

**The Reformation of Traditional Television Programs Under the New Media
Environment: A Case Study of the Phoenix Group's Program *Omni Media***

Online

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Abstract

The Reformation of Traditional Television Programs Under the New Media Environment: A Case Study of the Phoenix Group's Program *Omni Media Online*

Shanshan Song

The purpose of the study was to explore how the new media and cyber environment prompt changes of the television programs toward an omni-media pattern of use. By using the Phoenix Group's news program, *Omni Media Online* as an example, the case study examines the audience's changing interests in programs' content as well as watching channels. Both audiences from television and new media platforms demonstrated a trend of merging audience composition and changing habit in China's media industry. When two-way communication could be built with multi-channel interaction, it brings more public opinions to live news broadcast. A survey was conducted to learn the relationships between modern audience and the program, taking the Phoenix Group as an example. It is important to know what viewers want based on their watching experience so that proper reform can be carried out draw their attentions.

CHAPTER 1: INTRODUCTION

Introduction

With the emergence of the micro-computer, the Internet, the World Wide Web, mobile phone, SMS, blogs, mobile broadcasting and social networks, a new environment of two-way communication and information dissemination has changed the audience's habit of media consumption. Television's dominant role is challenged by multi-channel products under this new media environment. Nowadays, television is being edged out as the one medium that meets the need of the audience for information. The traditional television programs need to develop a new form as a reaction to the ongoing changing media landscape.

Phoenix TV together with its subsidiaries has been one of the most advanced company groups in China's new media field. The last few years demonstrates that the Phoenix Group's new media strategy under media convergence suggests a good prospect of the group, from new media business expansion to the increased approaches to content coverage (Phoenix New Media Limited, 2013). The Group has built up its omni-media framework and also achieved initial success in its new media business. The Phoenix New Media, a subsidiary of the Group, has driven profit growth and still has potential to generate considerable gain on the Group's business in aspects of profit and user loyalty (Liang, 2009).

It is important to find the key factors involved in the changing landscape and

how the structural change happens in the Group to materialize their new media business. One major approach to understanding the changing media environment is to understand the intersection area of new media and old media. Evidence of media environment's development will be organized and presented by researching the Group's new media composition. However, segmental observation of the 2013 launched program, Omni Media Online, would contribute to understanding the integration of multiple media and channels. Through Strengths, Weaknesses, Opportunities, and Threats (known as SWOT) analysis of this multiple media resource integrated program, the internal factors and external factors to the company can be identified, and the value of the strategy then can be revealed. The competitive advantage, disadvantage and feature of the program, together with finding on audience's response, would extend what we know about television consumption in a new environment of media market. The study will not only bring out implications on the emerging new pattern of media use, but will also shed light on the traditional television program's trend and future.

Statement of the Problem

Definition of New Media

Television, as a traditional medium, has gone through enormous growth and development with significant structural change and transformation since the new multi-channel media environment has gradually formed over recent decades.

Although the new media is a relative term, it can illustrate a general description. Dr. Lev Manovich gave the definition of new media as “new culture forms which are native to computers or rely on computers for distribution: web sites, human-computer interface, virtual worlds, VR, multimedia, computer games, computer animation, digital video, special effects in cinema and net films, interactive computer installations” (Manovich, 1999). This definition of new media is quite similar to the general description. For example, TV integrates internet technology or telecommunication technology to build a mobile TV system which can be classified as new media.

New Pattern of News Consumption

New patterns of media consumption reshape audience’s recognition of new media which, in turn, affects audience behavior in television consumption. The prevalent mode of media consumption, for the young (18-34) in particular, is using media in the on-demand mode (Logan, 2010). In terms of television consumption, this means that audience prefers to control what they consume, or at least have more control of what they view, listen and interact with. In contrast with traditional ways of watching broadcast and cable TV, the audience gains control of media use instead of receiving information only. They can not only choose their favorite shows at any time (DVR), through different channels (TV, computer, and tablet), but can also interact with a show, participate in a program or even become content providers (user generated content).

Before, limited channels were available for television programs so that television had been a mass medium in various news outlets. Television caught more audience attention from radio and newspaper by showing audience news with audio and video simultaneously. When technology brings more than one bridge to connect audience and information, there are more options for audience to choose from ----- authoritative newspaper, news channel, news outlets' portal website, their social network's account, online video channels, and multi-function mobile apps. So instead of news program airing on a certain time, program diversity has been improved both in the distribution channel and in the content quality.

Combination of New Media and Old Media

Traditional Chinese TV programs were seeking ways to reform in order to adapt themselves to the changes quickly. They generated a pattern of combining old media with new media by establishing an omni-media framework which includes multi-channels. This is one path leading media companies to the media convergence, which refers to an ongoing process or unfixed relationship between different media systems that coexist and where media content flows fluidly (Dwyer, 2010). The omni-media structural change in a media company sets foundations for media convergence. The old media could become part of the content of new media, such as newspaper, radio, and television in the form of audio and video, hence to get resources converged at one place relying on new

media technology, and then distribute on different channels.

Take the Phoenix New Media's featured service as an example. It illustrates the combination of new media and old media. Phoenix New Media is the internet distribution channel for Phoenix TV's premium content (Phoenix New Media Limited, 2014). Besides providing news content through sourcing various professional media institutions as well as user-generated and in-house produced content, Phoenix New Media also drives the integrated media content across internet, mobile, TV and the 3rd generation mobile telecommunication. According to the fact that mobile apps have enhanced wireless mobile devices, such as mobile phone and iPad, more users could reach their premium television news content via portable devices (Phoenix New Media Limited, 2013). The general explosive growth of wireless services results from the combination effect.

Background and Need

The New Multi-channel Media Environment in China

Since China entered the World Trade Organization, Chinese television, in particular, has been at the forefront of both globalization and localization (Yuan, 2007). Today, the Chinese television market has the world's largest audience and is experienced its unprecedented changes and growth (Yuan, 2007). At the beginning of 2010, the Chinese Ministry of Industry and Information Technology decided to implement the tri-networks integration (the integration of

telecommunications networks, cable TV networks and the Internet) in five years (Sina Tech, 2010). This new environment would break the long-standing vicious competition between telecommunication operators and radio, broadcast television network operators. The new landscape of integrated service has shifted from single to multi-media service (including text, voice message, photograph, video, etc.) in terms of installation resource and platform integration.

The Structural Changes in the Phoenix Group

The omni-media structure of the Phoenix Group is divided into two branches: the Phoenix New Media part led by “*ifeng.com*” brand and the Phoenix Metropolis Media part engaged in the outdoor media business (Liang, 2009). Since October 2006, redesigned Phoenix New Media has formed a converged platform consisting of internet portals (www.ifeng.com), mobile channel (3g.ifeng.com) and video channel (v.ifeng.com). The establishment of the new version of *ifeng.com* contributed continuous profits to the company and the Group (Phoenix New Media Limited, 2013). The framework of omni-media leverages two aspects of the company. The first aspect is operating segments, and the second is the program.

