Innovation in Video Broadcasting and TV Program Directing in the Context of "Internet+"

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Abstract: With the advent of the "Internet+" era, video broadcasting and TV program directing face new challenges and opportunities. In this era, they not only contend with traditional media competition but also confront the impact of new media. Innovation has become essential for the survival and development of traditional media. Only through continuous innovation can they adapt to the changing new media environment and maintain competitiveness. This essay explores the necessity, issues, and strategies of innovation in video broadcasting and TV program directing under the "Internet+" background, aiming to propose innovative solutions for the "Internet+" era.

Keywords: Internet+, video broadcasting, TV program directing, innovation, challenges

Introduction

With the continuous development and widespread adoption of Internet technology, "Internet+" has permeated into people's lives, presenting both new challenges and opportunities for traditional video broadcasting and TV program directing. Against this backdrop, innovation has become an urgent issue in these fields. This article summarizes the necessity of innovation in video broadcasting and TV program directing under the "Internet+" background and proposes relevant strategies.

1. Necessity of innovation in video broadcasting and TV program directing under "Internet+" background

On the one hand, with the advancement of Internet technology, video broadcasting has become a crucial means for people to access information and entertainment. Traditional television media can no longer satisfy the demand for diversified and personalized video content. The development of Internet video platforms provides people with more choices and autonomy[1]. Therefore, video broadcasting needs continuous innovation to provide more diverse and profound content to meet audience demands. On the other hand, TV program directing also faces challenges and opportunities. Traditional methods of TV program production struggle to meet the demands of the Internet age, requiring adaptation to audience tastes and trends[2]. Innovative TV program directing needs to focus more on the integration of creativity and technology to offer more engaging and interactive programs that capture audience attention. Additionally, innovation in video broadcasting and TV program directing under the "Internet+" era is driven by market and commercial demands. The rise of Internet platforms has turned video creation into a new business model. Innovative content and production methods can attract more viewers and create more business opportunities and revenue for creators[3].

2. Challenges of innovation in video broadcasting and TV program directing under "Internet+" background

2.1 Content production issues

In the "Internet+" era, video broadcasting has become a mainstream communication method, while TV program directing faces new challenges in content production. Traditional TV program directing is often constrained by factors such as program length and broadcast time, resulting in insufficient content innovation, lack of personalization, and interactivity. In contrast, on the Internet, video content production and distribution are more flexible, allowing for real-time adjustments and updates based on user demand, facilitating customization and precise targeting[4]. Furthermore, traditional TV program directing tends to rely on fixed program formats and models, lacking innovation and openness in thinking, and thus failing to promptly adapt to changes in audience demand. On the Internet, content creators can freely explore new forms of expression and language styles, creating more attractive and innovative content to better engage and retain audience attention.

2.2 Communication channel issues

Traditional broadcast television channels have been significantly impacted by the Internet, leading to a profound shift in how users consume video content. The rise and development of Internet video platforms enable users to access content through various devices such as PCs, mobile devices, and smart TVs, presenting both new opportunities and challenges for video broadcasting[5]. Firstly, traditional TV program directing needs to adapt to the demand for multi-channel distribution. Traditional television program production and broadcasting are often confined to specific time slots and channels, whereas Internet video platforms allow for uninterrupted 24-hour playback, necessitating more flexible program scheduling by directors. Secondly, the dissemination of traditional broadcast TV programs on the Internet also requires consideration of the characteristics of online communication. On Internet video platforms, users can engage in various interactive behaviors such as commenting, liking, and sharing. Directors need to fully consider audience demands for program content, interaction, and the unique communication behaviors of users to effectively promote content dissemination. Moreover, the rise of Internet video platforms has diversified communication channels. Traditional broadcast TV programs are limited to specific channels and time slots, restricting audience choices. Programs on Internet video platforms can be promoted and recommended through various means, offering wider coverage and dissemination. Therefore, directors need to consider how to utilize diverse communication channels to enhance the impact and coverage of program dissemination.

2.3 Audience demand issues

With the development and popularization of Internet technology, audience demands for video content have become increasingly diverse and personalized. Traditional TV program directing faces certain limitations in content production and dissemination, failing to meet diverse audience demands[6]. In the "Internet+" era, audiences emphasize personalized and customized content experiences, expecting more personalized, interesting, and innovative video content. Traditional TV program directing often struggles with issues such as monotonous content, lack of innovation, and failure to keep pace with trends, thereby failing to meet audience demands. Furthermore, the rise and vigorous development of Internet video platforms enable audiences to watch content through on-demand and self-selected methods, no longer constrained by scheduled broadcast TV programs. This presents new challenges for broadcast TV directors, necessitating reforms and innovations in creating innovative content, improving quality, and enhancing audience interaction.

3. Innovation strategies for video broadcasting and TV program directing under "Internet+" background

3.1 Focusing on user experience and personalized demand

For video broadcasting, innovation strategies may involve offering high-quality content combined with big data

analysis and artificial intelligence technologies to provide users with personalized recommendations and customized services. By deeply understanding user preferences and behavioral habits, personalized content recommendations can enhance the user viewing experience, increase user stickiness, and improve content dissemination effectiveness. For TV program directing, innovation strategies may include thoroughly exploring user demands and creating program content that aligns with the preferences of different user groups. Analyzing the characteristics and needs of different user groups and producing and directing programs accordingly can attract a larger audience and increase program ratings.

3.2 Introducing new technological means to enhance production standards

Utilizing cutting-edge technologies such as artificial intelligence, virtual reality, and augmented reality can offer production teams more creativity and possibilities. The application of artificial intelligence can achieve intelligent video clipping and editing, enhancing work efficiency and reducing production costs. Introducing virtual reality and augmented reality technologies can provide programs with more vivid visual experiences, increasing viewer engagement and interactivity. Additionally, leveraging technologies like cloud computing and big data analysis can optimize program production processes and improve quality. Cloud computing provides efficient collaboration platforms for production teams, facilitating real-time information sharing and communication among different teams to expedite production. Big data analysis helps program production teams better understand audience preferences and demands, enabling them to devise more precise content strategies that increase the attractiveness and impact of their works.

3.3 Adopting flexible marketing strategies

In the "Internet+" era, video broadcasting and TV program directing must employ flexible marketing strategies to attract viewers and users. With the continuous evolution of the Internet, traditional broadcast TV programs no longer suffice to meet audience demands, necessitating more flexible strategies to engage viewers. Firstly, video broadcasting and TV program directing can utilize social media platforms such as Weibo and WeChat for content promotion, attracting more user attention. Secondly, leveraging big data technology for user profiling analysis allows for personalized content customization based on user interests and preferences. Moreover, organizing online live streaming events and launching short videos can actively involve users, encouraging their participation in programs. In summary, in the "Internet+" era, video broadcasting and TV program directing must continuously explore new marketing strategies to adapt to diverse audience demands and achieve greater success in program dissemination.

4. Conclusion

The "Internet+" era presents new challenges for video broadcasting and TV program directing, particularly in content production, communication channels, and audience demands. Traditional production models and dissemination methods are no longer adequate to meet current demands, making innovation crucial. This article proposes strategies such as content innovation, technological innovation, and marketing innovation. Content innovation focuses on enhancing user experience and meeting personalized demands, while technological innovation involves integrating advanced technologies to elevate production standards. Marketing innovation emphasizes the adoption of flexible strategies to thrive in the new media environment. Only through continuous innovation can video broadcasting and TV program directing maintain a competitive edge in the fierce market competition.

Conflicts of interest

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

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