

Innovative Study on the Deep Integration of Television and the Internet in Chongqing's "i12 Parent-Child Community+"

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Abstract: The ever-changing technological breakthroughs are opening up the boundaries of the media, and the development of media convergence has been renewed and iterated. Based on the integration of TV stations and the Internet, which is no longer fashionable, this paper takes the first domestic cable TV network's TV parenting community-Chongqing "i12 Parenting Community+" as an example to explore the specific performance of its in-depth integration of TV stations and the Internet. This article examines the Chongqing "i12 Parent-Child Community+", one of the earliest TV parent-child communities in the domestic cable TV network. Its investigation focuses on the specific performance of the in-depth integration between the TV station and the Internet. The findings reveal that the community strongly caters to the children's demographic, refines market strategies, and showcases the collaborative nature of TV station and Internet integration. Notably, it employs diversified entertainment marketing, multi-screen live broadcasting, and interactive features, creating a close connection between the TV station's content, channels, and users on the Internet. This provides reference and reference for the deep integration development of traditional media.

1. Introduction

The emergence of virtual communities on the Internet has led to a growing demand from users for socialization and engagement. Traditional media operations and development must adapt to this new media technology environment by moving beyond conventional information dissemination and placing a greater emphasis on delivering excellent service. To achieve this, they need to embrace a novel business model that combines news and services, thereby expanding their reach and opportunities. Chongqing Radio and Television Group, also known as "Chongqing Radio and Television," in collaboration with Chongqing Cable, has successfully employed a network convergence model to integrate content and platform terminal technology, resulting in the creation of the "i12 Parent-Child Community." This community serves as a service platform focused on fostering a sense of family and community, primarily catering to children aged 0 to 12 and their parents. By prioritizing the needs of children, this community not only offers informative content, but also provides valuable value-added services. Recognizing its accomplishments, the project was

designated as a national media convergence growth initiative by the State Administration of Radio, Film, and Television (SARFT) in 2020.

2. Chongqing "i12 Parent-Child Community+" in the Context of Media Integration

2.1 Background of Chongqing i12 Parent-Child Community Plus

On 25 August 2015, the issuance and introduction of the "Three Networks Convergence Promotion Programme" allowed telecom operators, cable TV network operators and many Internet companies to interlock one after another among some of each other's traditional business categories such as TV transmission industry, Internet broadband access, new media operations, and so on. New Radio and Television Development (2016) No. 124 in 2016 pointed out that the urgency of the development of media convergence should be further raised awareness of the substantial transformation of traditional types of media such as broadcasting and television and the Internet to integrate with each other should be accelerated to complete[1].

Through the search of academic papers on the topic of "media convergence" and the understanding of national radio and television media convergence cases, it can be found that from the authoritative mainstream media to the municipal and county local media, all over the country are in full swing to promote the media convergence and build the integrated media centre[2]. In the process of the trend of the development of the integrated media era, Chongqing Radio and Television Station, as the mainstay of the mainstream media organisations in Chongqing Municipality, is able to make substantial progress in media integration and break through the bottleneck of the media integration model, which is one of the top priorities of Chongqing Radio and Television Group [3].

Nowadays, the integration of TV stations and Internet terminal channels has been commonplace, how to achieve new breakthroughs in content production, user linkage and other levels on the basis of mutual benefit between TV stations and the Internet? Based on the background of the new model of TV station and Internet integration, Chongqing Radio and Television Station and Chongqing Cable joined hands to create "i12 Parent-Child Community+" (hereinafter referred to as "i12"). This is a radio and television parenting community named after Chongqing's localised dialect which can be used as a nickname for a child in Sichuan and Chongqing), and relying mainly on the cooperation with the Chongqing Cable TV network. The community is mainly based on the cooperation with Chongqing Cable TV Network [4].