Operating segments enrich the product diversity on an omni-media level while a news program aims to implement the media convergence plan in short-term. The Group has primary channels including Phoenix Chinese Channel and Phoenix InfoNews Channel, new media provision for website portal, value-added

telecommunication services, and other merchandising services, magazine publication, and distribution services. These segments' businesses are operated by different subsidiaries. Subsidiaries develop their integrated news business based on their goal and expectation, such as converged platform news programming and special events edition DVD/book series release. For each news program, on the one hand, the similar kind of news material could be used in different forms, like a piece of message, background information, or even preliminary headlines of a topic. On the other hand, a news program could integrate social media with live television.

Since Phoenix TV's satellite landing rights in China are limited available to international residences and hotels outside of Guangdong Province, the primary purpose of media convergence business in the Group is to provide alternative means for people in mainland China to reach their news content (Phoenix New Media Limited, 2013). In order to raise the profile of the Group as a television broadcaster, it has to reach more audience, enrich their program contents, and strengthen the vertical channels of new media business. With a general goal to foster the traffic, in particular to achieve a higher level of user loyalty, the number of audience has a positive relationship with advertising revenue.

Omni Media Online

Omni Media Online was launched in January 2013 as the first primetime news program in Phoenix Chinese Channel. It is aired at 18:30 from Monday to

Friday, broadcasting on five major channels of the Group, including Phoenix Chinese Channel, Phoenix North America Chinese Channel, Phoenix Chinese News & Entertainment Channel in Europe, Phoenix New Media, and U-Radio. The program integrates omni-media together with the breaking news in 24 hours, introducing a single converged platform where multiple media reports interact with audience. By means of television news program's broadcast, *Omni Media Online* completes a cross-platform integration of traditional media (newspaper, magazine, radio) and new media (internet, micro-blog, messaging communication service). It is distinguished from general news programs in the diverse communication ways that built on different channels, and is based on a wide range of social participation. As a matter of fact, it shows diverse viewers' opinion, but no professional commentary, which becomes a restraint for media authority (Luo & Qiu, 2013).

Purpose of the Study

The purpose of the study was to explore how the new media environment fertilized the television program's transformation toward an omni-media pattern of media consumption and how *Omni Media Online* served as a pioneer in China's news industry to lead the change.

Since China entered the World Trade Organization in early 2000s' and implemented the tri-network integration in 2010, the media convergence has progressed tremendously in Chinese market. Researches and studies in this field

tended to focus on the strategic evaluation from the perspective throughout the whole picture. Although some programs and channels have achieved success as they have made progress in structural reforming, media convergence is still at the initial stage in terms of program level. Furthermore, few researchers have identified the omni-media and the media convergence, and few studies have discussed how omni-media affects programming as well as how news program take advantage of media convergence to help enhancing the brand image in the industry.

As mentioned above, the study takes an on-air program, *Omni Media Online*, as an example to explore the new multi-channel media environment in Chinese television market. The research investigated the audience's participation and interaction with the program. The research also revealed competitive advantage and disadvantage of the program via a SWOT analysis. All of the research questions work together towards drawing a media convergence landscape of the pioneer of the field in Chinese market. The study is quite unusual since it is a real case based analysis in China's markets. As a practice of media convergence, the program *Omni Media Online* leads an omni-media transformation that happened in the Phoenix Group, which will inspire news producers, media employees in the industry with experience.

Research Questions

1. Behind the launch of news program *Omni Media Online*, what are the factors

contribute to the new format of the program?

2. Compared with current general news programs in China, what kind of new media does the program apply to make a difference?
3. What are the strengths, weaknesses, opportunities, threats of the program *Omni Media Online* under the media convergence process in Chinese market?

CHAPTER 2: LITERATURE REVIEW

China's television market has experienced changes in the past decades. Continued program reform and the gradual opening of the television market evoked the development of the television and media industry. With significant progress made under globalization and localization after 2000, the television industry is facing unprecedented challenges as well as opportunities. In China, Television is not the same in 2014 as it was in the past. New media's emergence rapidly changed the playing field of the ground for media consumption, which went from electronic mass media to the interactive digital media (Logan, 2010). Television was involved in the reformation as the most favorite and powerful medium. From many aspects, researchers studied media convergence by framing omni-media structure in the industry. However, micro level observation still seeks ways to reform a particular program. Such a program, *Omni Media Online*, represents the essential change to television in the converged platform media ground. The concept and format of the program differentiate itself from others. The literature review addresses three areas of research related to the reformation of television programs in media convergence. The first section will focus on the media environment which changes along with the Government's policy. The second section will concentrate on reaching and engaging audience on multiple levels. The last section will be a discussion of the media convergence in Chinese market.

Body of the Review

Tri-network integration in China

Chinese Government proposed the tri-network integration, in China's 10th Five-Year Plan in 2001. Then in January 2010, an explicit agenda was announced on the State Council Executive Meeting, which stated the decision to accelerate the pace of China's General Administration of Press, Publication, Radio, Film and Television to enhance two-way transmission networks, driven by the Tri-network integration policy (Entertainment Close - Up, 2013). According to the plan, the China's tri-network integration was divided into two periods. During 2010 to 2012, the first stage focused on integrating television, radio and telecommunication services, which issued first 12 selected regions (cities) and second 42 regions (cities) into the pilot project (People's Daily, 2012). Through 2013 to 2015, plans are fully set to realize tri-network integration, which will be a significant part of China's media industry. Along with the government policies which promote the tri-network integration, three major telecommunication operators upgraded the broadband network, implemented the Fiber-To-The-Home, while broadcast and cable television operators have continued to further intensify the digital broadcast system through fiber optic replace copper wires network (Xinhua News, 2012). With the two stages' progress, Tri-network integration will almost cover the whole nation.

Engage the audience

The audience's need for news information grows increasingly under the new media environment, and they are not satisfied with being informed but still pursue sharing opinions (Gu & Wei, 2013). New media appeals to a considerable amount of audience by providing a rich, in-time news report through second (computer) or third screen (portable devices) except television (Huang, 2014). The intensity of today's news consumption has been greatly exaggerated by the sheer number and types of news outlets. The nature of the competition forces producers to create a mode that engages the audience either on the depth and width of the content or the channel they distribute the content. Then it leads to a question for discussion: is content the key factor which is more important than channel or vice versa?

