

HOST IP EXPANSION UNDER THE THRESHOLD OF OMNIMEDIA-- LINKAGE OF SMALL SCREENS, FEEDING THE BIG SCREEN

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Abstract: The all-media era has ushered in a period of parallel integration across multiple media platforms, accompanied by rapid advancements in new media technologies. As these platforms explore paths to convergence, creating host IP presents new opportunities and catalyzes the transformation and upgrading of traditional media. This study aims to delve into the utilization of moderator IP to bridge the gap between old and new media, forging connections between smaller screens and harnessing the potential offered by new media before disseminating content onto the big screen. By adopting this approach, the overall value of moderators is enhanced, shedding light on the significance of shaping moderator IP and facilitating the transformation and upgrading of traditional media. By exploring these dynamics, this research offers valuable insights into the evolving landscape of media integration and communication strategies in the all-media era.

Keywords: Omnimedia; Host IP; Small screen linkage; Feed the big screen

1. Introduction

In the context of omni-media communication, the reach of the audience has expanded due to the widespread popularity of the internet and mobile phones. The continuous application and promotion of new media technology have significantly impacted traditional media, leading to a shift in communication initiatives. Consequently, media convergence has emerged as a breakthrough for traditional media. China Central Television (CCTV), the nation's prominent official media, has been leading in implementing reforms. Some notable endeavors include the establishment of a central video client and launching initiatives such as "Anchors Talk about Syndication" and "The Small Classroom." Additionally, they have explored various avenues, including creating the popular show "CCTV Boys," which focuses on IP-based hosts. These efforts are valuable lessons for other media outlets seeking to navigate and adapt to the changing media landscape.

IP was introduced to China in the early 1970s and initially applied to areas such as culture and games, serving as an economic driver. However, in recent years, the meaning of IP has evolved. A powerful IP now refers to intellectual property gaining a substantial fan base, creating traffic, and generating significant attention. Moreover, these IPs can extend beyond a single platform and integrate with various forms of media and entertainment^[1].

Hosts play a significant role as the "face" of traditional media communication, with a substantial audience base in the television medium. This advantage can be transferred to new media platforms by creating host IP, subsequently driving the evolution and integration of traditional media. For instance, "Convoy's vlog" takes the presenter out of the conventional image of news programs and amplifies their style. This approach creates a vibrant and three-dimensional "persona" while increasing their "street cred." As a result, this attracts renewed attention from the larger TV screen, ultimately breaking through the audience's preconceived notions of traditional media.

2. Host IP expansion under the threshold of Omnimedia

2.1. Characteristics and trends of the all-media era

The all-media era has brought about profound changes in the media industry, leading to a fundamental shift in the communication landscape. With the rise of electronic communication, various new media technologies have flourished, including social media, mobile apps, and online platforms. This proliferation of media channels has diversified options and made it easier for audiences to access content that suits their needs and preferences. As a result, audiences have transitioned from passive receivers to active integrators, allowing for more interactive and discursive experiences. Media development has also provided a broader range of choices, allowing individuals greater control and agency over media consumption.^[2]

In information selection, communication mediums are gradually shifting toward the small screen. One of the notable features of the small-screen mobile medium is its ability to overcome time and space limitations, providing users flexibility. The primary information consumers in this new communication landscape are predominantly from Generation Y and Z, representing a youthful trend. This audience segment tends to exhibit specific preferences in receiving and transforming information, focusing more on content that meets their needs and interests. In light of this trend, traditional television media is transitioning from a one-to-many mass communication model to a many-to-many segmented one. Audiences have become active participants and content creators in communication, engaging with the medium more effectively. This shift in audience dynamics indicates the need for traditional media to adapt and cater to the evolving preferences and behaviors of the new generation.

2.2. The importance and value of host IP

The presenter plays a crucial role as a bridge between the audience and the program. Through creating personal IPs, the presenter can establish an emotional connection and a sense of identity with the audience. Their unique charisma, style, and interaction with the audience enable viewers to easily empathize and emotionally connect, enhancing their enjoyment and loyalty to the program. A host with a high-impact and highly visible IP can attract more attention and higher ratings for the program. Audiences follow and choose programs hosted by their favorite presenters.