2.2 Specific reasons for the creation of Chongqing's "i12 Parent-Child Community".

After analysing the dilemma of integration and transformation between Chongqing Broadcasting Television (CQBT) and Chongqing Cable and exploring further deep-level cooperation, there are three reasons for the development of "i12". Firstly, based on the commonality of platforms of Chongqing Broadcasting Television (CQBT) and Chongqing Cable: both of them use the TV screen as an important channel for their video services, and there is an ecological connection between them [5]. Secondly, Chongqing Radio and Television Children's Channel, long-term is to Chongqing children's groups as the operating target, according to official statistics have millions of loyal viewers and children's fans, in the professional authority of the mainstream media identity support, in the content of the programme content production resources, programmes and activities bundled with the marketing, online activities to build momentum and warm up, the extension of related industry chain of offline Chongqing, local media at all levels cannot be compared to the advantages of the local media. Chongqing Cable, on the other hand, has a strong presence in daily life based on family TV [6]. Through Chongqing Cable's subscriber behaviour analysis system, it can be

observed that the average daily viewing time of Chongqing Children's Channel is about 37 minutes, and it has an hourly viewing traffic of 210,000 households during daytime, which is not to be underestimated. Its audience share has long been among the top three local channels in Chongqing [7]. The audience group of children's channel also presents the characteristics of strong user stickiness and high stability. According to the statistics of Chongqing Cable TV video on demand platform in the children's group category on-demand volume accounted for 18.3% of all video playback, of which the monthly video on-demand volume is up to 300 million times. In the statistics of Chongqing cable monthly on-demand volume of the top ten, children's animation class video accounted for 50%, compared with other types of on-demand content, on-demand children's video content of the user to watch an average of more than 106 minutes of stay time, only behind and at the same time period of television screen synchronous broadcast of television drama type [8].

2.3 Overview of Chongqing i12 Parent-Child Community Plus

Chongqing "i12 Parent-Child Community+" integrates animation, movies, children's songs, picture books, games and other parent-child audio-visual content and services, providing a one-stop comprehensive service community for families with children aged 0 to 14 to watch, play, practice, learn and buy. Chongqing Radio and Television Children's Channel has the media credibility, influence and authority of children's programmes and the professional integration of children's programme resources and content, while Chongqing Cable Networks has the ability to operate users, convert traffic, collect and apply big data, and the technical support and product design required for programme content in the era of media convergence. The close combination of the two has led to the creation of "i12", which is dedicated to localisation and excellence in operation. "i12" has developed a series of new functional product designs covering children's viewing time control management, parents' playlist, historical viewing records, etc. to meet the actual needs of parents of children's groups, and has developed "memory play" for children's groups. For the children's group, we have developed "Memory Play", "Auto Renewal", "Intelligent Recommendation" and other functions to further strengthen the operation. In 2022, "i12 Parent-Child Community+" had a cumulative total of 2.22 million unique visitors and 36.54 million video clicks. Since the establishment of "i12 Parent-Child Community+" in 2016, the amount of online video playback has exceeded 8,000 hours. Since the establishment of "i12 Parent-Child Community+" in 2016, the broadcast volume of online videos has accumulated more than 8,000 hours, the video broadcast volume has accumulated more than 660,000 hours, and there are more than 400,000 paid users, and the income generated by a single project is more than RMB 20 million. "i12 Parent-Child Community+" has become a special area with perfect functional design, convenient service experience, high user stickiness, and rich video content.

3. Chongqing "i12 Parent-Child Community+" is an innovative way of deep integration between TV stations and the Internet.

Chongqing "i12 Parent-Child Community+" has become the first parent-child community in China to be jointly operated by a broadcasting network operator and a local TV station's professional channel in terms of platforms, terminals, channels and contents, etc. It is the first parent-child community in China to be jointly operated by a broadcasting network operator and a local TV station's professional channel. Especially in the context of the rapid development of media technology, Chongqing "i12 Parent-Child Community+" makes use of innovative technologies such as live interaction between TV stations and the Internet, cross-screen TV interaction, etc., reflecting the innovative significance of the in-depth cooperation model, practical innovation model, vertical segmentation model, and online and offline marketing and operation model in the era of media

convergence.

