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CCTV-1 MEDIA TRENDS: DIVERSITY, INTERACTIVITY, AND PERSONALIZATION

Nowadays, as digital technologies gradually mature, CCTV-1 programs are showing new trends of diversification, interactivity and personalization. For example: cross-platform broadcasting, diversification of program content, increased interactivity between programs and audiences, personalized programs, etc. This study aims to explore the new trends of CCTV-1 programs in the context of digitalization and analyze its impact on traditional media. Programs will cover a wider range of topics and formats to meet the needs and interests of different audience groups. These new trends not only improve the quality and standard of CCTV-1 programs, but also increase the attractiveness and influence of the programs. The research methodology is based on the analytical approach to advantages of digitalization and comparative analysis of innovative and traditional ways of the content representation as well as target audience involvement. Under the background of digitalization, the new trend of CCTV-1 programs also faces challenges such as market competition, content innovation and technology application. As a result of our research, it is shown that CCTV-1 programs need to strengthen technological innovation, deepen content mining, expand interactive channels and strengthen brand building in the digital transformation to adapt to the needs and expectations of audiences in the digital era. It is of paramount importance to implement cross-platforming strategies and interactive approach in news programs.

Key words: trends; development; CCTV-1; digitalization; television programs; multimedia.

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CCTV-1 телеарнасының медиаүрдістері: әртараптандыру, интерактивтілік және дербестендіру

Бүгінгі таңда цифрлық технологиялардың қарқынды дамуына орай, CCTV-1 бағдарламалары әртараптандырудың, интерактивтіліктің және жеке дербестендірудің жаңа тенденцияларын көрсетуде. Мысалы, платформалық хабар тарату, бағдарламалық мазмұнды әртараптандыру, бағдарламалар мен аудитория арасындағы интерактивтілікті арттыру, жекелендірілген бағдарламалар және т.б. Зерттеудің мақсаты CCTV-1 (Қытай Халық Республикасының Орталық Телевизиясы) бағдарламаларының жаңа бағыттарын зерттеу және олардың дәстүрлі БАҚ-қа әсерін талдау юолып табылады. Бағдарламалар әр түрлі аудитория топтарының қажеттіліктері мен мүдделерін қанағаттандыру үшін тақырыптар мен форматтардың кең спектрін қамтиды. Бұл жаңа тенденциялар CCTV-1 бағдарламаларының сапасы мен стандартын жақсартып қана қоймайды, сонымен қатар бағдарламалардың тартымдылығы мен әсерін арттырады. Зерттеу әдістемесі цифрландырудың артықшылықтарын пайдаланудың аналитикалық тәсілі мен мазмұнды ұсынудың және мақсатты аудиторияны тартудың инновациялық және дәстүрлі тәсілдерін салыстыруға негізделген. Цифрландыру аясында CCTV-1 бағдарламаларының жаңа тенденциясы нарықтық бәсекелестік, контенттегі инновациялар және технологияларды қолдану сияқты мәселелерге тап болады. Зерттеу нәтижесінде CCTV-1 бағдарламалары цифрлық дәуірдегі аудиторияның қажеттіліктері мен сұраныстарына бейімделу үшін технологиялық инновацияларды күшейту, интеллектуалды мазмұнды тереңдету, интерактивті арналарды кеңейту және цифрлық трансформация жағдайында бренд құруды нығайту керек екендігі анықталды. Бұл мақалада кросс-платформалық стратегияларды енгізу және интерактивтілікті арттыру үшін практикалық маңызы бар цифрландыру жағдайында CCTV-1 бағдарламаларының жаңа тенденциялары талданды.

Түйін сөздер: интерактивтілік, инновация; Қытай орталық телевизиясы, цифрландыру; кросс-платформалық стратегиялар; мультимедиа.

