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On the New Path of Integration and Transformation of Local Mobile Audio Broadcasting Platform—Take Wuhan "Nine Birds FM" App as an Example

Haohao Zheng*, Runfeng Liu
Wuhan Technology and Business University, Wuhan, China
*Corresponding author, e-mail: 489498235@qq.com

Abstract: *"Nine Birds FM" provides high-quality and diverse program contents and innovative interactive ways to enable the audience to have timely dialogue with the host and guests, so as to realize effective connection between the main body of communication and the object of communication. Individuals participate in social public activities by listening to the radio, and the voice brings the social "sense of common existence" of internal emotions, Stimulate the audience's collective emotional memories and a high sense of scene and participation.*

Keywords: *"Nine Birds FM"; High sense of participation*

Introduction

With the development of Mobile Internet, People's reading habits and reading needs have changed a lot, mobile audio is just adapted to this change, in addition to its accompanying and portable characteristics, as a new and important source of information. In order to adapt to the demand of Fragmented Information Dissemination, Short audio has gradually become an important form for traditional broadcasting to adapt to the Internet and compete for the offline market.

"Jiutoubird FM" APP is a mobile audio application with unique regional features, since its official launch in November 2016, the company has embraced the concept of "five-in-one"; , which focuses on the enhancement of long and short video, large screen and small screen, online and offline, technical content, and institutional mechanisms, from innovative expression to telling a good story, continuously launched a number of hot flash fusion media products. "Jiutoubird FM" APP until the end of 2019, a total of 10 radio channels, 300 programs, 278 anchors, platform for"Jiutoubird FM" , 24-hour online, which means that listeners can listen anytime, anywhere, want to listen. Continuing to develop content and products from a user;s point of view, reengineering the broadcast business process with mobile internet thinking, and allowing excellent content to be distributed on a large scale, in a crowd, and in a personalized way, will bring a brand new listening and interactive experience to the scene, the new mode of accelerating the development of industry provides a new angle of view to share and route reference for the research and construction of broadcasting audio platform.

Strengthening the Characteristics of Territorial Links by Taking Local Culture as a Key Element

Create Local Characteristic Culture Column with the Label of Jingchu Culture Communication

"Nine Birds FM" app takes into account the tendentiousness and initiative of audience selection in the network environment. While giving full play to the authoritative advantages of traditional broadcasting, it pays more attention to meeting the tastes and needs of the younger generation of audiences.With the help of emerging media and channels, and many high-quality professional audio programs, the app strengthens the cultural label of Jingchu, adopts the strategy of differential positioning, and forms a cultural symbol with strong regionality, identity and originality. At the same time, the platform also gathers a large number of well-known radio and television hosts, experts and scholars, we media ’s famous host, editors and reporters, and has a large amount of audio program content, which ensures the continuous high-quality and continuous content output of the platform. For example, the column of "Fu Guaizi talking about Wuhan" by Fu Shaoxuan, a well-known storyteller, tells about the changes of Wuhan through 20 place names of Wuhan. It tells about the historical sites from the Yellow Crane Tower to the Liudu bridge in the old city of Hankou. It can be called a "sound map" recording Wuhan from the aspects of economy, culture, science and technology.

With the Support of New Technology, Highlighting the Uniqueness of Cultural Content and Products

"Nine Birds FM" app with the regional characteristics of cultural communication and the continuous support of new technology, Galway links the breadth and depth of integration of media and culture, catalyze the birth of more new communication products, greatly enhance the audio platform performance, appeal, communication and influence. For example, the 1.91 million-volume program “city sounds like Florida”was very popular among the audience. The program recorded all kinds of sounds of Wuhan city through a three-dimensional communication channel and a new carrier to develop the charm of Wuhan. Many listeners left messages at the bottom of the platform: "What impressed me most about Wuhan was the bus in Wuhan, where passengers spoke the old Hankow dialect of "master, take a foot of thistle. "Wuhan's voice is the whistle of the Yangtze River Ferry. When I was a child, my father would take me on the ferry to and from the two sides of the Yangtze River, and I would hear the sound of the whistle echoing across the river. It was thick and long. " "I would leave it for the whole family to listen to when I had dinner at night. " Through frequent interaction with users, let the platform become the emotional bond that the user identifies with the city culture, greatly enriched the communication content of the platform, constantly pushing the audio product to "make a difference" . The "NINE-HEADED-BIRD FM" APP is precisely the content innovation rhythm and the dissemination path under the technical assistance unceasingly strengthens, creates the Audio frequency original program unceasingly, breaks the regional cultural boundary, disseminates the urban culture, to form a good communication environment to carry forward, participate in and protect the regional culture

Connect Online and Offline to Create a Closed Loop of People's

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Life and Entertainment.