Social media plays a more important role than ever before accompanying the growing influence of Sina Weibo, a Chinese micro-blogging resembling Twitter. Sina Weibo offers a relatively fair platform for information sharing and user interaction with more free speech. Users can post, comment, like and repost messages and participate or conduct a public conversation by using hashtag “#”. Sina Weibo is one of the most powerful and wide-use micro-blogging that attracts a large scale active user community in China (IBISWorld, 2013). Pervasive adoption of smart phones and the extension of 3rd Generation (3G) network have brought considerable mobile traffic to social networks. Since Sina Weibo emerged in 2009, it has improved the social networking portal as well as the mobile app to

adapt to the transferring users from webpage to desktop and mobile clients (IBISWorld, 2013). Other social media take less market share since they were exposed in the industry with low but rising requirements, and were also subject to a low concentration level (IBISWorld, 2013). As a result, intense competition in social media's advertising and mobile value-added services is expected.

A researcher at the University of Hong Kong's China Media Project contended that "social media are increasingly where stories break and where public opinion is formed" (Chen, 2012). Since CSM and Nielsen both added online panel to measure activity, it was a global trend that media research and measurement companies start taking social media activity into the statistics. Nielsen has worked on measuring social activity with respect to TV-related conversation on Twitter in October 2013. In the Chinese territory, CSM Media Research partnered with Sina Weibo to launch Weibo TV Ratings Indexes in Jan 2014. This step aims to offer a holistic view on TV-related social conversations and provide an industry standard to measure the impact between television and social media. According to CSM's recent new media research based on Sina Weibo's impact on television watching habit, it is a relationship of mutual promotion between audience discussion on Sina Weibo and watching television (Huang, 2014). The research collected the rating data and volume in discussion posts. Then it sorted the shows into four categories: high rating with high discussion, high rating with low discussion, low rating with high discussion, and

low rating with low discussion. Figure 1 displays the relationship between rating and discussion volume on Sina Weibo from Jan 2013 to Oct 2013. In Figure 1, the result shows that high rating shows may not bring out a high discussion while low rating shows hardly lead to a higher discussion. The day-to-day observation data shows a certain high discussion volume in the premiere and air dates. The research also states that during January to October in 2013, 41 seasonal programs yielded almost 200 million discussion posts on Sina Weibo (Huang, 2014). That is such a huge number compare to a general hot topic on social networking. Social media is rising in significance to the TV industry due to the increasing penetration of social media users and the mobile wireless services. Therefore, the mutual beneficial relationship between social media and TV shows can be stated. Still, an undefined mutual effect derived by each side needs to be identified.

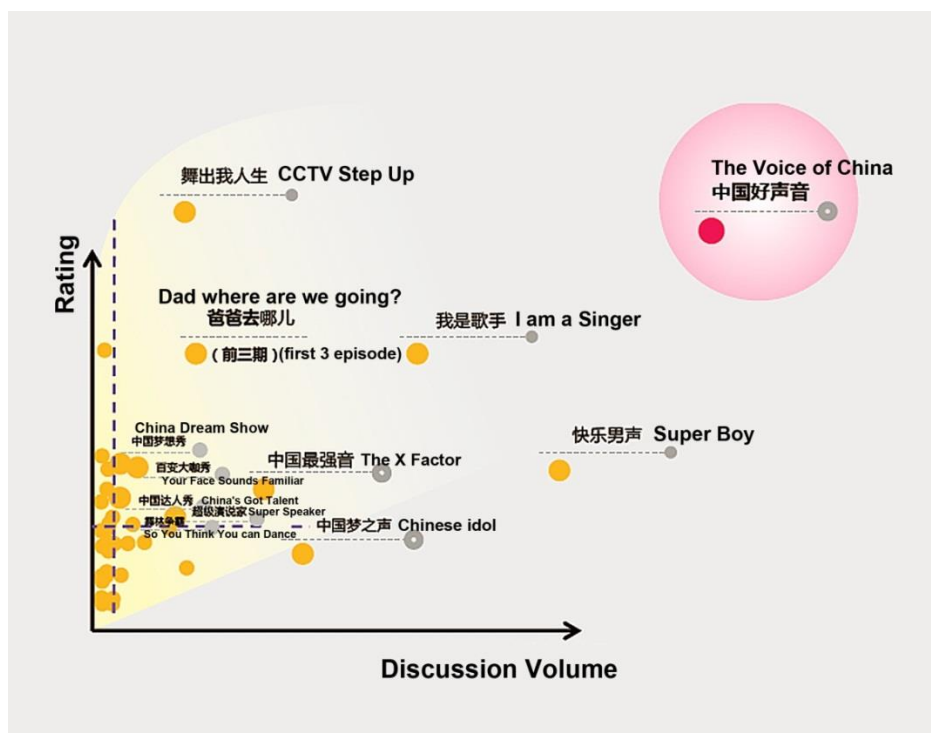


Figure 1. 41 seasonal shows' rating and discussion volume from Jan 2013 through Oct 2013

Besides social media interaction, another way to engage audience is adding innovative sections in news program so as to multiply the dimensions of news reporting. Since 2003, main news channels added newspaper content in the news programs as a result of newspaper's digitalization. After that, various newspaper-reading programs appeared on television, such as *Read a Newspaper Every Day* on Phoenix Chinese Channel and *Media Headline* on China Central Television News Channel. In addition, convenient internet access brought website-reading news into news coverage, which supplies with abundance of online information. It is an extension of brand credibility that traditional media maintains a good reputation on their portal website as well as on social media. For example, as Sina Data Center stated, CCTV News Channel and Phoenix TV ranked within the top five positions in regards to the most powerful media ranking in the television news genre (Sina Weibo Data Center, 2014). They have earned much more followers than other news outlets and also have been a better choice for news managers and editors in news production (Zhan, 2013). The multi-dimensional news coverage upgraded news programs on content richness and source diversity. This new format integrates different medium for the purpose of reinforcing news program's wide-scope information and trying to gain attraction among competitors like popular drama and reality show.

Apart from the previous two aspects, multi-channel helps information flow freely on more than one channel. Besides computers, portable devices like tablets

and cell phones have benefited from their mobility which is their natural feature and is enhanced by telecommunication technology. Advanced approaches provide accesses to information which liberates audience from the fixed watching mode. Therefore, on the distribution level shows engage audience by designing an interaction which integrates multiple channels' user experiences. They introduce audience vote mechanism on the official website, lead up to a topic on Sina Weibo, share fresh pictures or news and encourage the audience to give opinions towards a particular debate on Wechat (a mobile text and voice messaging communication service). A telling example of multi-channel promotion is *Where Are We Going, Dad?*, a Chinese reality show featuring five fathers and their children when they travel to the suburbs. The show hit other competitors with an eminent success in rating, popularity, reputation, and derivative products, including game application, DVD, and a film adaption of the show (Xiang, 2014). Besides TV, the official website of the show is the first channel for audience to reach. It loaded posters, short video, images while casting a vote on next season's participants (father and child). Sina Weibo was the second promotional channel where yielded sizable audience responses to the show-related conversation (Xiang, 2014). More channels like Baidu Tieba (Chinese largest communication platform), Youku.com (video website), and Wechat were all conducive to the show's high exposure. On the one hand, multi-channel engages audience through distinct dimensions which can better adapt to the audience. On the other hand,

multi-channel takes advantage of each medium to capitalize on product derivation, and to further maximize the profits. All kinds of interactions are building up multi-channel experience for the audience to enjoy the show in new media environment.