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Медиатренды телеканала CCTV-1: диверсификация, интерактивность и персонализация

Сегодня, по мере постепенного развития цифровых технологий, программы CCTV-1 демонстрируют новые тенденции диверсификации, интерактивности и персонализации, такие, как кросс-платформенное вещание, диверсификация программного контента, повышение интерактивности между программами и аудиторией, персонализированные программы и т.д. Целью данного исследования является изучение новых тенденций программ CCTV-1 (Центрального телевидения Китайской народной республики) в контексте цифровизации и анализ их влияния на традиционные СМИ. Программы охватывают более широкий спектр тем и форматов, чтобы удовлетворить потребности и интересы различных групп аудитории. Эти новые тенденции не только улучшают качество и стандарт программ CCTV-1, но также повышают привлекательность и влияние программ. Методология исследования основывается на аналитическом подходе к использованию преимуществ цифровизации и сопоставлении инновационных и традиционных способов представления контента и привлечения целевой аудитории. На фоне цифровизации новая тенденция программ CCTV-1 также сталкивается с такими проблемами, как рыночная конкуренция, инновации в контенте и применение технологий. В результате исследования выявлено, что программам CCTV-1 необходимо укреплять технологические инновации, углублять интеллектуальный анализ контента, расширять интерактивные каналы и укреплять создание бренда в условиях цифровой трансформации, чтобы адаптироваться к потребностям и ожиданиям аудитории в цифровую эпоху. В данной статье проанализированы новые тенденции программ CCTV-1 в условиях цифровизации, что имеет практическое значение для внедрения кроссплатформенных стратегий и повышения интерактивности.

Ключевые слова: интерактивность, инновации; Центральное телевидение Китая, цифровизация; кроссплатформенные стратегии, мультимедиа.

Introduction

The relevance of the research topic. The wave of technological progress and digital transformation is like an unstoppable torrent sweeping the world, and it has had a profound impact on all walks of life. In this context, traditional media organizations must bravely embrace changes and actively carry out digital transformation to ensure that they can meet the changing needs of audiences. This is not only to adapt to the development of the times, but also to win the favor and recognition of the audience in the new era. Increasing competition is an indisputable fact facing the current media industry. Internet companies, self-media and other media organizations have emerged one after another. They are reshaping the competitive landscape of the entire industry by virtue of their technological advantages, innovation capabilities and market acumen. For CCTV-1, this challenge is particularly severe. In this environment, only continuous innovation and change can maintain its market position and attract more audiences. The diversification of user needs means that the audience's pursuit of content no longer just stays in a single form. They are eager to be exposed to diverse and personalized content on different platforms. This content is not limited to TV programs, but may also include online videos, social media posts, online novels and other forms. This requires CCTV-1 to pay more attention to cross-platform compatibility and diversity when producing program content to meet the diverse needs of different audiences.

The aim of the research is to study the new trends of CCTV-1 programs in the frame of digitalization. Based on the aforementioned aim, the authors put forward the following tasks:

- To study on the impact of digital technology on CCTV-1 programs;
- To analyze the innovation of program content in the digital era;
- To list the emerging trends and conduct an overview study.

Methods

The subject of the study is the new trends of CCTV-1 programs in the frame of digitalization whereas CCTV-1 Programs in the Digital Age was considered as the object of the study.

To analyze the digitalized content in CCTV 1, a continuous sampling technique was used. The authors

excerpted digitalized information represented on CCTV 1, selected and analyzed (a) News information, (b) TV programs related to various target audiences to compare them from the viewpoint of their content and variability of representation presupposed by the opportunities of digitalization. The given study was also focused on such advantages of digitalization as ross-platforming communication represented on CCTV-1. To confirm the reliability of data in the publications, the authors combined manual search of information with the automated one. So, the new trends of CCTV-1 in the context of digitalization are analyzed. The innovation of CCTV-1 programs in the context of digitalization and the transformation of traditional media program dissemination to new media program dissemination are listed. In the information age, with the rapid development of information technology, the media ecology has undergone tremendous changes, bringing new opportunities and challenges to traditional media. As an important channel of Chinese television media, CCTV-1 has always complied with the development trends and needs of the digital economy and strives to continue to maintain its leading position in the radio and television industry. The article explores the new trends of CCTV-1 in the digital era and analyzes the impression it brings to traditional media and audiences. In the context of rapid digital development, traditional media are facing problems such as diversified audience selection, fragmentation of communication channels, and changes in advertising communication methods. CCTV-1 has actively explored this, exploring and innovating in aspects such as enhancing content diversity, enhancing interactivity, expanding communication channels, and using digital technology. This not only brings new development opportunities to CCTV's set of TV programs, but also brings a different program experience to the audience. The new trend of CCTV-1 programs in the context of digitalization also faces some challenges and problems. These include challenges in content innovation, technology application, market competition and other aspects. This article aims to conduct an in-depth study of the new trends of CCTV-1 programs in the context of digitalization, explore its impact on traditional media and audiences, and provide reference and inspiration for the digital transformation of traditional media (Guo J, Li L., 2018).

