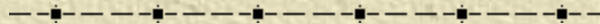


Web News in China

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

At the Beginning

“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

Early Web News

- ✦ 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

Early Web News - continued

- ✦ 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.

Early Web News - continued

- ✦ 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 Era

- ✦ 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

Web 2.0 Era - continued

- ✦ 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

Comparison

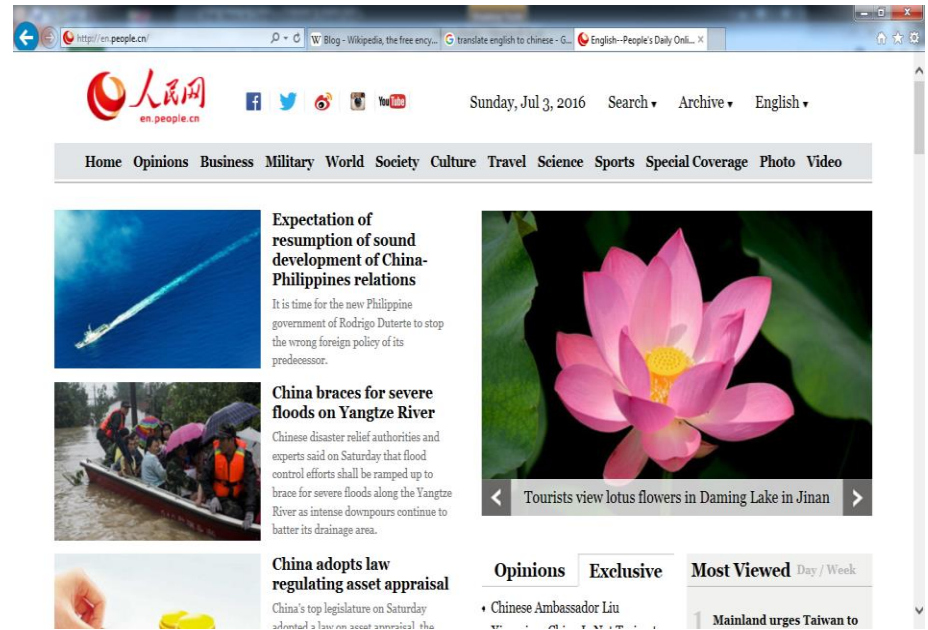
✦ Traditional News Media

- 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

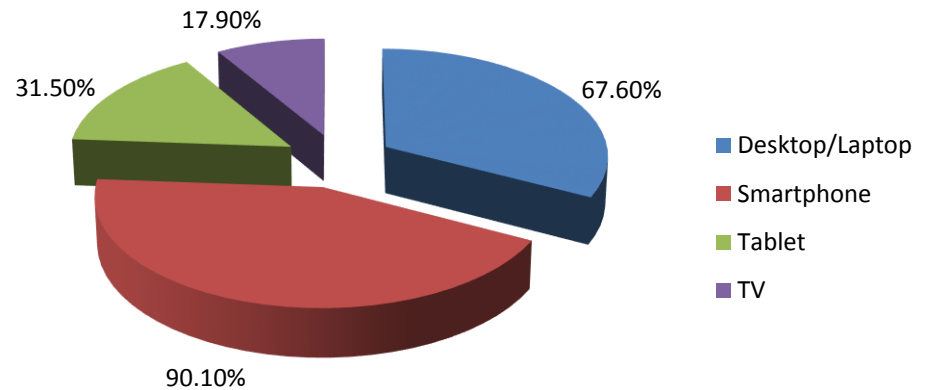


Left: People's Daily in 1949

Above: People's Daily (English version),
July 3, 2016 <http://en.people.cn>

Internet Users in China

- ✦ 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 Developments

- ✦ New model of information dissemination – “Two Wei and One End”
- ✦ Omnimedia – “Central Kitchen”