Additionally, a presenter's IP can infuse a program with a distinct image and style. With personalized hosting and delivery, the presenter can impart a unique character to the program and capture the attention and affection of the audience. This helps the program stand out among the crowd of homogenized shows, increasing its competitiveness and market share.

An excellent example is Dong Qing, who excels in ancient poetry and cultural programs such as "The Reader" and "The Chinese Poetry Conference." Her profound cultural heritage and expertise have garnered a large and dedicated audience. Her IP is highly regarded and has significant influence among her fan base. This is why the

programs she hosts are so well-received. It all boils down to the audience recognizing and connecting with the presenter's IP, creating a more robust and enjoyable viewing experience.

2.3. Needs and challenges of expanding facilitator IP

On one side, demand factors are driving the expansion of presenter IPs. With the rise of social media and self-publishing platforms, there is an increasing demand for individual uniqueness and personalized expression. Audiences are more likely to pay attention to presenters with unique styles and personalities, providing the groundwork for them to develop their image and build a personal brand. Media organizations also benefit from creating presenter IPs as it helps attract more audiences and increase market share, enhancing brand value and revenue. This demand has prompted facilitators to not only possess traditional facilitation skills but also require a broad knowledge background, creative thinking ability, and media literacy to stay current with the times.

On the other hand, challenging factors test the expansion of presenter IPs. Firstly, the competitive media environment demands that presenters stand out. They need to have an exceptional presenting style and unique personal charisma to capture the attention and affection of their audience. Secondly, moderators need to adapt to new media formats and communication channels with the advancement of media technology. They must master social media skills, engage with their audience, and promote their IPs using new media platforms. Moderators must also face criticism and judgment from public opinion and audiences, necessitating mental solid and communication skills.

Expanding a host's IP requires meeting audience needs and navigating the competitive and everchanging media environment. Facilitators need to continuously enhance their professionalism and skill levels and relentlessly pursue innovation and uniqueness to build an influential personal brand. Close cooperation and co-development with media organizations are crucial for expanding presenter IPs. Through continuous effort and growth, facilitators can meet the challenges, realize the further expansion of their IPs, and bring new vigor and innovation to the media industry.

3. Small screen linkage: creating intimacy and connection

3.1. Concepts and features of linked small screens

In the age of total media, media is not confined to just one big TV screen. Instead, the boundaries have expanded to facilitate interaction through the interconnection of multiple screen devices. This enables sharing, expansion, and interactive exchange of information content. Through multi-screen linkage, richer and more diverse experiences and services are provided to audiences.

For example, CCTV has launched "Anchor Talks About Broadcasting," which serves as an extension of the "News Broadcast." This initiative has proven to be a successful attempt. After airing on Newsmax, the anchors continue to sit at the anchor desk and discuss hot topics, creating a conversational atmosphere as if they were talking to a friend. From time to time, they also express their personal feelings using amusing expressions and body movements, allowing the audience to feel a sense of closeness and connection with the anchors.^[3] Through the creation of presenter IPs and the integration of small-screen technology, serious-faced presenters from traditional news programs have stepped out of the studio and embraced dissemination through connected short videos. This approach aligns with the "short, flat, and fast" characteristics of small-screen communication by starting from a small place and providing expanded one to three-minute explanations of current events. These concise videos disseminate content efficiently and recapture the audience's attention.

In addition, "Anchor Says Syndication" also includes a comment section for the short videos, allowing for interactive responses facilitated by the moderator. This further increases audience engagement and stickiness. This multi-screen concept and feature provide audiences with richer and more diverse communication experiences and service options, driving development and innovation in the all-media era. This integration showcases the ability of presenter IPs to adapt and evolve to cater to audiences' changing preferences and behaviors.