Moreover, maintaining the channel's or the company's name as part of the program's title is a kind of guarantee for high quality. Those media companies who have a high value of extensibility of brand image would like to reserve the brand's designation in new media business (Liang, 2009). For example, Phoenix TV established its new media framework by naming all of the products in line with the Group's title "Phoenix" or "ifeng", such as Phoenix New Media, ifeng.com, ifeng video, ifeng News and ifeng Weekly.

Media convergence in China's market

It was an inevitable trend that media convergence would hit China's market under the global scale motivation (Chen W. , 2012). There are more discussions about omni-media than media convergence throughout the years in China's media industry. Although it is not a new concept for the industry, employers have already taken it into their consideration. However, the practice towards media convergence and researches still stays at the initial stage of exploration (Chen W. , 2012).

China's media industry has accelerated the promoting of digitalization since 1990's. Most media companies started establishing their one platform that is

properly constituted by formation gathering, editing, restructuring, controlling, and distribution from then on. Multi-faceted journalists were needed when omni-media inspired media companies to expand information broadcast from one media stand mode to multi-task handled production. A multi-faceted journalist was expected to be in charge of interviewing, writing, producing, and reporting with mobile wireless devices and communication skills on multi-channels (Yang, 2011). Major traditional news outlets, including Xinhua News, People's Daily, CCTV and Phoenix TV, were all taking strategies to complete a reformation which integrates newspaper, television, radio with internet, and further explores new media business in the mixed media landscape. There is no fixed, authentic definition of omni-media even though many people were trying to define it formally. In the view of Liu Changle, the chairman and chief executive officer of Phoenix TV, there is one understanding of omni-media that "omni" means the channel or tool for broadcast, which refers to newspaper, magazine, radio, picture, television, movie, internet, telecommunication, publication, and satellite (Guo, 2010). It contains all perception of seeing, hearing, touching, smelling, tasting, and feeling with respect to information delivery. When it comes to the trend of omni-media reformation, he said that it is hard to distinguish which is print media, which is television and which is radio from the omni-media, because they were something of each in the other (Guo, 2010).

In 2008, Beijing held the 29th Olympic Games, which was the global event

and offered a great opportunity for Chinese media industry to step in media convergence. The audience was involved in omni-media transmission that they could watch live broadcast via television, radio, website and mobile phone. The innovative attempts realized traditional media's multiple spots interactive live broadcast.

Moreover, the reformation depends on technological support and conversion of the concept. The latter is fairly tough and is proved to be significant in the reformation when traditional media embraces new media (Yang, 2011).

Therefore, a newspaper-reading program might be an early attempt heading to media convergence which was so typical for print media and television. The cross-media cooperation indeed benefits both sides in second transmission and resource sharing. For example, *Nanfang Metropolis Daily* exported their advanced section *Entertainment Supplement* in the form of audio interview to Guangdong News Radio as their first-step cooperation. The raw interview materials of headlines and guest talks were processed twice and were then converted to a radio program which includes in-depth conversation (Gu, 2012). In the second step, they monetized the program by creating a team which collaborated over content and management to gain profit from advertising (Gu, 2012). Finally, an independent production company was established to replace the production department. The professional production company strengthened brand image and delivered their audio and video products through more channels

(Gu, 2012).

News outlets' media convergence can only show a simple combination of new media and old media. Creative concept for media collaboration may better steer the renovators and help the audience to re-embrace the vitality of traditional media.

Chapter Summary

The studies supported the most pertinent research areas related to the research questions. They addressed the history and current situation of Chinese media environment under the ongoing tri-network integration which will be completed by 2015. They also revealed how shows engage audience in a multi-channel media ground: state the mutual relationship between social media and television program; firstly increase program's dimensions by integrating resource; then multiply channel for media use and two-way interaction; and finally extend brand credibility to new media services. They also concluded the researchers' findings of Chinese media convergence, which shows more media combination and less concept innovation. Low concentration in the social media industry will pick up the intense competition among the enterprises while the Chinese government has taken measures to tighten regulations on social networking services and to improve internet protection (IBISWorld, 2013). This current study will contribute to the existing research literature with discussion about pros and cons of the existing program *Omni Media Online*. It will also explain what are the

opportunities for the show with converged media.

CHAPTER 3: METHODS

Introduction

One year after *Omni Media Online* aired in primetime on Phoenix Chinese Channel and the Group's five major channels, it received both praise and criticism, which also showed that the public have paid attention on it. Still, incentives for its emerging can be generalized from changing media environment in Chinese market, especially under a proceeding tri-network integration condition. In addition, omni-media may be viewed as a tool to augment the interaction diversity while maintaining brand credibility by filtering valuable information. The program founded a news coverage that it bases on distinct media, converged platform, controversial opinions, and independent sections which integrate audience participation with the latest news. How does this program produce an appealing effect for the audience? Factors involved in the success should be well organized to prove the pioneer's efforts in the reformation. Many attempts were taken by news programs to engage audience.

The following research questions were addressed in this study:

1. Behind the launch of news program *Omni Media Online*, what are the factors that contribute to the new format of the program?

2. Compared with current general news programs in China, what kind of new media does the program apply to make a difference?
3. What are the strengths, weaknesses, opportunities, threats of the program *Omni Media Online* under the media convergence process in Chinese market?

This qualitative case study describes the various factors which contribute to the development of the program. It also examines how the program raises an audience-friendly interaction by making the converged platform discussion available. Observations and documentation were used to illustrate the new format of the program, inspirational features and appealing effect towards audience. Audience participation and topic discussion were evaluated by reviewing 21 episodes in one month. The narrative data were transcribed, coded and analyzed by categorizing into the research question related aspects.

An online survey was also conducted by the researcher to understand target audience's attitude to the program. The survey utilized branch logic, known as skip logic, to make the survey customized for every respondent (who knew about it or who had never heard about it). Audience opinion will help with looking for possible change to the program in the future.

Setting

The survey was conducted through wenjuan.com, a professional online survey software. It was distributed to respondents through the web and then the data was

collected in real time in July 2014. Respondents could access the questionnaire via PC, tablet, and mobile phone.

