

Analysis On The Development Countermeasures of China's Sports Television Media In The Omni Media Era

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Abstract: This thesis analyzes the embarrassing situation of uneven development of China's sports TV media in the omni media era, and puts forward the idea that the complementary with new media should be strengthen and local TV media should further cooperate, sports authorities should take effort to improve the quality of domestic events and some other development countermeasures to promote the development of China's sports TV media better.

Introduction

As the national television station, CCTV occupies a pivotal position in 2008 Beijing Olympic Games reports. It grasped the opportunity and experienced the whole process of Olympic Games information transmission completely and successfully. This was undoubtedly a historic leap and development for CCTV sports channel which being as a leader of sports television broadcasting industry in China. Based on the broadcasting of this Olympic Games, It can be said that the Chinese sports TV got an unprecedented development opportunity in personnel training, equipment update, dissemination idea renewal, the expansion of the broadcasting platform and many other aspects. Many domestic TV institutions have become the beneficiaries and improved in different degrees. In domestic present limited competition space, in a long stage of future, CCTV sports broadcasting industry in China will remain absolute dominance. While most local TV sports channel are shut down, the outlook of pay TV sports is dim, domestic sports TV media presents the uneven development situation, the effective countermeasures of development are in urgent need.

Results

Raise the level of domestic sporting events

Sports TV media is supported by a lot of sports broadcast, the vast majority of Chinese sports TV channel resources are only two, namely the international sports competition and domestic competition. International tournament is of standard-operation, high level, thus it is easy to attract the audience, advertisers can also gain good returns from television. But the price is so high that the vast majority of the local sports channels in China are unsustainable. While domestic sports events are disorganized, and lacks laws and regulations, marketization and professional operation, thus it is difficult to appeal to the audience, what's worse, this condition makes China's local TV sports channel and pay sports channel cannot obtain high quality resources in the domestic. These channel stations can only rely on foreign sports television media events resources such as ESPN for their survive. Once the quality of ESPN events resources cannot assured, China's local TV sports channel and pay sports channel will be in trouble.

Therefore, local TV sports channel and pay sports TV in China cannot further develop due to the deep reason that China lacks of a high level of league, and the development of sports TV media in China lost support. Under this circumstances, either the focus on raising the overall level of China's competitive sports or the good event resources offered for the Chinese sports TV media, it is the responsibility of the general administration of sport to effectively improve the level of domestic league.

The Chinese sports TV media should actively make use of the new media

New media can provide sports information resources for sports TV media

One of the huge advantages of new media is the ownership of a rich selection of sports information resources and the international sports organizations. The club's official website has updated news and information, etc. And athletes' and other sports celebrities' blog is also an important news source. Sports TV media, therefore, can get the most time bond and innovative information through new media channels to provide information and innovative ideas for the production of sports TV programs. These sports information released by network video media, especially the network video sharing site represented by YOUKUcom, provide ordinary people an opportunity to collect and edit sports information. Internet users can also share each other the sports video programs made by themselves[1]. As a result, various kinds of sports information appeared on the new media can become a television news source, and sports TV media is more advantageous in guaranteeing the spread of social effect and program quality. On the other hand, the sports television media which bought a lot of sports rights and the right of news reports sports has become a sports information channel for new media. Of course, what new media have done has also broken the TV media's barriers that events and resources cannot fully be broadcast, promoted the spread of sports information value and benefit, additionally, also expanded the influence of sports TV media to a certain extent.

Make full use of new media sports communication forms

A big feature of today's TV show is interactive, which should be paid more attention to in television transmission. Interactive link has become an important part of sports broadcasting and program production. Driven by the concept of "audience is supreme", the way of interactive design and apply in sports communication directly influences the effect of the sports information dissemination. So, sports television should enhance interactivity in many links with the aid of new media, from the initial way of using web collecting news and getting feedback information through email, BBS and message board, to the channels including the questionnaire survey conducted through mobile phone text messages and network, prize correct, selection, etc. The "Football Night", "Total Soccer" and other columns of CCTV sports channel are examples. Along with the network popularization of IPTV, mobile TV, car TV, in the process of live sporting events, sports TV media, in order to get the audience feedback information in the first time, can undertake video interaction with audience.

