

The Progress of the TV Series with the Help of News

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ABSTRACT

Contemporarily, TV series experience a flourishing growth. Based on information retrieval and literature analysis, the research was to examine the development of the recent Chinese TV series industry with the help of new media. News reports, journal papers, and other research papers related to the topic in recent years also support the analysis of this paper. To have a deep understanding of current TV series development, this paper selects two qualified representatives in the current TV industry and new media industry, namely Shanheling and Weibo. After tons of research and reading, this paper analyzes the development of TV series with the help of new media in two dimensions, audiences' engagement and marketing strategies. Through the above two aspects, more and more TV companies use similar marketing strategies to increase the traffic of the TV series. Most marketing strategies also improve audiences' engagements and TV companies' plans for their released TV series. This paper described that the current TV company uses marketing strategies to increase the traffic and audiences' engagements in new media, which can provide some reference for scholars and practitioners in related fields to explore the new direction of the development of contemporary TV series development.

Keywords: *Chinese TV series, New media marketing, Suggestions, Weibo, Audiences engagement, Marketing Strategy*

1. INTRODUCTION

With the advent of technologies, more and more people start to use devices such as phones, iPad, and computers in daily life, and the channels of receiving information become diverse. TV media is facing more intense competition. The traffic of TV series is also affected by the situation since people are used to watching TV dramas through new media. Furthermore, New media serve multiple ways of increasing traffic, which can also be used to encourage fans to spontaneously promote the product by the TV company in specific ways. This study uses the traffic of the TV series and a new media Weibo as samples to find and analyze the multiple forms of attracting audiences and increasing the traffic, and the ways letting fans spontaneously promote the TV series to strangers.

Weibo is a broadcast, social media and platform based on user information sharing, dissemination. According to the 36th Statistical report on China's Internet Development released by China Internet Information Center (CNNI C). The number of Weibo users in China till June 2015 is 200 million. The citizen's utilization rate of the internet is 0.3. And the

number of users of Weibo on the mobile phone is 1.62, which makes the utilization rate 27.3%. The amount of mobile users is around 79 percent total [1]. Almost all Chinese have a Weibo on their devices. The TV company uses Weibo to make the TV series official group and protagonist better interacting with viewers. Audiences can engage better by holding live streams, commending posts, editing trailers, and catching viewers' interests, which leads to the high viscosity of viewers toward the TV series lead fans to promote it spontaneously. There are many pieces of research on the above Weibo media platform and a single TV series, but there are few comparative studies among them.

This research focuses on Chinese TV series for nearly five years as the study sample. It uses content analysis in research and comparative case law to analyze a whole new media age with unique benefits, significantly increasing traffic and audiences interaction facing the TV transmission. It offers a practical reference for future research. After a lot of literature reading and study, this paper systematically combs the current situation of the development of the Chinese TV series industry with the help of new media from the two dimensions of marketing strategy and user engagement.

2. DOUBLE RECURSION MODEL AND REFLEXIVE LOOP

Krippendorff Klaus defines the double recursion model of communication that human communication is formed in a recursive development of communication constructs held by participants who can identify and explain these interwoven practices. [2].

According to Krippendorff Klaus, both sides' participants interact in a reflexive loop, and these participants speculate the meaning of their potential behaviors and the potential ideas of each other.

Based on his double recursion model of communication theory, the producer and audiences keep interacting, and they plan the next step depends on the opponent's actions. Thus, the producer keeps using strategies to maintain audiences to respond to them. Therefore, the behaviors of audiences and the official group of Shanhelng are the reflexive loop in the double recursion communication in my research [3].

According to Rick Ross's study, he defines the reflexive loop that human mind always influence what we do next step. According to this theory, people always automatically speculate on other people's ideas or ideas, and then find the best way to do the next step to get the most benefits [4].

Rick Ross also shared an example that a person is plotting against a colleague who is a very prominent enemy when presenting in front of an executive team. It is similar to the interaction between the official group and the audiences. The official crew views the audience as a rival, and they will predict the audience's interests. When the actors of the protagonist face a bad gossip accident, the official crew will find ways to decrease the negative influences and keep the traffic stay at least the same such as controlling the public opinions on Weibo. In Ref [5], the author claimed that the time and frequency of the audience's use of micro-blog might affect the marketing effect of Weibo. Meanwhile, different audiences to the Weibo content have different preferences. The author combines the symbolic interaction theory and Maslow's hierarchy of Needs theory. It analyzes the audience's response to Weibo marketing. Maslow's hierarchy of Needs theory, a term coined by Russian-American Abraham Maslow, describes human behavioral motivations [6]. For Shanhelng, its official crew predicts what audiences like and explores how to control the evaluation and comments towards it when people suspect Shanhelng of plagiarism. Then, they try to shift the public focus from the accident to its plot, which successfully keeps the traffic staying the same and decreases the harmful consequences.

