined organically with many other industries, creating huge profits by promoting each other. In order to maximize the realization of economic value, learn and constantly explore the operation mode of new network media, seeking for profit making method is an indispensable task and effective way. On the premise of summing up the existing experience and learning other ways from abroad, we should always maintain enthusiasm for the development of the industry, constantly promote the evolution and upgrading of new media on the Internet, and analyzes and summarizes the psychological and behavioral patterns of audience through more consideration, analysis and conclusion. With the support of relevant policies, it is necessary to discover the right direction, reasonably apply resources, and constantly adjust the operation mode, so that profit making method will move towards the direction of multi-structure and high efficiency.

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