Literature review

There is a viewpoint about successful and fast introduction of digitalization in Chinese media comparing to other countries as well as representation of the content via social media; so, it is necessary to study the experience of CCTV-1 in details. Thus, on January 1, 2011, with the exception of CCTV-NEWS, icons for all the channels were replaced with the scheme: "English abbreviations + numbers + Chinese characters". The standard of each channel after the change looked as follows: CCTV-1-Comprehensive (integrated channel based on integrated news), CCTV-2 Finance (professional channel based on economic and life services reports), CCTV-3 Variety (broadcasting opera and music programs – the main opera and music channel), CCTV-4 China International (it is a satellite television channel serving Chinese abroad, Chinese abroad and compatriots from Hong Kong, Macau and Taiwan), CCTV-5 Sports (live broadcast of major domestic and foreign events – Tracking and coverage of hot issues of education, national fitness, entertainment and leisure, a full range of professional sports channels to promote sports knowledge), CCTV-6 films (channels broadcasting feature films, documentaries, scientific and educational films and films), and so on. It is necessary to point out that Central Television (CCTV 1) has significant technical equipment and world-class facilities, including a mobile terrestrial and satellite system (DSNG), which can broadcast live important news events anytime and anywhere. The production of programs, transmission, satellite retransmission and reverse transmission of news are fully digitized; the multimedia network system partially implements the sharing of resources, pre-forms office automation and an intelligent management system (Statistic Report, 2021).

On the other hand, while analyze the research works dedicated to media digitalization problems, we have found out, that the scholars focus on such peculiar features as the relevant content (as it was stated by Liu Haibin (2016), "this is the content of the program you want to watch". Also, it is argued by Liu Tao (2013) and Wu Yangcheng (2016) that content interactivity has been greatly enhanced.

Also, together with the News**,** CCTV-1 launched micro-videos, i.e. short videos about current events such as V View which has such options as short and rapid commenting/editing of the content as well as its profound analysis. So, digitalization allows the stakeholders to get immediate feedback (Go Yali et al., 2005), and short video format as a strategy of digitalized News shows the adaptability of CCTV 1 (Mengyu, 2017).

CCTV-1 news programs showed the CPC general trends as well as the government; also, it

popularize its' foreign affairs (Yifeng, 2018). At the same time, the news status rather depends on the basis of the states leaders' ranking than on their own importance. Thus, the first place in news programs is given to various types of foreign affairs such as meetings, visits and programs implementation by Political bureau Standing Committee of The Chinese Communist Party, whereas ideologically colored short movies, as well as social news which are of paramount importance, various newsletters (both governmental and non-governmental) took the second position only. Besides, various types of bulletins broadcasting at the same time as InternetNews were on the fourth place in accordance with their importance whereas the information about meetings of Chinese senior officials with foreign politicians are considered to be less important than the previous issues as well as some other international and sports news. Sometimes, they are represented at the very beginning of a program.

Also, the layout of a CCTV-1 news programs shows high level of journalistic skills based on the strong political view as well as rich experience in journalism; it can show some topical trends in news programs. The sound of socially important material largely depends on its place in the program, on the messages preceding and following it. In comparison with the typical Western programs, the sequence of news presentation depends rather on the leaders' popularity than on the importance of any event. In our opinion, it roots in national mentality and specificity of political issues and policy of a channel.