In sum, the double recursion model of communication and the reflexive loop happens when

Shanhelng is still playing. Audiences and the official crew speculate each other's thoughts and plan the next step they will do. Channeling can increase traffic and decrease the bad influences. On the other hand, audiences can evaluate Shanhelng and choose whether they continually watch it.

3. MARKETING DEVELOPMENTS AND STRATEGIES OF CHINESE TV PRODUCERS WITH THE HELP OF NEW MEDIA

In Ref. [7], the author summarizes media marketing as that media companies achieve good communication effects and economic benefits [7]. A kind of channel communication between main motion and market. Media companies operated by the support team, the audience, the festival through the sales and advertising customers and other interested parties for publicity, through publicity to convey the products and image of the enterprise, to occupy the market.

Zhejiang Huace Film & Tv Co.,Ltd. It was founded in October 2005, and it is a cultural and creative enterprise dedicated to producing and distributing film and television products [8]. As the "first share of TV dramas " in China, Huace Film and Television has consistently ranked No. 1 in the country in terms of annual output, network-wide broadcast, market share, and overseas exports, which is a very qualified example of a Chinese TV company. Huace was among the top 30 national cultural enterprises for the sixth consecutive year. It also has the first batch of national cultural export bases [9].

The House focuses on the digital economy that can boost the production upgrade of film and television content. As a relatively broad concept, the digital economy can be included in its category in any economic form that directly or indirectly uses data to guide resources to play a role and promote product development [10]. With the development of information technologies such as the Internet, blockchain, and the Internet of Things, especially after the epidemic, the digital economy has fully penetrated and changed all aspects of society. The film and television industry has once again stood on the cusp of ecological reshaping. Internet platform film and television content can reach users more accurately and vertically through the advantages of big data. The film and television creation end can increase ratings, clicks, topics, and hotspots according to content segmentation and enhance dissemination and influence. Huace is the earliest team in applying big data and content marketing in film and television creation, and therefore effectively guarantees the steady development of the content business.

The previous step Huace reaches the new media is that the former deputy director of Zhejiang Satellite TV

joined Huace Film and Television and served as deputy general manager. At that time, it was rumored that he would be responsible for Huace's new media business. Afterward, Huace Film and Television announced that the company would marry Beijing Aiqiyi Technology Co., Ltd., a subsidiary of Baidu, to jointly fund the establishment of Huace Iqiyi Film and Television Company, Du Fang served as CEO [11]. Therefore, Huace Television provides content, and iQiyi provides channels. Aiqiyi is an online video site founded by Gongyu in 2010 [12, 13]. On January 3, 2020, Aiqiyi was ranked 125th out of the top 500 listed companies in 2019 [14].

4. THE AUDIENCES ENGAGEMENT

The new media leads a high interaction between audiences and TV series official group, which is audience engagement. It is a relationship between the customer and a brand of a company. Every time that customer interacts with the company will strengthen the relationship. The audience's engagement emerged after the digital era. It can be defined in many aspects, e.g., human behavior and psychological perspectives. In the human behavior perspective, Russian-American Abraham Maslow put forwards the theory Maslow's hierarchy of Needs theory to describe the human behavioral motivations. From a psychology perspective, Mises believed that all conscious human actions aim to enhance their happiness and satisfaction [15].

As a new marketing platform in the Internet era, social media is different from traditional media. It is no longer a one-way communication mode (e.g., TV media) but a two-way model with high participation, interaction, and community characteristics. Enterprises can design strict and standardized customer participation plans to collect, analyze and absorb customer feedback. Through this kind of interaction, enterprises can adjust their product and service strategies according to consumers' feedback, and consumers will also get better enterprise services. Therefore, customer engagement has two focuses: how to better and more effectively reduce enterprise operating costs, provide better products, and get more significant benefits through customer participation; the other is how to improve customer satisfaction through customer participation.