"Nine Birds FM" app achieves strategic cooperation with social forces by integrating different internal and external resources, interworking online and offline, providing users with differentiated, personalized and intelligent audio services by linking more intelligent terminals and innovative service modes online and offline, and continuously improving the communication and guidance power of broadcast media“ Relying on the life and entertainment resources of Hubei Province, Nine Birds FM platform innovates and develops one-stop cultural consumption service products such as tourism, leisure, vacation, food, entertainment, shopping, etc. Based on the all-round life service of "eat, drink and play", starting from the aspects of knowledge, practicality and interest, this paper explores the content advantages and brand effect of traditional radio in various life fields such as food, transportation and entertainment, and becomes a good helper for people's life and entertainment. For example, the answer to Dashan, which is very popular among the audience, shows the villagers' steady happiness in the form of "helping farmers and helping the poor + public welfare live broadcast". For example, in 2020, Zaoyang, Hubei Province, will jointly launch the live show with goods by the platform and specialty Manufacturers in poor areas. The director and mayor will live show with goods. After the program goes online, the live flow will reach one million people. This is not only the practice of integrated production, but also a new exploration of theme reporting. At the same time, it also promotes the sales of products implanted in the program, and realizes a win-win situation for the media and enterprises.

Explore the Promotion Mode of "Broadcast + New IP" to Make Cultural Products More Grounded

The popularity of IP marketing has also triggered new ideas for the operation of "nine headed birds FM". For example, the platform launched a large-scale audio literature boutique "Beijing Opera tammen", which is based on the four volume reportage "Beijing Opera tammen" created by Hubei writer Chen Benhao. Tan men, a Peking Opera, reproduces the great contributions made by Tan Xinpei, a representative of the seven generations of Tan men, who devoted themselves to the cause of Chinese opera, in the formation, development and innovation of the "Tan school" art of Peking Opera. The book has a history span of more than 100 years, involving many historical figures and major events, and can be called a "condensed history of Chinese Peking Opera". The combination of literature IP and opera audio in Peking Opera Tan men is a way of communication close to the public, spanning the historical inheritance and vigorously promoting the traditional Chinese opera culture. At the same time, it launched cultural and creative products such as "Beijing Opera tamen" to make the products more concrete and attractive. The combination of Wuhan local drama in Hubei Province and Jingchu culture produces fresh identity and high degree of identity, breaks free from the transmission shackles of a single platform, and strengthens the territorial and trendy nature of the platform. For example, the platform and Hubei Provincial Health Commission jointly create the "health and longevity plan"; Join hands with "poetry world" to create a knowledge column "Wei Wei Dao Lai" hundred classic poetic Chinese series; In cooperation with Wuhan culture and Tourism Administration, the opening ceremony symphony concert of "pay homage to the hero · public welfare performance season" was released, providing full platform network video live broadcasting service throughout the whole process. The total viewing amount of the whole platform reached more than 7 million person times, and the online message and interaction of netizens reached more than 3000. The calendar of the sound of nine headed birds, through

linkage communication, excavates the advantageous resources of all parties and widely spreads Jingchu culture.

Guided by the Thinking of "Broadcasting +", Promote the Construction of Intelligent "Scene" of Platform

Take the User's Interest as the Explosion Point, Create the Intelligent Application "Scene"

The emergence of big data can help the media to have a deeper understanding of their own user groups and mediaTheir needs. Platform through the grasp of huge user data information, professional analysis and processing of these data, so that its feedback and create greater value “Nine Birds FM "app will also provide intelligent audio services according to users' personalized audio consumption needs. For example, according to the personal interest tags added by users in the platform and the audio of each click, the platform recommends relevant audio to users, and records their favorite content and audio duration for the next push. It also sets different scene contents according to the audio content of different scenes, such as "opera", "reader", "music listening" and so on. In addition to the deep cultivation in breadth, the platform also works hard in depth. For example, in the catalogue of "war epidemic must win", there are columns such as "Wuhan refueling video collection", "National Radio supporting Hubei", "literature and art works of fighting against epidemic situation", etc., which are composed of many radio programs, such as "letter of peace of mind", "neighbors, war epidemic situation", "voice for love"“ Based on the user data platform, Nine Birds FM continuously improves the accuracy of information push and the effectiveness of communication through data, tagging and intelligent operation, and provides a full range of audio services such as classified listening, product customization, program interaction, fan aggregation, data monitoring, market development and so on in mobile scenarios.