On the other hand, V. Chervonyashchy (2023), O.V. Smirnova (2021) and other researchers in the field of identifying the following leading trends in the process of the media digitalization: the importance of visualizing data, such as charts, graphs, maps and a variety of visual elements application to represent the data. Also, they stressed so-called "multimediatization", which is defined as the integration of such media formats as video, textual information, audio format, photographs (graphics and its elements) to draw the users' attention to the content. On the other hand, the authors focused on interaction with the target audience by means of votes, polls, comments, and other types of target audience involvement in the process of information perception. The topicality of our research also consists in corresponding to cross-platforming, cross-media study which is based on of various platforms and channels application to distribute content and attract an audience (this trend has also been represented in the aforementioned research). Also, such trend as use of multimedia storytelling, digitalization of traditional genres and new genres and text types development presuppose the novelty of content representation on CCTV 1. In addition, within the framework of digitalization, so-called data centrality is achieved, or a focus on data collection and analysis in order to provide more accurate and personalized information, including the use of machine learning algorithms and automated systems for collecting and processing information.

Results and discussion

In the digital age, audiences' demands for programs are becoming increasingly diverse. CCTV-1 can formulate program strategies more accurately by analyzing audience data and market trends. For example, it may launch program content covering different themes, styles and formats to meet audience needs for richness and depth of content. This diverse and personalized programming helps attract a wider audience and cater to their different likes and preferences. In the era of digital media, viewers can watch programs through multiple channels, and due to that CCTV-1 applies the innovative cross-platforming strategy of communication which is based on live broadcasting related to major live streaming platforms (working online). On the other hand, those platforms provide services for summarizing content via mobile applications and is characterized by widely used social media platforms. Also, CCTV-1 draws the target audience attention using cross-platforming communication (as the audience typically uses a variety of platforms), as a result. CCTV-1 improves its' communicative effects and shows its flexibility. Also, it provides the effect of the audience life participation, sharing experience, so, it becomes more and more interactive and giving various opportunities for the feedback expression. For instance, a real-time voting link which is represented in the program shows the opportunity for the audience to participate in the decision-making process. Furthermore, if there are interactive games, or interaction via social media, the target audience seems to be involved in various processes such as making decision, choosing of the strategy and so on. As a result, the program becomes more interesting and shows the democratic way by means of the target audience participation in a variety of processes by means of social media and cross-platforming (Xiaolin 2013).

With the development of big data technology and the optimization of artificial intelligence algorithms, CCTV-1 uses data analysis to guide program production, communication strategies and

operational decisions. By collecting audience data, monitoring ratings, and evaluating communication effects, CCTV-1 can adjust strategies in a timely manner and optimize user experience. The data-driven decision-making process helps CCTV-1 better understand audience preferences, thereby enabling more efficient program production and dissemination. In the wave of digitalization, CCTV-1 cooperates with enterprises or institutions in different fields to promote industry innovation and development. This kind of cooperation involves many aspects such as content production, technological innovation, and marketing promotion. Through joint exploration with partners from all walks of life, CCTV-1 has the opportunity to launch more innovative and attractive program content to further enhance its competitiveness and influence (Yang Ming, 2013). Content interactivity has been greatly enhanced.

CCTV-1 introduces AR and VR technology to innovate programs. CCTV-1 integrates augmented reality (AR) and virtual reality (VR) technology into television programs. AR technology allows viewers to interact with virtual elements in the real world. For example, viewers can watch virtual 3D models, animation effects, three-dimensional characters and other content in the program through AR applications on mobile phones or tablets. These elements are integrated with traditional TV images to enhance the interactive experience of the program. Through this format, viewers can not only enjoy more program content, but also experience unprecedented immersion. VR technology goes one step further to create a virtual world, allowing the audience to enter it through virtual reality equipment and interact with scenes and characters related to the program theme. This immersive viewing experience makes the audience feel as if they are in a real scene, which greatly enhances the attractiveness and viewing value of the program. This kind of technological innovation has undoubtedly injected new vitality into the presentation of TV programs, and has also greatly improved audience participation and loyalty. With the continuous advancement and development of technology, traditional media is gradually moving towards digital and interactive transformation.

In today digital era, the transformation from traditional media program communication to new media program communication is also underway. The way traditional media programs are transmitted is undergoing a profound change. With the rapid development of technology and the increasing needs of audiences, program production organizations have begun to realize the need to strategically deploy new media platforms to better meet the audience's needs for diverse, interactive, and personalized content. Here are a few key changes:

1. Platform diversification: In order to allow audiences to find the programs they are interested in on different platforms, traditional media have begun to build their presence on new media. This includes not only online video platforms such as YouTube and Bilibili, but also social media (such as Weibo, WeChat official accounts), mobile applications (such as Douyin, Kuaishou), etc., making it easy for viewers to find them anytime and anywhere.