Woojung Chang and Steven A. Taylor put forward a vital factor that shapes the efficacy of the firm's knowledge management, the potential value of customers [16]. Some specific skills or tasks will make customer participation more valuable. More TV company starts to focus on customer interests and the way to better interact with the audiences. "Golden Age" was identified as Aiqiyi's first crowdfunding film. The great success of the "Golden Age" is not easy to achieve. The long period of personnel funding preparation,

ample data support are all the obstacles that the film will face [17]. However, the interpersonal communication effect is a critical way to support the popularity of crowdfunding projects, thus further guaranteeing the film's traffic. Moreover, Li Beichen put forward that crowdfunding is the people, not money [18]. In Li Yansong's view, big data is their core weapon, Baidu and Aichiyi big data, from the project, marketing, and movie ticket sales, to support the traffic of movies [19]. In an era of the rapid rise in the mobile Internet, many companies use big data intelligent marketing tools to market their products. Because of the massive development of current Internet technology, success is significantly increased when traffic factors are quantified.

In another case, to coordinate with the premiere of Zhen Huan Zhuan, the activity of "Changing Zhen Huanzhuan in a second" to change the web profile picture was first launched by Anhui SATELLITE TV. Led by the creators, it premiered only three days. The number of fans participating in and changing the header image of micro-blog has tons of people, and the number of people interacting with Weibo has increased dramatically [20]. More strangers will be able to know it from audiences' profile pictures. Customers will also have higher expectations of information-sharing in more complex service situations [21]. For the Chenqingling case, due to the scripted announcement and Reuters leaked in advance, fans found that an actor's addition to the script seriously did not conform to the storyline of the original novel. Three hundred twenty thousand fans of the original fiction demanded a response from the TV company. Fans of the original fiction even used Weibo to ask the official group to face their demands [22].

Thus, the new media leads a high interaction between audiences and TV series official group, and the audiences engagements, which shows high traffic of TV series. Although not all kinds of interactions are helpful for TV series, the traffic goes up.

5. CONCLUSION

Contemporarily, the new media industry has had an excellent and fast development in China and has become an emerging industry with good development momentum. The usage of television dropped dramatically, and more and more people have started to use technologies, e.g., phones and computers. Therefore, people have started to pay more attention to the new media. In sum, new media has a hugely positive effect on TV series in multiple ways.

Through the systematic arrangement, one can realize that most TV companies are more willing to use the new media operating and benefit. With the extreme development of new media and technologies, more and more TV companies have started to focus on the new

media. The TV series' official group can use the new media interact with the audiences better by using new media. Besides, they can predict audiences' interests and find what the most beneficial steps are for the future plan, which means the double recursion model of communication and the reflexive loop are happening all the time after their TV series released. Changeling's official crew did the plan after they predicted the audiences' interests and thoughts. Furthermore, the audiences also speculate the following plot of Shanheing when tons of people think that Shanheing is plagiarism. In addition, media companies operated by the support team, the audience, the festival through the sales and advertising customers and other interested parties for publicity, through publicity to convey the products and image of the enterprise on the internet, to occupy the market. House company is the earliest one using the digital economy. Internet platform film and television content can reach users more accurately and vertically through the advantages of big data. The film and television creation end can increase traffic, e.g., ratings, clicks, topics, and hotspots according to content segmentation and enhance dissemination and impacts, which enormously benefit the TV series or films. Additionally, the audiences might spontaneously interact and engage with the TV series' official group online too. The activity of "Changing Zhen Huanzhuan in a second" to change the web profile picture was first launched by Anhui SATELLITE TV. Tons of people participated in it. All of these changes and developments will be beneficial to TV series, attracting strangers to get to know it and increasing traffic.

The current status of the whole media industry can be reflected from the specific three aspects mentioned above. New media essentially helps the TV series to attract new audiences and bring more benefits. This paper combs the current status of Chinese TV series with the new media industry, which can provide some reference for scholars and practitioners in related fields to explore the new direction of contemporary TV series development. Using new media has become a regular choice for the TV industry because this analysis of the significant development of TV series and new media marketing will be a reference for other TV companies.

All kinds of new media (e.g., WeChat and Weibo) are gradually showing substantial marketing value. New marketing strategies are proposed, but one also needs to grasp and use them sincerely. According to the understanding of the audiences and the product's characteristics, effectively using the marketing strategy maximizes the benefits. These results shed light on that the new media largely influence the TV series and lead the TV market better.

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