The observation took place in the natural setting of watching a series of program episodes by the two coders. The two independent coders were both graduate students who were originally from China. They had a background in the television and media field since decent education experience has provided considerable academic knowledge and learning skill for independent thinking. Direct observation was conducted based on day-to-day review, which helped data collecting activity to earn a high continuity with low subjective impressions. In order to deal with watching behavior and subjective perceptions, direct observation served as an instrument that was used at a certain time of each day during a month. Formal data and casual data, which refer to numerical data and qualitative information, were collected as observational evidence for the use of verification through replication. The program can be reached through five major channels. They are local and international channels, mobile phone, internet and radio. Therefore, it is replicable because the research design is based on the setting.

Sample

The self-designed online survey applied random sampling. Participants were from different places in the world. They can be classified by geographic location: nearly four-fifths lived in mainland China while one-fifth lived in North America,

Europe and Hong Kong, Macao, Taiwan. They had different academic and cultural backgrounds. A total number of 106 participants took the survey, among which 56.60% were female and 43.40% were male. The survey had a wide age range in line with the program's target audience. Three-fourths were from 18-34, one-fourth were from 35-50 and above 50.

During the one month observation period from May 28, 2014 to June 26, 2014, 21 episodes were reviewed by observers. *Omni Media Online* airs at 18:25 from Monday to Friday. The observers watched every single episode and completed an episode-review, like field notes, on a daily basis. Five episodes were reviewed by observers each week. Each episode was reviewed by two observers respectively and data was coded independently. The results contained issues and phenomenon which were explored, like detailed description of *Today's Topic*, *Voice Message via Wechat*, and *Internet Research*. *Internet Research* was an online survey conducted by the program and presented via its official website. The online survey was the most important and popular interaction which had attracted over 50,000,000 participants.

The *Internet Research* is an outside adjutant of the program, which represents the controversial question in connection with *Today's Topic*. Topics vary from global news to China's local news, including politics, technology, living, health, business and sports. In general, ten questions were applied for one episode's *Internet Research* which was based on the content they should have covered on

air. Daily update of the poll revealed the public opinions on the topic of interests. The participants who took the *Internet Research* are from multiple backgrounds with randomly geographical distribution and different demographics. Data was collected respectively through website, Wechat, U-Radio, and Phoenix New Media and was integrated together into the program.

Measurement instruments

The questionnaire about the influence of *Omni Media Online* was designed to learn audience's attitude which would contribute to conclusions and recommendations. The questionnaire has fourteen questions based on audience's preference, habits, satisfaction and other thoughts about the program. Combining qualitative data with quantitative data, the results can reflect what is going on in the mind of the audience.

For the qualitative measure, observation field notes and screen captures of *Internet Research* were used to collect data. According to real numerical information showed on screen captures, field notes are aimed to describe news story topics, proportion of each point of view, number of responses, and reflective comments with regards to the audience participation.

Validity and reliability

The survey was pre-tested in a small group before sending out. That ensured it was logically correct, and was appropriate for all of kinds of audience. It also

guaranteed that it was designed with respect to research questions. A small group of participants did the survey multiple times with clear and consistent responses. Instructions were added in order to introduce the program to audience who did not know it. In addition, branch logic could lead audience to customized path for reliability and validity.

The observation was designed to review a primetime show which can be consistently measured in one month. Program's official research was established to support the program's content, like public opinion and anchor's proposition. The research results were self-supporting and independent from any outcome of the show, nor rating. The results reflected audience's different opinions toward each topic, including incisive comments and biased discourse.

Data collection/procedure

After the pre-test, the online survey was sent out via email as well as social media channels. Participants can reach the questionnaire through the pasted link. The data gathering period was about one week in order to reach participants with demographic difference.

The data were collected through observation and researching documents. The observations were conducted under natural settings with an observation field notes. The researcher was a non-participant observer and kept the procedure without interruption. Each observation took place five times per week and lasted for one and a half hour. And field notes lasted about one hour. The two observers

completed observation and field notes individually without interruption in the procedure.

Data analysis

Wenjuan.com provided cross tabulation analysis and filtered answers according to branch logic. Descriptive statistics was used to analyze results, while graphs and percentages illuminated meaningful concepts.

The observation data, including polls' questions and audience's choices, was transcribed and coded into valid transcript. Labeled data was categorized in order to find out the relationships among components of data by using generalized themes (Gibson & Brown, 2009). Interpretation can be given after comparative work according to the documentation. This is to see if the data from a different source were in corroboration.

The data from the observation were compared descriptively with the survey data to see if the results were in corroboration. In addition, a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis was used to further discuss strategies and competitive advantage based on the inside-out approach of the resource-based case study.

CHAPTER 4: RESULTS

Survey result

The survey categorized respondents by geographic location. 79.25% of them were from Mainland China, 15.09% were from North America, and the rest were from Europe, Hong Kong, Macao, and Taiwan. Participants were ranging in age between 18-34 (75.47%), 35-49 (15.09%) and above 50 (9.43%). Many young adults (18-34) took the survey because were much familiar with internet as well as new media products. Also, the main target audience of Phoenix Chinese Channel and Phoenix New Media were young (18-34) and middle aged (35-49) Chinese in mainland China. And the Group features high quality content for global Chinese communities, especially in North America and Europe. The survey is available in Appendix A.

What are the factors contribute to the new format of the program?

In China, research organizations have enabled measurement of digital consumption on mobile devices in recent years. From the perspective of audience's identity, in the era of media convergence TV audience and new media audience are merging into a large community (Zhang & Wang, 2013). Two major reasons account for the phenomenon.

First of all, individual's media consumption depends on media platforms as channels for information transmission. It oversimplifies the relationship between

audience and media with a summary of migration. However, audience chooses media as the need grows. As a matter of fact, the growth of the number of new media users did not result in a decrease in the number of TV audience because TV audience enjoyed a broad base which met a rapid increase in China's internet users (Zhang & Wang, 2013). Thus, combined audience enhances the TV experience as well as emission of new media.

Secondly, the number of internet video users has grown at a fast speed since 2012. According to China Internet Network Information Center's (CNNIC) 33th China Internet Development Statistical Report, the number of internet video users reached 428.2 million which was 69.3% of the total internet users in 2013. It was an obvious increase compared to 371.83 million internet video users which were 63.9% of total in 2012 (CNNIC, 2014). It still has a trend of rapid growth in the current environment which benefit from such improvements: network infrastructure is being built in a much better condition; videos with rich content are published on the internet in order to attract users; more audience are propelled by deep cooperation between internet video and traditional TV media to watch TV programs through internet video.