3.1 Television and Internet linkages to enhance the competitiveness of the broadcasting video industry

Currently, Chongqing "i12" has adopted the "Three Merchants +" model for its customised video integration service for children, in which Chongqing Radio and Television's Children's Channel is the video content integrator, and works with Chongqing Cable and market players to plan and develop localised themes for Chongqing. The "content provider" is the user's original content. This is a way for Chongqing's "i12 Parent-Child Community+" to use online and offline planning to further develop "UGC" as a new type of content. "This is a new type of content production that i12 Parent-Child Community + Chongqing uses to plan online and offline activities, and further develops "UGC" as a new type of content production for i12 Parent-Child Community + Chongqing as well as other related media platforms. The "Product Operator" implanted its products and brands into the event content, gathering user groups and generating marketing revenue. The "Three Businesses +" model integrates a large number of high-quality children's video resources such as children's animation, cartoons, films, teaching, and practical courses. At the same time, "i12" keeps up with the hotspots and has a rich IP ecology. According to incomplete statistics, the annual number of exciting animation videos reached 30W minutes, educational early education videos reached 6W minutes, animated film videos reached 3W minutes, and new anime videos reached 8W minutes. Its TV station and Internet linkage has effectively enhanced the competitiveness of both parties in the broadcasting video industry.

3.2 "Content to Product", Interactive Mode Creates Unique Business Opportunities

Based on the love of children's groups for popular animation, cartoon and film videos, the two parties held a series of online and offline activities on the "i12 Parent-Child Community+" as an interactive platform and jointly built and operated a TV mall for cartoon, animation, film and other peripheral products, further realising the in-depth integration of the TV station and the Internet. The interactive mode is mainly reflected in three aspects:

The first aspect through the TV station and the Internet linkage, online warm-up registration, offline selection of small models, small hosts, small actors, small reciters and other activities, to further enhance the participation of parent-child groups, gather fans, the formation of a stable community fan base. Let users become "little stars", "little celebrities", "little netizens" and other psychological interaction and participation for the community to achieve content resources to increase revenue. The second aspect is to use the user's daily life of "cool beans" to sign in the welfare exchange for genuine toys, continue to motivate the user group to pay attention to the parent-child community activities, the purpose is still to breed a high degree of viscosity of the fan base, and continue to create the value of the visual income and marketing value; the third aspect is, through big data analysis, the children's favourite animation characters, and accurately reach the user group, and then send them to the community. Thirdly, through big data analysis, the children's favourite animated characters are precisely delivered to the user groups, and then enter the local kindergartens in Chongqing, using the animated characters to interact with them in a zero-distance manner, and record the children's growth moments by individually recording them in the talent show and other interactive sessions. Its offline activities can be seen in the children's channel area of "i12 Parent-Child Community+", which is to enhance user stickiness by directing parents to target Chongqing "i12 Parent-Child Community+" through their concern for their children while being entertained at the same time.

Simultaneously, the combination of station, network, and business cooperation enables an

in-depth exploration of the O2O model. By leveraging big data and integrating online resources, it becomes possible to understand and cater to the preferences of specific user groups. Additionally, offline initiatives are established to facilitate practical activities for parents and children, hobby training sessions, children's gaming competitions, and the distribution of animated films. These measures contribute to the development of a comprehensive parent-child industry chain. The entertainment content of Chongqing "i12 Parent-Child Community+" is dedicated to developing and broadcasting original parent-child programmes, creating unique business opportunities through diversified marketing in entertainment.

3.3 Multi-screen interaction and effective traffic diversion across platforms

One of the manifestations of "i12" that reflects the deep collaboration between TV stations and the Internet is the realisation of multi-screen interaction. The most common is that the user group in watching the live broadcast, can be set through the remote control button according to the TV screen pop-up card prompts, page selection jump. "i12" its basic multi-screen interactive on-demand two paths are: one is based on the HD interactive set-top box path: happy school-i12 parent-child community/children-i12 parent-child community; the second is based on the come to the point of the intelligent set-top box path: applications Education-i12 Parent-Child Community/Kids-i12 Parent-Child Community. Both TV stations and the Internet collaborate closely in the channel and content itself, and cooperate deeply with market merchants based on the product level, which not only enhances the business experience of interactive TV applications, but also realises effective infusion in official media and self-media terminals.