Mainstream sports TV media in China, namely CCTV sports channel, has already begun to achieve interaction of the sports information dissemination and the content through its web site. For example, during the Rio Olympic Games in 2016, with the exclusive broadcasting rights of 2016 Olympics in Rio, CCTV was especially active in the field of new media, CCTV international became the only new media platform of Rio Olympics official Internet and mobile phone broadcasters in mainland China. In the broadcasting of omni media, China Network Television (CNTV), which is subsidiary of CCTV, is the only new media that live broadcast the whole events for 5700 hours all over the world. CNTV, meanwhile, jointed the web portal, search engines, social networking and other Internet power, combined with ground media such as Internet TV, mobile terminal, and bus, subway, airport television, got an achievement in the whole media and terminal cover for the Olympic Games and a landmark breakthrough in Chinese media industry. At present, with the popularity of the smart phone and tablet, China mobile phone short message customization service has a number of content service jointly produced by sports TV media and communications provider. One of the new goals of Chinese sports TV media in omni media era is disseminating interactive sports information.

The local sports channels strengthen the joint

Joint between the local sports channels

Joint between the local sports channels refers to several local sports channel make part of resources, such as advertising, broadcast, production personnel, production equipment, and some of the initial capital invest together according to the contract, and under the condition of assuring invariable in their own management initiative, achieve mutual benefit of each channel through the interests link so as to improve the quality of their own channel, reduce operating costs and form a relatively advantageous competition situation [2]. Under the current conditions, the three main forms of joint between the local sports channels in domestic China include broadcast of news

programs, joint development of distinctive national events and a joint bid and management in international copyright.

Under the huge pressure of competition of CCTV, the combination of local TV sports channel has already begun various forms of cooperation. On January 1, 2008 Chinese television sports broadcast platform—— CSPN officially started, it is the only cross-province synchronous broadcasting platform jointly held by many provincial sports channels including Liaoning, Shandong, Hubei, Jiangxi, Xinjiang and Inner Mongolia television station, and conceived and initiated hand in hand by China Heaven And Earth Film and Television Media co., LTD. The appearance of CSPN opened up a new mode of the development of Chinese sports TV media. The “CSPN model”, as it were, neither subjected to many restrictions like CCTV, nor challenged the basic viewing habits of people like pay TV, furthermore, it partly solved the previous problems in the development of local sports TV channel. At present, the CSPN has become a recognized media business model, with a certain development prospects. If there is a clear goal strategy, combined with perfect management, CSPN, this new TV sports communication mode will have broader prospects, this is also a beneficial exploration for the local sports channels to get out of trouble.

Build channel cooperation with a variety of new media

China's sports TV media should actively use the emerging technologies in omni media era and carry out extensive cooperation to broaden its mode of transmission and content services. At present, the international sports TV broadcasting majors— ESPN's business has expanded to broadband, video on demand (vod), HD channels and even book. ESPN launched ESPN mobile services in 2004, in addition to the traditional phone service, focus of video playback, news and the latest score Courier services were added. From February 2006, ESPN has also provided a Mobile TV service--- "Mobile ESPN".

Meanwhile, Countries of the Shanghai Media Group and Xinchuan Sports <http://www.nusports.cn> also began close cooperation of all aspects from the end of 2005, especially in 2006 jointly bought 4 minutes per game collection network video broadcast rights of World Cup Football Match. Shanghai Media Group also set up the northern RACES of their subordinated Oriental Broadband with Sohu hand in hand, and formed a strategic partnership. Sohu is responsible to carry out the user-guide and channel cooperation for Shanghai Media Group, while the Oriental broadband of Shanghai Media Group provides different kinds of content resources including sports resources.

Sports TV media should enhance “hematopoietic function”

Founding characteristic activities in order to increase program resources and advertising revenue

Sports television media used to buy high-level sports events broadcasting rights for broadcasting, while in such an omni media era, this single approach is already out of time. It becomes more and more popular for the sports TV channel to create his own sporting events or activity resources works. ESPN, for example, founded the extreme sports game, attracted many viewers, and also made the channel concept “let the audience get entertainment” fully reflected. Recently, the Chinese sports media, has also adapted to the popularity, it founded and held some brands activities with Chinese characteristics. For example, CCTV5, with the support of 2008 Olympic Games, launched a nationwide "who is going to comment the 2008 Olympics" activity. On the one hand, for the preheating of Olympic reports, and finding good sports commentary to cultivate. Above all, CCTV5 successfully introduced its brand [3]. In addition, Sichuan satellite TV and Hunan satellite TV built large-scale outdoor interactive sports games ---"title" and “Go! Olympic Games”. These activities are also very typical. Sports TV media not only increased variety, expanded program resources, but also increased advertising revenue, achieved win-win benefits in economy and social.