Apart from combining audience, the mobile terminal equipment, especially mobile phone, has exposed outstanding features and widespread popularity. There was a considerable increase in mobile use on news apps, instant messaging apps and video apps. This is also mentioned in CNNIC's report: instant messaging apps

rank first and news apps rank second in all 18 categories of apps used by mobile phone users, while video apps rank fifth in overall app use in 2013 (CNNIC, 2014). It is important to note that video apps posted a dramatic growth in mobile use from 2012 to 2013. Mobile devices like smart phones are more like the substitute of personal computers for multiple purposes. According to the report, news websites are the main destination of mobile browser users; meanwhile, news searching is the most frequented behavior for browser search and mobile search (CNNIC, 2014). Therefore, increasing attention in mobile news consumption has already proved that mobile is not all about messaging; however, it can also meet user's need of watching news. Mainstream news outlets based in mainland China, such as CCTV and Sina News, develop their news apps when they saw the changing audience composition. Gained user adoption can demonstrate a great potential for mobile news consumption, and contained video clips can be a plus.

Lastly, an essential factor of launching multiple channels for *Omni Media Online* was the Group's failure to obtain GAPPRT's approval for broadcasting foreign TV programs in mainland China (Phoenix New Media Limited, 2013). Chinese market is highly regulated by the government authorities. There was still an uncertainty for online broadcasting and information dissemination in the future. The news content of Phoenix TV was closely linked to Phoenix New Media's online channels since it was the best way to introduce the content to the audience in mainland China. Till July 2014, the Group had not got an online transmission

permit nor violated the regulations through online channels by an oral agreement with the authorities.

Consequently, all the factors mentioned above contribute to launching the new program as is shown in research question 1. Combining TV audience and new media users together has raised demand on multiple channels. In the changing environment, gained mobile use facilitated the omni-media program's pilot. The program also combined instant messaging with audience demand for news in WeChat service. Moreover, the highly regulated market required the Group to create new format program with available accesses for audience. Those broadcast channels and interaction platforms were all available for mainland China audience as well as other audience in the world. Known by the name of the program, *Omni Media Online* realized combination of new media and old media both in production and distribution. Five major channels provided live broadcast simultaneously with social networks' interacting experience. Then, the combined audience has different kinds of ways to access. The program created a new form of news coverage in the era with prevalent new media and irreplaceable old media. It created a converged platform carried different channels for content broadcasting and audience participation.

What kinds of new media does the program utilize to make a difference, compared with current general news programs in China?

When it comes to the major difference of the program, it may first come to the core competence of the Group. The Phoenix Group has the advantage of its geographic location and culture because it is in Hong Kong. Their products show the core competence of a global outlook for Chinese. This perspective could be global as well as Chinese, which was new and familiar to audience. It is extraordinary attractive, especially to mainland China's audience. Phoenix TV is well known for news commentary with such unique, independent perspective which other news outlets rarely have. Phoenix TV focuses on sensitive affairs around mainland China, Hong Kong, Taiwan, and the world with fair, objective reporting. The CEO of Phoenix TV said they always try to provide an alternative option for Chinese audience that Phoenix TV is the special distinguished from mainstream (Li & Zhou, 2001).

Besides, *Omni Media Online* encourages free discussion and audience opinion towards current affairs and big events. In live broadcast, hot topic discussion is presided over by the anchor with releasing public opinion from the section of *Internet Research* and WeChat messages. The program gathers a large number of respondents' viewpoints from the online survey (*Internet Research*). It also collects strong individual sentiments from all interaction platforms like WeChat. It not only shows audience's overall idea on one topic, but also engages

two to three speakers in conversation on such topic. Also, the program engages audience through diverse channels including website, social networking platforms (Weibo, Facebook, etc), WeChat, official apps and interviews. Although other programs interact with audience through social media, they just communicate with audience off-line. Only in this program can the audience participate in live broadcast.

Furthermore, among those ordinary channels, WeChat is so important in *Omni Media Online* when other programs still focus on social networking platforms. Audio messages convey audience's opinion in the program while subscribers can get notification push every day and reach back to old episodes anytime. The program follows the trend of mobile users' migration from social networking apps to WeChat in China, which can be proved by statistical data in recent China Internet Development Statistical Report. It shows that social networking platforms' user activity level decreases as substitute apps emerged; among the decreased social networking platform users, 32.6% of them uses WeChat instead while 37.4% of Weibo users migrates to WeChat (CNNIC, 2014). The reason why people do not choose Weibo and other social networking tools might be their lost freshness to the same platform. *Omni Media Online* has caught the changes in audience's taste of media use. Therefore it makes use of WeChat as a promising channel with nature of communication.

Research question 2 examines the new media used by the program to distinguish itself from general news programs. It covers TV, website, mobile app and radio as distribute platforms while involving WeChat, social networking platforms and interviews for audience interaction. The multiple platforms distribution and interaction is the significant feature of the program. However, the unique features could be concluded as the Phoenix TV's global outlook, on air discussion and creative foresights for channel adoption.

What are the strengths, weaknesses, opportunities, threats of the program Omni Media Online under the media convergence process in Chinese market?

A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis based on survey data is used to answer this research question. It describes each part by using a matrix.

Table 1. SWOT Analysis of the program from survey results

INTERNAL	STRENGTHS	WEAKNESSES
	Know audience's viewing taste	Inaccessible through TV
	New media platforms audience	Lack of promotion
	Distinguished feature	

EXTERNAL	OPPORTUNITIES	THREATS
	Growth of mobile users	Audience comments
	Potential audience	Competition
	Preference for WeChat channel	

Strengths

a. Know audience's viewing taste

Omni Media Online contains different categories of news, including politics, technology, living, health, business, entertainment and sports. According to the observations, the stories about "Politics" were much more than other categories in the daily coverage. In the observations, there were 79 (62.2%) out of 127 stories about "Politics" in one month. So politics news stands in the absolute dominant position of the program. In regard to the survey result, almost all respondents chose "Politics" (95.56%) in question 6 which is intended to realize which kind of content were audience most interested in news. However, other categories were all far less than half. Therefore, the large proportion of content just meets the most audience-interested part of news which reflects a matching viewing taste. It is the critical factor to gain loyal audience and attract potential audience by catering to audience's preference of politics news.

b. New media platforms audience

For viewing channel preference, respondents were categorized into two groups. More than half existing audience watched it through website, ifeng apps

by using PC and portable devices. Only one-fifth existing audience watched it on TV. Potential audience who would like to watch the program held a similar answer to this question that most of them choose new media accesses (website and ifeng apps) while less than 10 percent of them choose TV. Therefore, the majority of respondents show their interest in new media channels.

c. Distinguished feature

In order to figure out the reasons why audience chose to watch *Omni Media Online*, they were asked to choose from a series of statements. Question 10-11 examined the program's best features and advantages of the *Omni Media Online*. According to the audience survey result, existing audience put a high value on the distinguished features. They thought audience's comments and global outlook were the best advantages which were in line with Phoenix TV's heritage. The program distinguished itself from mainstream news programs in expressing public opinion, while these comments have been the reason for audience to watch. News staff includes anchors had skill in presenting all kinds of audience's comments in the broadcast. Survey result also showed that audience enjoyed the exclusive features with less attention on program packaging and diversified sections. They recognized Phoenix TV's authority and ability to distribute content through multiple platforms. These facts indicate that *Omni Media Online* is attractive to audience.