While "i12" organises various activities offline, Chongqing "i12 Parent-Child Community+" broadcasts the children's performance image on the big screen like the TV screen through live interaction on the mobile client, video link, uploading activity videos, etc., and broadcasts them to the children's channel, the children's channel WeChat, and the children's channel's WeChat. The children's Channel, Children's Channel WeChat public account, and the Chongqing Cable public account "cnn love to watch" are among the new media interactive platforms established. These platforms, along with the Point APP and other types of media, enable push-pull screen interaction and seamless switching on mobile devices. Together, they create a novel cross-screen application that facilitates the convergence of content and products. This integration aims to successfully convert free content into paid services while attracting engagement from multiple platforms.

3.4 Deep ploughing into children's groups and realising transpersonal thinking

The construction of Chongqing "i12 Parent-Child Community+" platform is an innovative integration of TV station and Internet by Chongqing Cable and Chongqing Radio and Television under the environment of media integration, trying to focus on children's groups, ploughing into the characteristics of children and segmenting the children's market, and realising the in-depth development and commercial realisation with the children's group as the core content and the parents' group as the main marketing body. The development and commercial realisation of the children's group as the core content and the parents' group as the main marketing body has been achieved. In the overall operation, Chongqing Radio and Television Children's Channel, after accurately identifying the target group, carries out interactive marketing based on the content of the programme, with enhanced user stickiness as the core, and both the TV station and the Internet achieve accurate marketing of advertisements on this basis, and further commercial realisation.

The parent-child community conducts an in-depth exploration of the children's demographic to enable precise marketing on each platform. Simultaneously, it adopts a unique perspective from parents to foster innovative thinking. Firstly, the naming of Chongqing "i12 Parent-Child

Community +" adopts the localised Chongqing dialect "Love Missy", which resonates emotionally with the parent-consumer group; secondly, based on the physical and mental health of the target group of children, they have a strong ability to learn but a weak ability to discriminate, Secondly, based on the physical and mental health of the target group of children, strong learning ability but weak discernment, poor self-control, the platform has conducted in-depth investigation and research, and developed new features to facilitate parental management of children and to meet parental needs; and finally, from the personalised needs of the children's group such as personal interests, the community has developed intelligent recommendations, automatic renewal, and record billion playback functions. In the experience of the children's user group, we follow the concepts of anti-addiction, scientific and reasonable arrangement to ensure physical and mental health.

4. Chongqing "i12 Parent-Child Community +" practical application of the innovative road

4.1 Interactive innovation of live TV broadcasting

Chongqing TV and Chongqing Cable have achieved the deep integration of TV stations and the Internet, and one of the most worth exploring is the innovation of live TV broadcasting, which is not only based on the cooperation of programme content, product marketing and other aspects, but also actively develops new boards and platforms to achieve technological empowerment. Chongqing Cable, together with Chongqing TV Children's Channel, created a live interactive platform in the parent-child community. For example, on the day of Double 11, it cooperated with the domestic e-commerce platform Jingdong, and before the live broadcast, it warmed up online in the special area: "4 hours of wonderful live broadcasts, wonderful family carnival", and its interface design used colorful colour combinations with children's shoes, toys, etc. that meet children's preferences. The interface design is colourful, with children's shoes, toys and other accessories in line with children's preferences to embellish the page, very eye-catching. During the live broadcast, e-commerce platforms provide exclusive offers for users of the co-operative zone. In addition, while the technology has matured and the content has been enriched, the frequency of live TV interactions on Chongqing "i12 Parent-Child Community+" has been increasing, and the multi-screen interactions during the live broadcasts have become more suitable for children and their parents to participate in.

4.2 Extension of various tournaments

i12 plans and organizes various kinds of children's competitions online, such as the recruitment and selection of small actors for the "Little Red Star Heart to the Party", the children's football competition with the theme of the World Cup, and the Little Anchor Competition with the Chongqing Children's Channel, etc. These competitions provide community members with timely information on the competition registration, convenient registration channels, formal display platforms, and a platform to showcase their talents. These competitions provide community members with timely competition registration information, convenient registration channels, and formal display platforms. At the same time of developing and planning the children's tournament programme, "i12 Community" started from the attention of the children's group, and further designed the special area page according to the theme of the tournament. In addition to the design of the special area for registration, you can also vote for your favourite players during the tournament and give them praise, so as to increase the sense of user participation and interaction. At the same time, the video of the selection process of some events will be broadcast through multiple channels, Chongqing TV, Chongqing Children's Channel, Chongqing Cable "i12 Parent-Child Community +" and self-media to achieve all-media publicity and promotion. In this way, users not only focus on

the parenting community, but also shift their attention to Chongqing TV, achieving a win-win situation.

