

The Transformation of Chinese Television Media in the Era of Media Convergence - The Case of Hunan Satellite TV and Mango TV

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Media convergence is a process in the modern media industry associated with technical advances in information transmission and storage and leads to the integration of previously different media, departments and divisions of a media company in order to co-produce content and reproduce it on different media platforms (Baranova, 2016).

The influence of new media on television media is becoming stronger. Numerous TV channels have started to develop suitable strategies and discover ways to innovate. A number of TV channels have completed their investments and created their own new media platforms. In China, the most typical of these is Mango TV and the Hunan Satellite TV.

Created by Hunan Satellite TV in 2014, Mango TV is the only internet video platform. From the convergence of content and channels, Hunan Satellite TV has been successfully established in the competition between conventional media and new media by clear positioning and unique strategies.

1. Content Convergence

As a new form of media, the Internet presently faces an awkward situation: while there is advanced technology at its disposal, content is lacking (Hou Lichao, 2018). The integration of television and the Internet permits two media based on dissimilar platforms to form synergies, share resources and balance each other's strengths. Mutual support and regular optimisation is the only way to develop each other's influence and attain a truly win-win situation.

In accordance with the industrial structure of production and broadcasting separation, Hunan Satellite TV hosts all projects to which it has ownership rights on Mango TV and does not distribute them to other video platforms. This move not only protects independent copyright, but also opens up the Internet + copyright model, and avoids the uncomfortable role of television media as a mere purveyor of Internet video. For example, for the reality show *I'm a Singer (season 3)*, the creators prepared spin-offs *Singer Mutual Theory* and *Preparing for Zone T2* especially for broadcast on Mango TV. These storylines were more focused on showing behind-the-scenes stories of the contestants and providing additional content of interest to viewers, so it was more of a supplement to the content of the TV show.

2. Channel Convergence

Mango TV uses big data to analyse user needs and supply users with all the facets of information they need as well as diverse other services, realising the interchange of resources, technology and data between Hunan Satellite TV and Mango TV and opening up all channels from traditional TV to Internet Protocol TV, tablet PCs and mobile phones.

Hunan Satellite TV has greatly enriched its commercial value by creating a vertical industry chain. Users of the Mango system have a high degree of loyalty and engagement, due to the long period of professional channel development and platform building, and so provide the TV media with effective marketing feedback and big data support. In addition, maximising the unique resources of Hunan TV also decreases the risk of transformation to television media.

3. Multiplatform promotion

Mango TV has been a great success in terms of social media usage due to the enormous audience it has gained over the last 9 years. It has official accounts on TikTok, YouTube and Weibo, with over 11 million subscribers on TikTok alone.

Mango TV has done a lot of its own marketing. Viewers are able to not only revisit the highlights on social media, but also find unique content regarding the stories associated with the show. With its viral distribution, Mango TV attracts a steady stream of viewers.

Through analysing Hunan Satellite TV and Mango TV, we can conclude that television media has the ensuing ways to transform in a media convergence environment:

1. Use unique resources to create programme content. Content aired on Internet platforms is not the same as that on television platforms and ought to have its own original content.
2. Integrate the Internet and television to achieve "multiple screens in one" of TV and mobile devices.
3. Use different platforms, e.g. TikTok and YouTube, to promote programmes.

References

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