Weaknesses

a. Inaccessible through TV

The survey showed only 23.58% of respondents said they knew the program. More than half (76.42%) of the respondents did not know the program, and 10.38% of them contended they even would not be interested in it at all. As for specific reasons, from most to least votes: they could not reach Phoenix TV through satellite TV and would not like to use new media services (website, apps); they used to watch news by using other apps and do not want to try a new app; they never watch news.

In addition, question 12 mentioned the disadvantages of the program. More than half of the respondent contended that inaccessible through TV was the obvious disadvantage of the program. Due to Chinese government's regulation, a foreign broadcaster needs special permission to land in mainland China. So it is inconvenient for Phoenix to enter mainland China's market directly through satellite TV. Although more than half (66.04%) respondents said they would like to watch in the future, inaccessible through TV is a big barrier for the program.

b. Lack of promotion

The results showed large proportion of respondents (76.42%) do not note this program. It is quite common in a highly competitive industry. However, existing audience are aware of the weakness which is a lack of promotion in accordance with question 14. Phoenix TV should step in promoting the program in order to introduce this new program.

Opportunities

As the 33th China Internet Development Statistical Report finds, mobile users has experienced an explosive growth since 2012 and has hit 500 million by the end of 2013; compared to 2012, there are more internet users access through mobile phone (from 74.5% to 81%) but fewer users through personal computer (from 70.6% to 69.7%) (CNNIC, 2014). It indicates a dominant position of mobile devices in internet users which result in a large amount of potential audience in the market. The survey results reflect that more than 60% respondents have had an experience on Phoenix's products while more than half respondents are interested in *Omni Media Online* when it is introduced to them. In addition, increasing confidence of multi-channel broadcast made it more accessible to mainland audience. Among these channels, WeChat gets higher votes from potential audience than existing audience in terms of platform preference explored in question 8. It is a trend that WeChat will become more attractive as audience can go for news push on WeChat.

Threats

The survey question 12 also revealed that audience's comments lacked professional points. It is important to note that as audience's comments had been the exclusive attractive feature of the program some pointless comments were challenged by other audience. This may happen in a live audience interaction. The uncertain attitude from audience's response to the feature of audience comments may result in a slow audience increase. *Omni Media Online* focuses on expressing

public opinion to news and building a close connection with audience. The survey result presented a divergence of opinion on audience's comments. On the one hand, it was recognized as distinguished feature of the program. On the other hand, some respondents worried that pointless comments might result in a fall of content quality. It is hard to evaluate audience comments since everyone holds his/her own view. Nevertheless, the situation requires the program to enhance the comments section in order to convince audience of the special feature.

The news industry involves intense competition. Competitors are mainly internet portal companies such as Sina, Tencent and 163.com. In the survey, some respondents answered negatively to the question if they would like to watch *Omni Media Online* in the future for the reason that they adapted to other news apps like Sina News and Tencent News. Such internet portal companies led the digital news field for some time since they owned huge internet users and high daily page views (iWebChoice, 2014). They also developed news app to serve new media users as mobile users increased rapidly. So as a relative newcomer for Chinese new media users, *Omni Media Online* faces competition from major internet portal companies which have large audience base. But *Omni Media Online* still has a strong ability to hit the field with Phoenix TV's independent production, high quality content, multi-channel's accesses, and distinguished features as a news provider.

CHAPTER 5: DISCUSSION

Introduction

The program has broken traditional news program's rule that audience could only watch on television. It could better adapt themselves to feeding global Chinese audience in terms of different viewing channel and time differences. It also engages audience through every channel which audience were familiar with in modern life. Omni-media is prompted by new media environment's improvement in Chinese market. The purpose of this study was to find out the changes in traditional TV programs by examining *Omni Media Online* which collaborate traditional media and new media. Previous studies draw conclusion in a very general way which is limited. Based on the survey results and findings of the analysis, the study provides further discussion related to the rise of *Omni Media Online* and the future of the Group's omni-media.

Discussion

As the findings in the survey show, there is a trend of growing number of mobile users and audience's strong reliance on the new media channels. The major channels that attracted audience to watch were websites and ifeng apps. This may disappoint the program that other major platforms like TV and radio have not drawn that many viewers as expected. However, the findings indicate that viewers have a substantial demand on websites including Phoenix New Media portal

website (ifeng.com) and video verticals. The websites are not eliminated as some experts predicted when new internet accesses, like instant messaging applications and video verticals, were built; in turn, the portal website is renovated as one of the most popular portals in China with nationwide influence (Li, 2013).

Advertisers prefer ifeng.com in respect of the Phoenix brand's high value and high recognition as audience has a habit of "watch significant news on Phoenix". Years of experience gives Phoenix an exclusive advanced credibility in the news industry. Also, in the new media era, it is notable for its news information with up-to-date content.

Accordingly, the Phoenix portal was not making all content digitalized, but creating a website by using content in the form of omni-media. The omni-media program provides in-depth discussion of important events rather than merely highlighting certain sensational events. All of the supporting content can be selected and repackaged in different programs which are labeled by Phoenix. These resources flow fluidly outside one production team and the content is embedded in the channels respectively based on a converged platform. For example, *Omni Media Online* would share live broadcast footage from InfoNews Channel's reports, or add a part of the article from ifeng.com. This is the way to converge platforms that omni-media not simply replicate, but it will also provide multiple choices for news gathering.

However, the establishment of the converged platform was not just in Phoenix. Other news outlets also evolved in the same way. For example, Jiangsu Broadcasting Corporation (JSBC), a province owned television network, introduced a news platform in conjunction with omni-media resources and TV based content in May 2012 (Gu & Wei, 2013). JSBC trained journalists with professional skills under improved news platform and 3G wireless network in order to implement an efficient information processing platform for publishing. That platform has indeed contributed to their news programs' market shares, and also has led to more page views and unique visitors in their sites (Gu & Wei, 2013). In the upcoming years, more local stations will follow the steps to provide audience with more accessible local content. So Phoenix has to stay on report significant news and will need to do more. Evidence from the survey result shows an essential need for professional comments. So introducing news comment on significant events by experts will better satisfy the audience. Phoenix TV has experienced commentary analysts on current affairs. The program can build loyal relationships with viewers by inviting experts into news discussion. That will be the meaningful part of a news report which gives profound thoughts on a problem.