2. Enhanced content interactivity: Traditional TV programs often lack audience participation experience. Now, program producers are actively introducing interactive elements, such as live broadcasts through social media platforms, allowing viewers to comment, vote or ask questions in real time, thereby enhancing interaction with the audience and improving their sense of participation and loyalty.

3. Personalized recommendation: With the help of powerful data analysis capabilities and artificial intelligence technology, the content recommendation system of traditional media programs has become more intelligent and accurate. By analyzing historical data, user behavior and preferences, the system can push content to viewers that matches their interests, greatly improving the viewer's viewing experience (Wenhong, 2015).

4. Innovation in new media forms: In addition to traditional program forms, traditional media have also begun to learn from new media forms to add innovative elements to program content. For example, some programs continue to innovate program formats by adding emerging elements such as short videos and online live broadcasts, thereby attracting more young audiences who are looking for new things.

5. Data-driven decision-making: In a highly competitive market environment, data-driven decision-making has become particularly important. More and more traditional media organizations are beginning to use big data and artificial intelligence technologies to conduct in-depth analysis of audience data and market trends, and use data as a basis to formulate program production, communication strategies and operational decisions. This method not only helps program producers use resources more efficiently, but also improves the program's influence and competitiveness (Zianwen 2020). All in all, with the rise of new media platforms and changes in audience needs, traditional media programs are undergoing an

unprecedented transformation. Through strategies such as platform diversification, enhanced content interactivity, personalized recommendations, new media format innovation, and data-driven decision-making, program producers can better adapt to market changes, increase the influence of programs, and win the favor of more viewers. With the rapid development of Internet technology, traditional media programs have gradually adapted to the way of survival in the new media environment. First, platforms have become more diverse, with traditional programs no longer limited to a single TV screen but establishing their presence on new media platforms. These platforms include but are not limited to online video platforms, social media, mobile applications, social networking sites, etc. Viewers can choose to watch the program anytime, anywhere and through various methods according to their personal preferences. Secondly, interactive elements in traditional programs are further explored and used, such as real-time interaction through online comment platforms, interactive games, voting systems, etc. This interaction not only increases audience engagement but also increases their loyalty to the show (Jenkins, 2006, p.23).

Furthermore, personalized recommendations become possible. Through data analysis and artificial intelligence technology, traditional media have begun to make personalized recommendations based on the audience's viewing history, hobbies, consumption habits and other information, thereby providing them with program content that suits their personal tastes. Such services greatly enhance the viewing experience of viewers and make them feel that they are an important part of this media world.

In addition, innovation in new media forms has also brought more possibilities to traditional programs. For example, short videos, online live broadcasts, online variety shows and other elements have been cleverly integrated into the original program format, which not only enriches the content form of the program, but also attracts a large number of young audiences, giving traditional media new vitality (Haibin, 2016).