4.3 Innovative offline activities

Chongqing "i12 Parent-Child Community+" produces online entertainment programmes and thematic activities according to festivals, festive seasons and other real-time hotspots, such as tree-planting and environmental protection, parent-child science and technology practice, floral art and aesthetics experience, DIY lunchboxes related to public welfare, hobby cultivation, member benefits and a series of other activities, to form a series of online special area parent-child clubs. In the specific activities, the content of the zone can be the PGC content shot by the offline zone personnel and the UGC content shot and produced by the user groups to jointly implement online, so as to realise the resource circulation effect. The offline zone can ensure the quality of content and complementary themes of the activities, which can greatly drive the atmosphere of on-site activities, strengthen the participation and interactivity of the user groups, and realise the diversion of various platforms while enhancing user stickiness. The offline activities of "i12 Parent-Child Community" are diversified according to current events and online real-time hot IP, and are changed regularly every week to meet the individual needs of different user groups.

5. Chongqing "i12 Parent-Child Community +" prospect road

Firstly, under the trend of media convergence, by ploughing into a certain type of group, tapping into and meeting the needs of vertical market segments, the media come out of a multi-win and distinctive TV station and Internet convergence road. Chongqing's "i12 Parent-Child Community+" is a deep ploughing into the children's market, taking into account the common and individual needs of the user groups, implementing precise marketing through in-depth live broadcasting interactions, and improving user participation through online and offline activities. In future development, leveraging the influence and unity of Chongqing Children's Channel in Chongqing, we can collaborate with Chongqing Cable to create a comprehensive ecosystem encompassing parent-child education, learning, family life, and entertainment services. This ecosystem will focus primarily on children as users and parents as consumers, with the aim of promoting extensive integration between the family and the parent-child industry chain across multiple platforms. This approach will establish an operational model known as the "Three Circles and One Chain." "One chain" operation mode, ultimately breaking through the traditional TV station and Internet integration mode, and constructing a vertical ecosystem of education, practice, mother and child, catering, sports, entertainment and other industries with high-quality resources integrated into one family parent-child ecosystem.

Secondly, the implementation of 5G technology has also brought a new boost to the integration of broadcasting and television media. In the future, Chongqing's "i12 Parent-Child Community+" can make use of 5G technology to realise interconnection of terminals and broaden the coverage area. Using new media integration technologies, it will develop new channels, plough into the target groups and segment the fields vertically, and carry out diversified development of children's education, parent-child activities, entertainment activities, etc., so as to form the clustering effect of parent-child industry chain. At the same time, "i12 Parent-Child Community +" can also boldly practice, break the current online interface interaction limitations, develop new channels of interaction, carry out online real-time cloud classroom, open up children's campuses, and do a good job of children's group media integration service platform at the same time, push forward the platform's vertical and deep development, and realise the real parent-child media integration multi-industry development platform.

6. Conclusion

New media brings a new media ecology, from the central media to the county-level media are exploring the road of media integration, in which there are many successful cases of exploration. Media integration is not a simple addition, but a series of integration from planning, production, talents to channels. The case of Chongqing "i12 Parent-Child Community +" also confirms that the essence of integration is not superposition but innovation, in terms of content, platform, operation, talent, innovation, TV stations and the Internet both in the production, marketing, profitability model and other aspects of the transformation, to achieve the depth of the integration of TV stations and the Internet, the content, channels, users closely linked. The content, channels and users are closely connected. In short, the integration practice of "i12 Parent-Child Community+" continues to deepen, and its idea of cultivating the target group and thus refining the market is a kind of reference and reference for the integration of other TV stations and the Internet.

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