Additionally, there is a broad audience base on social media like Weibo. Using Weibo more might be a powerful means to build a loyal relationship between viewers and program. Although Weibo is losing users due to intense competition, it has still drawn 290 million subscribers by March 2014 (iResearch,

2014). Among such a large follower base, 64.6% of users participated in hot topic discussion on Weibo in 2013 (iResearch, 2014). Furthermore, both of Phoenix TV and ifeng.com have Weibo official account with over 6 million and 1.5 million followers respectively. Also, two anchors have more than 300,000 fans on their public page of Weibo. Evidence shows a feasible improvement on social media operations which may bring larger viewers to the program. Since Weibo users are interested in topic discussion, the program can strengthen promotion on Weibo by linking to its online survey and trying to interact with viewers. Admittedly, *Omni Media Online* only has less than 10,000 Weibo followers and few comments or reposts. The program Weibo account only posts brief introduction and links to the episode of the day. If it diversifies and enriches the Weibo posts with more interactive activities, the program will get more responses and viewers. In sum, as the tendency of a large audience base on social media embraces the fact that people like and expect interactions, the use of Weibo will contribute to the program's promotion and further gain audience.

Limitations

There are several limitations in the study. The first limitation is that the observation period can be longer. The sample size is comparatively small as one month observation contained 25 episodes' reviewing. The second limitation refers to the random sample of the survey which distribute through internet. Although over one hundred respondents submitted the valid survey, there was a

demographic bias that most of the respondents were from 18-49. Young and middle age Chinese are the target audience of the program as well as the Phoenix TV. Also, young adults (18-34) have a higher percentage on internet user composition. These factors may have influence on the preference of new media channels. Another limitation includes the lack of personal interviews.

Recommendations for Future Research

For future research, some of the limitation mentioned above may be minimized or eliminated. Longer observation period would contribute to a higher validity. Then, large random sample with demographics diversity would be preferred. Moreover, the program's staff can be interviewed if the situation permits. Finally, in terms of the consumption of time the survey data collection lasted two weeks while data analysis lasted one week in this research. A longer time for data collection and analysis would be better.

Conclusion

Omni Media Online is a practice of integrating television news program and new media channels. Omni-media has been the prevalent means to consume news when audience adapt to the new media platforms as well as traditional media. News programs may rely more on new media channels except television as they start interacting with audience and listening to public opinions about news stories. Unique content and features will help the program to stand out in the highly

competitive market. It has already known audience's taste which is global outlook in reporting major events as China is becoming a greater role in international arena. It has also been aware of the importance of new media operations which is partly propelled by regulatory issue.

In the future, the *Omni Media Online* will draw more audience who are interested in Phoenix TV's significant news and who want to speak out their comments. The program has an exclusive advantage of rich resources and high valued brand credibility. Adding some professional opinions will contribute to revealing more essential information behind the headlines and will lead the discussion sections towards a higher level. Collecting audience's votes on a daily basis for reporting public opinions will maintain close relationships with audience. If the Phoenix Group and the news program have a plan for operating social media as another major platform to connect audience and continuous stay on WeChat, it will expand the influence of the single program to more people, especially the potential audience. Having the interest of new means of news consumption will help to cultivate the watching habit and break the barriers of time and location limits.

As research from literature and survey results find, reformation of traditional news program is necessary since media convergence is a promising way to make a difference. In the changing media landscape only makes some changes a program could grab the attentions of audience. Technology development brings

opportunities to the industry continuously, so people will buy new devices to satisfy their gradually increasing need for information, entertainment and communication. With customized reform, traditional programs would better adapt themselves to the new environment.

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APPENDIX A

Questionnaire on the influence of Omni Media Online

For the purpose of an academic research on the influence of the Phoenix TV's news program, *Omni Media Online*, and its development we need your opinion to some questions. Please take a few minutes to finish the questionnaire. This is for a graduate student thesis research of Drexel University. This questionnaire is anonymous and all replies will be held for personal information protection. Thank you for your help.

Effective responses: 106

1. Gender

Male

Female

2. Age

18-34

35-50

50+

3. Where do you live currently?

Mainland China

Hong Kong, Macao, Taiwan

North America

Europe

Other _____

4. Have you ever been watched Phoenix TV, visited ifeng.com, subscribed ifeng.com on WeChat or Sina Weibo?

Yes

No

5. If you do not watch Phoenix TV, visit ifeng.com, subscribe to ifeng.com on WeChat and Sina Weibo, what are the reasons?

Cannot reach Phoenix TV due to SARFT's regulation on foreign television programs and satellite channels

Do not care about information in China

Not interested in the content

Broadcasting time is not appropriate for watching habit

Other_____

6. In news program, which parts interest you most? (Multiple choice)

Politics

Local content

Living

Health

Sports

Technology

Business

Entertainment

Introduction: *Omni media online* was a news program launched in Jan 2013 as the first primetime news program in Phoenix Chinese Channel. It is aired at 18:30 from Monday to Friday, broadcasting on five major channels of the Group, including Phoenix Chinese Channel, Phoenix North America Chinese Channel, Phoenix Chinese News & Entertainment Channel in Europe, Phoenix New Media, and U-Radio. The program integrates omni-media together with the breaking news in 24 hours, introducing a single converged platform that multiple media reports meet audience interaction.

7. What do you think of the program?

Have heard about it, but cannot watch through TV

Watch it sometimes (multiple platforms)

Watch it almost every day (multiple platforms)

Even do not know it, and would be interested in it in the future

Even do not know it, and would not be interested in it at all

8. If possible, you will (usually) watch the program through:

TV

U-Radio (Hong Kong only)

Official website or ifeng.com

Apps: ifeng Weekly, ifeng FM, ifeng video, etc

Subscribe to WeChat official account

9. Which kind of interaction do (would) you most prefer in *Omni Media Online*?

Internet Research (online poll)

WeChat audio message

U-Radio interview

Street interview

10. What features do you prefer if the program *Omni Media Online* has?

Take full use of Phoenix TV news resources

High quality content

Diverse sections in the program

Outstanding anchor with own personality

Neutral commentary

Multiple platforms available

Participate in interaction through multiple platforms

Audience's comments

Invite professionals in discussion

11. What best advantages do you think the program has? (Multiple choice)

Audience's comments

Multiple platforms available

With authority as a news outlet

Influence on the public

Global outlook

Fashionable packaging

High quality content

Diverse sections in program

Outstanding anchor with own personality

Timely news information

12. What obvious disadvantages do you think the program has? (Multiple choice)

Audience's comments were somewhat unprofessional

Compared to mainstream news outlets, it cannot be reached by watching TV

Less authority as a news outlet

Lack of local content

Unfashionable packaging

Conventional content

Simple format program

Boring anchor

Untimely news information

13. Which kind of content do you prefer if the program could involve?

Current affairs relate to Taiwan, Hong Kong and Macao

Worldwide news about Chinese community

Compelling events and people

Asia news

News comment on significant events

Other____

14. Which of the followings do you think the program need to strengthen?

Improve promotion on the Channel and the program to attract audience

Enhance interaction with audience

Introduce professionals into topic discussion

Other____