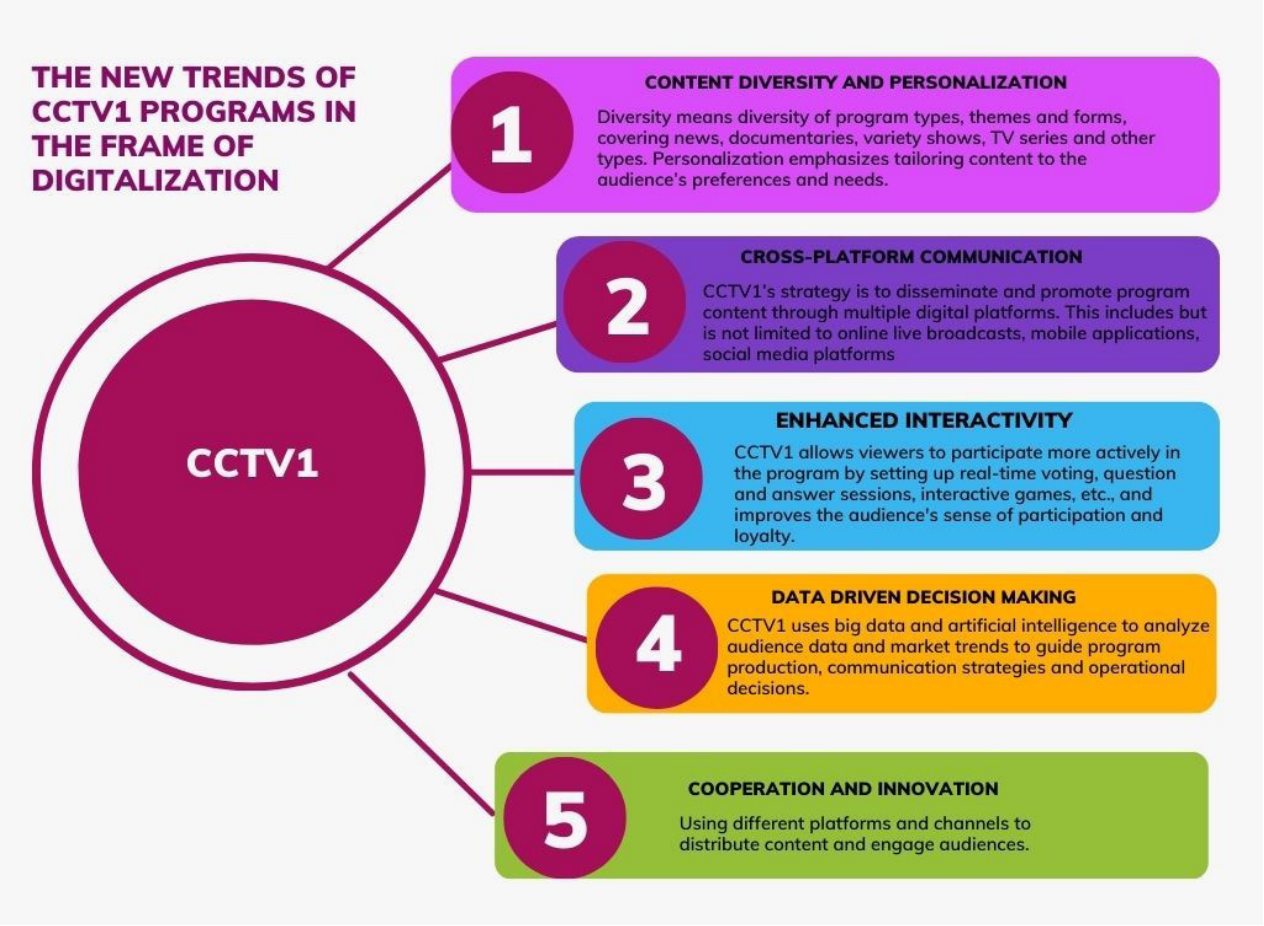

Figure 1 – The new trends of CCTV-1 programs in the frame of digitalization

Finally, the concept of data-driven decision-making is becoming more and more popular. Traditional media are increasingly using big data and artificial intelligence technologies to conduct in-depth analysis of audience behavior data and accurately capture market trends. Based on these data, the media can make more scientific and reasonable program production, communication strategies and operational decisions. This decision-making model based on big data effectively improves the influence and competitiveness of the program and ensures that the program can maintain its leading position in the fierce market competition.

Conclusion

Under the background of digitalization, CCTV-1 programs not only adapt to the development of the times, but also take into account the innovative development of traditional media and the active response to audience needs and market changes. As a result, a new media system is being born, which is formed by dispersed, decentralized and easily accessible media; the same content can be distributed through many different channels in any form, depending on user requests (Xiaolin, 2013). The introduction of digital technology, the exposure and communication effect of programs are all essential elements in the digital era, and they have also enabled an all-round transformation from traditional media program communication to new media program communication. At the same time, CCTV-1 will also face many challenges in the context of digitalization. Whether it is market competition or technological upgrading, it will affect the development of CCTV-1. CCTV-1 can only continue to innovate program formats and content, focus on quality and creativity, attract more viewers, and enhance audience stickiness and loyalty. Increase investment and promotion in new media platforms to enhance the visibility and influence of programs on the Internet. This is an important way to achieve healthy development in the context of digitalization.

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