Web News in China

IFLA 2016 News Media Pre-Conference
News, New Roles, & Preservation Advocacy:
Moving Libraries into Action

Yan Yi Lee, Wagner College, NY, USA

Overview

- * Brief History of Digital Media in China
- * Audience Trends and Attitudes
- * New Developments
- * Born-digital News Preservation



"Across the Great Wall we can reach every corner in the world"

- * The first email sent to Germany from China in 1987.
- * Computer Network and Internet started
- ***** Internet Media Initiative
- * Electronic version of print newspaper on Web



- ★ Web 1.0 Read Only Web
- * Electronic version newspaper, a copy of print newspaper
- * Newspaper Groups started to publish online newspaper
 - China Scholars Abroad (神州学人) 1995
 - China Trade News (中国贸易报) 1995
 - People's Daily (人民日报) 1997



- * Newspaper Groups, such as People's Daily, Beijing Daily, China Trade News setup their own websites, published both print newspapers and electronic newspaper on web.
- ** News Agency, such as Xinhua News Agency (新华社), established it's website in 1997, broadcasted news via Internet, as well as traditional media.



- * Web portals get information together, provide news service
- ★ Major Web portals:
 - SINA (新浪网) 1998
 - Tencent (腾讯网) 2005
 - SOHU (搜狐) 1996
 - NetEase (网易) 1997



- **★** Web 2.0 "Read-Write" Web
- ★ Social Media Blog, Internet forum, RSS, Wiki, SNS, Tags
- ★ Multimedia Various content forms, such as text, audio, images, animation, video and interactive content



- * Digital newspaper is turning to "stand-alone", not only simply copy of printed periodical
- * Web News are designed in multimedia
- * News website is presenting news in more timely manner
- * Social media are adopted, make audiences interaction capable

Web 3.0 Era

- **★** Web 3.0 − Semantic Web
- * Microblogging, WeChat, Mobile, Big Data, Cloud

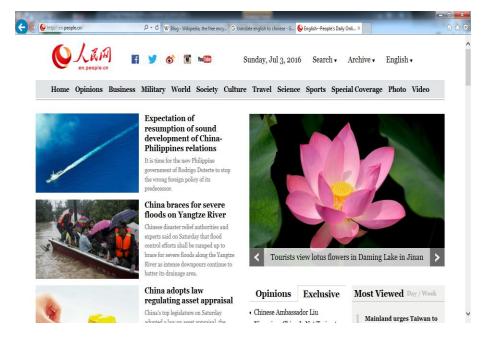


- * Traditional News Media
- Newspaper Group
- News Agency
- Radio Station
- Television Station

- * Digital News Media
- Newspaper Group Website
- News Agency Website
- Radio Station Website
- Television Station Website
- Web Portals (commercial)
- Self-Media (blog, twitter)
- Micro-communication (microblogging, WeChat)

Comparison - continued





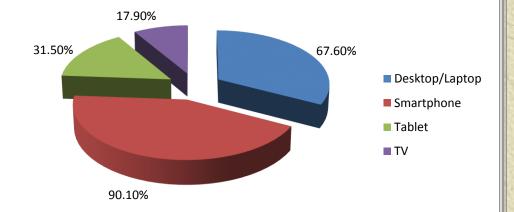
Left: People's Daily in 1949

Above: People's Daily (English version),

July 3, 2016 http://en.people.cn



- Internet Users are growing very fast in China
- * 688 Million (by the end of 2015), 50.3% of the population
- * Access Internet
 - 67.6% Desktop/Laptop
 - 90.1% Smart Phone
 - 31.5% Tablet
 - 17.9% TV





- ★ New model of information dissemination "Two Wei and One End"
- *Omnimedia "Central Kitchen"



- * A mechanic of news dissemination (2015)
- * Represented by Weibo (Microblog), Weixi (WeChat) and client-end applications
- ★ SINA Weibo (新浪微博),Tencent Weixin (腾讯微信), and client-end application Today's Headline (今日头条)
- ** Today's Headline (今日头条) news reader installed on mobile device, has the ability to recommend valuable information to each user



- * In the past two years, most newspaper media groups, news agencies, news portals, as well as TV and radio stations have adopted the model "Two Wei and One End".
- * People's Daily the biggest newspaper group
- * Xinhua News Agency the largest media outlet
- * CCTV (China Central Television) the national television broadcaster



- * "Martha Stewart Living Omnimedia" (2015) Publishing, Internet, Broadcasting media platforms, and Merchandising product lines
- * The term "Omnimedia" first appeared in 2007 (GAPP General Administration of Press and Publication)
- * Omni-media System started in 2008
- **★** Why Omnimedia?
 - High quality news to the public
 - Deliver news timely
 - Satisfy audience



- * Based on multimedia, a variety of means of expression of media (text, sound, video, animation, web pages, etc.)
- * Using various forms of media radio, television, video, film, publishing, newspapers, magazines, websites, etc.
- * Through the integration of radio and television networks, telecommunications networks and the Internet
- * Deliver news to end user in a variety of television, computers, mobile phones, etc.
- * Any person can obtain any desired information at any time, any place, via any terminal



- * Traditional Mass Media are turning to Omnimedia
- * Different types of media merged
- ***** Examples:
- ➤ 浙江报业集团 (Zhejiang Newspaper Corporation) Newspaper, Magazine, publisher, News Website
- ➤ 宁波报业集团 (Ningbo Newspaper Corporation) Newspaper, Magazine, Publisher, News Websites, Bookstore
- ➤ 深圳广电集团 (Shenzhen Media Group) Radio station, Television station, Film Studio



- ★ People's Daily the biggest newspaper group in China is turning to Omnimedia
- ** Omnimedia Platform Project "Central Kitchen" started in 2014
- ** Central Kitchen 1.0 launched on February 19, 2016

Workflow of Central Kitchen



http://news.qq.com/original/dujiabianyi/rmrbzycf.html

Central Kitchen Editor Office



http://news.qq.com/original/dujiabianyi/rmrbzycf.html



- * From a newspaper producer into a new mainstream omnimedia group
- * Integrate editorial forces and news resources
- * Produce news in various content types
- * Deliver news on multiple platforms
- * Broadcast rolling news 24 hours per day



- ★ Web InfoMall (中国Web信息博物馆) Project by Peking University
- ★ Internet Information Collection and Preservation (网络信息采集与保存) Project by National Library of China



Web InfoMall

- * A repository system for born-digital resources
- * Launched in January 2002, developed by Peking University
- * Collected and maintained 7.5 billion Web pages
- ***** URL www.infomall.cn/

Note: Unfortunately the project discontinued in 2005. Hopefully the Web InfoMall will re-open soon in the future.



National Digital Library of China

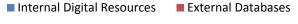
- * National Digital Library of China started in 1998
- * Digital Resources 1024 TB
- **★** Digital Resources from Internet 62.4 TB
- **★** 20,000 Websites
- ***** URL http://www.nlc.gov.cn/

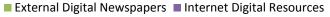


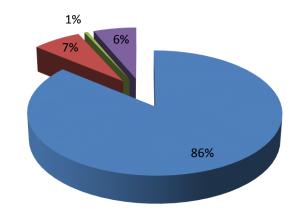
- Internal DigitalResources amount to856.92 TB
- * External Databases amount to 71 TB
- External DigitalNewspapers amount to5.28 TB
- * Internet Digital
 Resources amount to
 62.4 TB

National Library of China Annual Report 2015 (国家图书馆年鉴2015)









Thank You