Multi-channel communication to attract the audience

New ways of transmission continue to spring up with the constant mergence of new media such as WeChat. Many of these ways are promising and have subversive significance, because they can not only expand the influence and coverage of sports columns and media on various levels, but also make effective use of resources and expand the income approach. Take ESPN as an example, it have its own computer games, magazines and even sports theme, and these are worth our using for

reference. A series of products related to events, activities, columns and hosts can be used as the direction of development, such as sports goods, sports leisure places, magazines and so on. It can become a new economic growth of sports TV media, if efforts be taken to unify brand image and marketing publicity. Besides, sports TV media should pay more attention to the exploitation of new transmission methods. ESPN is far ahead in developing new transmission mode, and it is planning to provide original programs and pieces of events video to “any channel, any equipment” and establish broad channels so that audience can arrive at the kingdom of sports built by ESPN at any time through various kinds of communication terminals. Even CCTV cannot completely achieve such diversified transmission mode. Sports television should not stick to traditional TV, because network TV, interactive TV, mobile TV, all of them can be the direction of development. The fever spread of smart phones and tablet computers just can make this vision become a reality.

High-tech of sports broadcasting

Nowadays, the emerging digital technology provides resource integration platform and foundation for different media. For these sports reports, which are of wide range, long duration, timeliness demanding, the editorial and remote digital production system is just like a tiger with wings---with might redoubled, it can greatly strengthen the power of sports media and make the production, transmission and broadcasting of TV sports report level reach a new state. Chinese sports TV media should and must grasp this development trend of TV sports report in the future. At present, all countries in the world are making active efforts in digitalization of TV sports report, and some results have been achieved. Live sports events particularly will be the first to apply a large number of high-tech digital technology[4]. For example, during the 2016 Rio Olympic Games, China network television (CNTV) is the only new media that completely live broadcast the events with 5600 hours all over the world. CNTV, meanwhile, joint the web portal, search engines, social networking and other Internet power, combined with ground media including the network television, mobile terminal and bus, subway, airport television, achieved the major sports events in the Olympic Games will all media and terminal cover for the first time.

Online packaging has also been more and more used in live sports events. It has set a new direction for live sports events for the future, and pushed the sports live TV production to a new height. In recent years, among all the high and new technology applied in the live sports events, the one based on Virtual Reality Technology (VRT)/Virtual Reality Technology) in a series of new technologies such as Virtual studio Technology, Virtual sports analysis Technology, has brought revolutionary changes in sports live TV. In the national games in Guangzhou in 2001, CCTV began to use the virtual studio for live sports events broadcasting report. At the 2004 Athens Olympic Games, the way of live application has been relatively mature and has gradually formed a set of relatively complete work flow [5]. Nowadays, the real 3d virtual studio system has been used in many events live broadcasting such as 2016 Rio Olympic Games, this technology further enhanced the application ability programs. Virtual studio technology, as it were, with a large number of special methods and efficient way of using, has enriched the content and form and accumulated rich experience in the use of high and new technology for the future China's TV media and large-scale sports events live broadcasting. In addition, the virtual sports analysis technology has been widely used in the live sports events at home and abroad, it has become an essential technology of live sports events. However, this technology has not been fully used by most other local stations in China except CCTV.

Sports broadcasting in omni media era has been established on a large number of new and high technology, if sports TV media don't keep pace with the use of these software and hardware, they will fall behind or even be eliminated. Therefore, for the domestic sports TV media, it is high time to strengthen technical renovation, upgrade report level and broaden the way of report.

Conclusions

Chinese sports TV media presents the situation that CCTV sports channel is alone big in omni media era, local TV sports channel are in crisis and pay TV sports are struggling. Confronted with these embarrassing developing situation, it's time to strengthen cooperation with new media, local TV media further cooperate with each other and sports authorities promote the domestic game quality, Only in that way, the benign development of China's sports media can be effectively

promoted.

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