

# The Impact of AIGC on Content Production of Chinese Media Platforms

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**Abstract:** With the rapid development of artificial intelligence technology, AIGC (artificial intelligence generated content) has become an important force in content production in the new era. Although AIGC is still an emerging technology, it is now widely used in the content production of Chinese media platforms. This article mainly takes iQiyi, Mango TV, and Hubei Radio and Television as cases to sort out the impact of AIGC on the content production of current Chinese media platforms.

**Keywords:** AIGC, Chinese media platforms, content production

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## Introduction

AIGC, the full name of Artificial Intelligence Generated Content, China Academy of Communications and JD Exploration Research Institute define AIGC as "a type of content classified from the perspective of content producers, a content production method, or a collection of technologies for automatic content generation". Zhao Zizhong, dean of the New Media Research Institute of Communication University of China, dismantled the concept of AIGC from the perspective of media, believing that "AIGC is the automatic or semi-automatic generation of content through artificial intelligence technology". Regarding the classification of AIGC in content production, Dean Zhao Zizhong divided the content generated by AIGC into different forms such as text, audio, video, and images.<sup>[1]</sup> Du Yu, Ph.D., from the Chinese Academy of Social Sciences, and Zhang Ziming, co-founder of Unknown Culture and Technology, also divided AIGC's content creation into four modalities: text, audio, image, and video.<sup>[2]</sup> Xie Danming, vice president of iQIYI, singled out the 3D model and divided the content generation category of AIGC into five parts: text, 3D model, picture, video, and sound.<sup>[3]</sup> This article will also explore how AIGC affects the content production of Chinese media platforms from the five dimensions of text, 3D models, images, video, and audio.

### 1. Textual field

Although chatgpt is not open to the Chinese public, the Wenxin Yiyan AI model developed by Baidu and officially launched in March 2023 with text generation and analysis as its main function answered 33.42 million questions from Chinese netizens on the first day of its launch, which shows the enthusiasm of the Chinese public for AIGC in the text field. AIGC's text generation and analysis capabilities are also widely used in Chinese media platforms. Through the self-developed AI model, iQIYI can now use AIGC's text analysis capabilities to summarize hundreds of thousands of words of novel synopsis into about 10,000 words, and use AI to disassemble the characters and scenes of the script and analyze the story structure, and even evaluate the content quality and the risk of audience abandonment according to AIGC's algorithm. iQIYI is also currently using AIGC to screen scripts, and through AI script screening, they can screen out more than 50% of the massive scripts in their hands. And Mango TV's "Interactive Novel Selection Platform", which is

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also deeply engaged in the field of long video, can also read hundreds of thousands of words of novels in five minutes through AIGC. Hubei Radio and Television Changjiangyun provincial technology platform uses AI to review text content to help editors find and correct text errors, thereby improving text quality and readability<sup>[4]</sup>.

## **2. 3D model**

The 3D models generated by AIGC mainly include scenes, props, digital humans, and so on. At present, many of iQIYI's art scenes are directly generated by AI, and virtual shooting scenes have been integrated into digital assets. At the same time, iQIYI also uses AIGC for virtual rehearsals, which can also help iQIYI calculate the manpower and material resources spent on a script through AI within a few hours. In recent years, both private and state-owned enterprises in China have focused on digital humans. Lili, a digital human generated by Ali Entertainment's self-developed AI, has become the spokesperson of the Alibaba ecosystem as a virtual star, and will participate in the filming of the TV series "Under the Alien" as a digital human actor in 2023. Digital humans also participated in various activities such as the Chinese New Year Gala and the Asian Games. In addition to adding freshness and enriching the form of media activities, the digital humans generated by AIGC also have a great impact on the production of news content on media platforms. At present, more than 600 anchors in China have been replaced by digital humans, and due to the absence of risks with brokerage companies, media platforms and various institutions will have higher convenience when using digital humans than human anchors. Xinhua Zhiyun, a big data artificial intelligence technology company, generates corresponding AI digital human models for community workers, and uses them to issue notices and answer questions. When China popularized anti-fraud propaganda, Xinhua Zhiyun generated digital humans for 2,396 grid members, and each digital person generated 100 anti-fraud short videos for 100 anti-fraud propaganda, so that people can quickly and efficiently obtain important information through their familiar grid member digital humans.

## **3. Picture field**

At this stage, the images generated by AIGC mainly include technologies such as image generation by text recognition and image generation by image, which can generate pictures of various styles and themes according to user input or instructions.<sup>[5]</sup> Midjourney, an AI mapping tool, opened the closed beta of the Chinese station in May 23. Baidu Wenxin Yiyan now in addition to the basic function of text generation pictures, VIP users can also use the plug-in to retouch and polish pictures. AIGC's function in the field of images is also widely used in the content production of Chinese media platforms. iQIYI currently uses AIGC's image generation technology to enrich the sketches of the storyboards in the script into pictures, and has already built and shot real scenes, designed animation original paintings and derivatives, and produced promotional posters based on AI-generated pictures. According to Xie Danming, vice president of iQIYI, the click-through rate of poster images intelligently generated by AIGC is even about 20% higher than that of manually produced poster images. The online Q&A community Zhihu's new original short story reading app Yanyan Story, which was launched in May 23, contains more than 100,000 stories whose cover images are directly generated by AI large models.

## **4. Video field**

With the popularity of fragmented communication and the explosive development of short videos, AIGC's video technology is particularly widely used in the field of long video splitting on media platforms, that is, dismantling into multiple short videos. iQIYI uses AIGC's video generation technology to produce all kinds of short videos for publicity, For example, short videos of actors、 Short videos of plot sticks and short videos with automatic plot mixing and highlight pre-cutting, etc.,At the same time AI Interi can also automatically export iQIYI's horizontal screen videos into a vertical screen form that is more in line with short video viewing habits, The "AI Automated Video Creation Open Platform" developed by Mango TV can also automatically complete the production of AIGC short videos such as long video stripping, secondary video production, and plot quick viewing, and can automatically generate titles and covers. Hubei Radio and Television Station, a traditional media platform, also relies on AIGC's video production capabilities to handle

the stripping of long videos, and retains or deletes video content with one click based on tag information.

## **5. Audio field**

AIGC's development in the audio field has also accelerated the production of content on Chinese media platforms. iQIYI's AI-built Qisheng dubbing has produced more than 300 overseas movies and TV series in Chinese, and it can also perform multilingual dubbing, such as Chinese dubbing of foreign movies, Thai, Vietnamese, Indonesian dubbing of Chinese movies, etc. It can also quickly extract the artist's timbre from the finished dialogue and help the artist supplement the dialogue. The most important thing is that Qisheng dubbing can reduce iQiyi's original dubbing cost to about five percent, and they even only need to retain a professional dubbing talent, mainly responsible for the dubbing of exaggerated timbre. Himalaya's "multi-character novel audio AIGC technology" can automatically identify characters, assign timbres, and carry out speech synthesis and emotional transformation in a variety of emotional styles according to the subject matter provided by the creator, and automatically add appropriate post-effects at the end.

## **6. Conclusion**

The explosive development of AIGC in recent years has had a huge impact on the content production of Chinese media platforms, whether in the fields of text, 3D models, pictures, video, and audio, AIGC has helped various media platforms in China significantly improve production efficiency and greatly reduce their production costs. To this day, AIGC still has great untapped potential, and I believe that it will continue to lead Chinese media platforms to a better development path in the future.

## **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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