3.2. Technology and requirements for small screen communications

Small-screen devices like smartphones and tablets are commonly used for small-screen communications. It is important to optimize content for mobile devices. When videos transition from landscape to portrait mode, there is a shift in the field of view. This shift often limits the use of medium and close-up shots, focusing the viewer's attention on the figures in the frame. This approach is more conducive to the audience's reception of information. "Anchor Talk" is a medium-scene show that aims to bring the presenter closer to the audience and minimize the influence of the surroundings. Doing so increases the focus on information, and a sense of intimacy is added. Similarly, in the distribution of short videos, due to time constraints, concise and condensed information becomes the winning formula for "Anchor Talk Syndication." The program focuses on sensitive livelihood issues and transmits national policy guidelines on social priorities. In the first video of the program, Conway mentions, "You should never be low when you should be high. It is time to get down to earth and never put on airs." Leveraging the presenter's dynamic and personalized IP, the program uses empathy to engage the audience. It encourages viewers to imagine themselves as people right next to the presenter, breaking through the unequal distribution in big screen media and catering to the new trends and requirements of audience information reception.

Small-screen communication aims to meet the individual needs of the audience. The internet's advantage in creating an "echo chamber" effect is utilized here. This is achieved through personalized recommendation algorithms and techniques that analyze each viewer's browsing history, interests, and preferences. By doing so, personalized content recommendations can be provided, ensuring the content is more relevant to each viewer's interests and needs. This big data model is crucial for traditional media to understand audience profiles and adjust moderator IP shaping accurately. The strong data foundation supports the development of tiered dissemination. Through timely adjustments based on data, content can be created that aligns with the viewers' preferences and the demands of the times. This showcases the new advantage of the high degree of freedom, flexibility, and convenience offered by small-screen media.

3.3. The power and impact of small screen expansion

In the age of all media, the popularity of various types of mobile terminals allows for the wide dissemination of information through small-screen devices. Audiences can access diverse content, including news, entertainment, social media, music, and so much more, anytime and anywhere! The expanding power of small screens removes the limitations of time and space when it comes to information dissemination. This enables audiences to access and share content more freely, providing active engagement and interaction opportunities. Evaluating, commenting on, and sharing information content is now more accessible through small-screen devices.

In the media landscape of the Internet plus mobile terminals, the flow of information is significantly faster. According to the theory of the six degrees of space in information dissemination, it is possible to reach anyone in any corner of the world after just five shares of social sharing. This level of connectivity and global reach is something that traditional media cannot achieve. The integration of Internet technology and mobile terminals has

revolutionized how information spreads, enabling rapid and widespread dissemination at an unprecedented speed.^[4] In this communication environment, host IPs hold significant value. A well-recognized IP can effectively bridge big-screen media and small-screen terminals. For example, Zhu Guangquan, known as "CCTV Duanjian," has gained popularity due to his humorous words, which starkly contrast traditional news presenters. His hosting style is often filled with memorable phrases, such as "We will not take a holiday until the earth explodes. We will not rest until the universe reboots." With 3.898 million followers on the microblogging platform, Zhu Guangquan's IP is positioned in social and current affairs. His dynamic content primarily focuses on current news hotspots, leveraging his IP-driven traffic and reclaiming the role of the host in leading public opinion. This, to some extent, completes the loop of information dissemination.

Traditional media need to focus on leveraging their inherent strengths, shifting towards a network mindset, and seizing development opportunities. By doing so, they can fully exploit the immense communications market and the rapid and expansive spread of information. This will accelerate the building of presenter IPs, an aspect that traditional media must urgently prioritize. By embracing these directions, traditional media can adapt and thrive in the current landscape, remaining relevant and meeting their audiences' evolving needs and preferences.

4. Feeding the big screen: Increasing reach and exposure

4.1. The significance and goals of feeding the big screen

Linking large and small screens makes achieving a consistent user experience across different devices possible. This extends interaction and interactive experiences from small to large screen devices, enhancing user engagement and interaction. Users can interact with social media, consume personalized content on small screens, and seamlessly transition those experiences to big screens. This approach enhances the interest and impact of the content to some extent and creates richer media experiences. It enables media messages to be presented comprehensively, ensuring a more immersive and cohesive user experience regardless of the screen size.