Timely Establishment of "Emergency Broadcast" and Vertical Subdivision of the Anchor Channel

"nine-headed Bird FM" APP has developed a lot of new dissemination content and functional applications, linking more intelligent dissemination carriers and user content to meet different needs, such as live broadcast, paid listening, e-commerce and so on. For example, it has established the first media-integrated audio ecosystem of the domestic Internet audio platform to solve the problem of emergency broadcasting and achieve wide coverage of important news. According to the importance of information, urgency and user's usage, the platform can implement precise push and broadcast in the event of emergency, which greatly improves the communication effect of emergency public events. "For example, during the fight against the epidemic, the "nine-headed Bird FM" APP launched the "special column on the fight against the epidemic" through telephone links, combined with radio, live online, through the spread of Wechat, Weibo and other means, multi-angle, multi-level comprehensive publicity of each functional departments, units of the specific work of the prevention and control of new pneumonia, "epidemic prevention and control knowledge, market supply, prevention and control measures to implement the details, grass-roots first-line touching stories, timely response to the demands of the masses, " and other aspects of setting topics, in advance with the upper

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line departments to communicate, the program in a timely response, multi-angle attention. At the same time, the broadcast format of the special program was innovative. Apart from broadcasting via FM 92.7 Chutian traffic radio and dragonfly radio, the program team also edited the content of each episode and pushed photos, texts, audio and other media-related clients such as Wechat and Weibo public accounts. In addition, combined with the publicity focus, every day to create a number of positive short video works, in the fusion media wechat public number and Douyin number push, expand the publicity effect of the program. A group of earthing gas, the temperature of the news broadcast, to strengthen the city's cadres and the public's confidence in the fight against the epidemic, the cohesion of the People's great power of prevention and control. "NINE-HEAD-BIRD FM" APP also integrates the professional anchor resources of traditional broadcasting, takes advantage of its own transmission to occupy the vertical subdivision of the audio market, meets the "long tail needs" of users, expands the new audio domain by light dynamic transmission, and realizes the product innovation upgrading. For example, the "long story" explaining classic works such as "journey to the west" and "the uprising of Hongwu Emperor" ; the "original singing song column of Hubei" disseminating "Hubei folk songs" and "selected songs on the theme of the Yangtze River" ; the "latest information column" conveying the services of Party members such as "when Party members sink" ; the "popular science column" transmitting online education such as "36 strategies for a long and healthy life" and "psychological counseling" etc.

Live Interaction + Bullet Screen Reward to Create a Multi-Dimensional "Sense of Presence and Participation" for Users

Nowadays, Internet communication is very developed, mobile phones, tablets and other electronic devices are also multifarious, "Nine Birds FM" app timely adjusts and innovates the interactive communication mode between itself and the audience, not only pays attention to the voice contact with the audience, but also carries out a large number of live interaction, to maximize the enthusiasm and participation of the audience. For example, "Nine Birds FM" has specially set up a "live" column in the app, which covers various types and topics such as news videos, science and technology programs, educational analysis, music special shows, etc. it carries out personalized promotion on the live video content according to the audience's preferences, and gives the introduction of the festival and the host's recommendation on the home page. It has nearly 100 live videos a year, Create Kwai million exposure accounts. At the same time, according to the characteristics of the audience using app in different time periods, "nine birds FM" also adds live playback function. For example, during the epidemic period, the "slow live" broadcast interacts with the audience, overlooking the Shahu Park and Wuhan Yangtze River Bridge, so that the audience who can't come to the scene can participate in the "feast their eyes" through this way. Wuhan Yangtze River Bridge, shelter hospital location, poverty alleviation village of Dabie Mountain, Hongfeng on the navigation mark ship, Guanyin Pavilion, the "wanghong" scenic spot, etc. live broadcast pictures convey the latest trends of anti epidemic, anti flood and poverty alleviation, and also gain a lot of attention and praise from netizens. Netizens have left messages: "2020 Wuhan is really not easy, the hero of Wuhan people refueling", "Hongfeng safe transit, Wuhan peace", "left Hankou right Wuchang, sit in the lightboat to see the river." The establishment of this live program has greatly increased the visualization degree of audio app, and also won more audiences for traditional radio stations.

Another important improvement made by app in enhancing audience participation is to increase audience participation

It also has the functions of live broadcast, such as bullet screen, gift giving and reward. According to the characteristics of Internet users who love to socialize and share, Nine Birds FM sets up an anchor community on its exclusive page, realizes fans' interaction through topic posts, bullet screens and other means, and realizes the arrival of users' needs, the care of individual differences and the cultivation of users' tolerance through the anchor; And through the background data automatically generate anchor list, complete the self motivation of high-quality anchor. This function invisibly expands the content communication channel of the platform, also expands its communication volume, simplifies the publicity and promotion, and gives the dominant power of the content to the users, so as to guide the audience to play their subjective initiative and help the platform spread the content further“ By providing high-quality and diverse program contents and innovative interactive ways, Nine Birds FM enables the audience to have timely dialogue with the host and guests, and realizes effective connection between the main body of communication and the object of communication. Individuals participate in social public activities by listening to the radio. The sound brings the social "sense of common" of internal emotions, and stimulates the audience's collective emotional memories and a high degree of on-the-spot sense A sense of participation.

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