Web News in China

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*News, New Roles, & Preservation Advocacy: Moving Libraries into Action*

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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% Smartphone
- 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
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
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

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

- Digital Resources - 1024 TB
- Digital Resources from Internet – 62.4 TB
- 20,000 Websites
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

Digital Resources in National Library of China
- Internal Digital Resources: 86%
- External Databases: 7%
- External Digital Newspapers: 6%
- Internet Digital Resources: 1%

Thank You