Splitting the communication function between big and small screens can be achieved by assigning different roles to each. For example, the big TV screen can carry the main content, while small screen terminals can serve as a means to attract the audience, expand on the event, and provide additional content beyond the core. This approach allows for a more comprehensive and dynamic media experience, engaging the audience through multiple screens and maximizing the impact and reach of the content. By effectively utilizing both big and small screens, media organizations can cater to the diverse preferences and behaviors of their audiences, delivering a more immersive and engaging experience.^[5] Through this interactive association, a set of effective combinations can be formed. For instance, on March 4, 2023, CCTV's financial channel launched a special report titled "Weihong in the Two Sessions" during the annual legislative sessions. This exemplifies the practice of combining large and small screens and showcases the IP of facilitators. Initially, they relied on the big screen for live TV, leveraging the audience's inherent trust in traditional media and specialized presenter IPs to establish authority in information dissemination. After the live broadcast, the content was transformed into short videos and distributed on multiple platforms for online dissemination. This approach capitalizes on both mediums to maximize reach and engagement, catering to the preferences and behaviors of different audience segments.

Leveraging the Internet Age, information dissemination exhibits a long-tail effect, meaning messages can continuously find new audiences in the tail market through rediscovery and dissemination. By feeding the big screen and creating a communications matrix, seamless connectivity and interaction between small and large

screen devices can be achieved, delivering a consistent, rich, personalized media experience. The significance of this strategy lies in integrating content and functionality across different screens to provide users with a new and engaging media environment. This approach promotes user engagement and loyalty, ultimately enhancing the dissemination and impact of content.

4.2. Translating small screen experience with big screen applications

Translating small-screen experiences into big-screen applications leverages small-screen devices' accumulated experience and knowledge. It applies to big-screen devices, providing a richer and improved audience experience. It involves transforming short videos or social media content from small screens into long videos or TV programs on large screens, resulting in more impactful and creative content. Additionally, the interaction experience from small-screen devices can be translated and optimized for large-screen devices. For example, touchscreen interactions on small screens can be transitioned to voice, gesture, or remote control interactions on big screens, creating a more accessible and diverse audience experience. This approach has shown positive feedback in some children's and game shows.

Traditional media message senders are limited to one-way information delivery to the audience, restricting the possibility of feedback. However, in the age of big data, much information can be collected from small screen terminals and then used to provide reverse feedback. For example, personalized recommendation algorithms and customized services can be translated to big-screen devices, facilitating synchronization and seamless data connectivity. This enables media organizations to deliver content and features that better match the interests and needs of their audiences. By leveraging these capabilities, traditional media can enhance audience engagement, provide tailored experiences, and stay relevant in the era of big data.

4.3. Enhancing the value of presenter IP with big-screen media

There are numerous opportunities to enhance the value of a presenter's IP (visibility and influence) through big-screen media. Big-screen media, such as TV and film, offers a broad reach and a large audience base. Due to the inherent attributes of traditional media, audiences generally have a high level of trust in them. By showcasing content related to the presenter's IP on big-screen media, their exposure is broadened, reaching a wider audience and increasing visibility and impact. Additionally, by presenting expertise, in-depth analyses, unique perspectives, and other content on big-screen media, the presenter can establish themselves as an authority in their field, further enhancing audience recognition of their IP.

Leveraging big-screen media, facilitators can collaborate across boundaries with other areas, expanding their reach and enhancing their value. For instance, CCTV host Wang Bingbing broke into new territory through IP shaping. In August 2020, she joined the Beehive platform and gained a million fans in less than half a day. As of August 13, 2023, she has amassed 4.8 million followers, and her videos have received 15,668,000 likes. Wang Bingbing's transition from a host IP to a video blogger, from journalism to short video distribution, has been empowered by the big screen as a platform. The small screen is a traffic carrier for her "ratings code." This three-way linkage fully utilizes the presenter's IP and demonstrates the multifaceted nature of traffic as an information dissemination method in the allmedia era.

5. Conclusions

In the age of total media, it is crucial to leverage the new communications environment to shape the presenter's IP and reap branding benefits. It is important to actively explore more effective communication models and

expand the discursive space for moderators. This allows diversified IPs to thrive on the big screen and blossom on the small screen, ultimately leading to a new pattern of media integration and comprehensive communication. By embracing these strategies, traditional media can adapt and evolve to meet the demands of the all-media era, creating a seamless and immersive media experience for audiences.

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