Two Wei and One End

- ✦ 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

Two Wei and One End - continued

- ✦ 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

Omnimedia

- ✦ “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

Omnimedia - continued

- ✦ 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

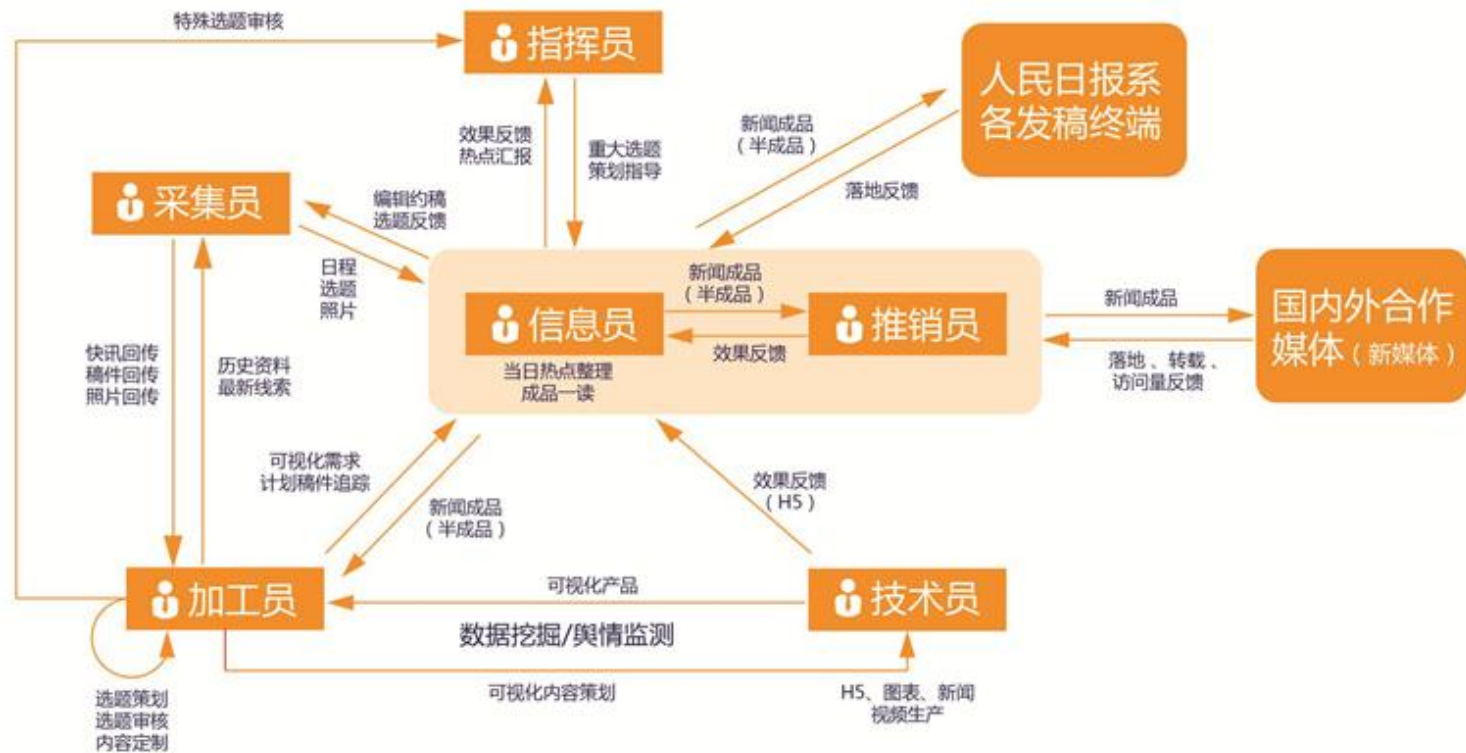
Omnimedia - continued

- ✦ 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

Omnimedia - continued

- ✦ 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



Central Kitchen Editor Office



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

People's Daily Transformation

- ✦ 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

Born-Digital News Preservation

- ✦ 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/>

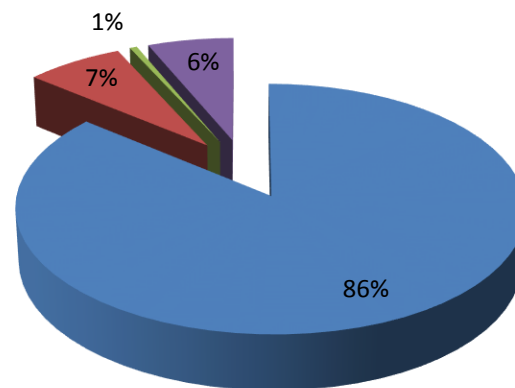
National Digital Library of China

- ✦ Internal Digital Resources amount to 856.92 TB
- ✦ External Databases amount to 71 TB
- ✦ External Digital Newspapers amount to 5.28 TB
- ✦ Internet Digital Resources amount to 62.4 TB

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

Digital Resources in National Library of China

■ Internal Digital Resources ■ External Databases
■ External Digital Newspapers ■ Internet Digital Resources



Thank You