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SUMY NATIONAL AGRARIAN UNIVERSITY

ECONOMICS AND MANAGEMENT FACULTY

Accounting and Taxation Department

QUALIFICATION WORK

Education Degree - Master

**on: Research on High Quality Development of Radio and
Television Enterprises**

Completed:

Chu Wenjing

student of

073 «Management» (EP «Administrative Management»)

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TASK

on qualification work for student

CHU WENJING

1. Theme of Qualification work: **Research on High Quality Development of Radio and Television Enterprises**

Supervisor Yarmila Tkai, Ph.D. in Economics, Associate Professor

approved by the university from _____

2. Deadline for student completed project (work)

September, 5 2024

3. Background to the project (work):

Research on high quality development of radio and television enterprises plays a crucial role in shaping the efficiency and effectiveness of this process. This master's thesis explores the characteristics of the research on high quality development of radio and television enterprises in China and considers ways to improve it for the future.

4. Contents of settlement and explanatory notes (the list of issues to develop):

This research will outline the study's objectives and significance, review relevant literature, and describe the methodology used. Based on the results of the analysis of the internal and external development environment of Huashi Zhongguang Cable Maanshan Co., Ltd and through the SWOT matrix analysis, future development goals were proposed, and its overall strategic development was defined as a growth strategy with SO combination and a diversified business strategy with ST combination, as well as a differentiated competitive strategy.

It is of great significance to introduce the concept of strategic management into the management of research on high quality development of radio and television enterprises to embark on a path of distinctive development.

5. Date of assignment: June, 19 2023

CALENDAR PLAN

№	Title the stages of the degree project (work)	Date of performance project stages	Note
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2	Selection and analysis of literary sources, the preparation of the first theoretical chapter	September - December, 2023	
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5	Making the theoretical part of the thesis, summarizing the analytical part	April 2024	
6	Design options improve the research problem	May 2024	
7	Completion of the project part of the thesis, design chapters	May 2024	
8	Previous work and its defense review	July 2024	
9	Checking the authenticity of the thesis	August, 2024	
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INTRODUCTION

Topic relevance. With the changing market competition environment, network terminals such as smartphones, OTT, IPTV, etc. have given users more choices to watch TV programs, and new generation information technologies such as artificial intelligence, the Internet of Things, and big data are accelerating iteration. In the new era, the broadcasting and television network can only rely on the power of new technologies to improve quality and innovate in key areas such as brand positioning, brand image, brand extension, and smart broadcasting, in order to meet the needs of more household users and successfully achieve transformation and upgrading.

Questions related to improving the management system of the enterprise were investigated by such scientists as Biggerstaff., Bogomolov., Iorgulescu., Mlkva., Twwna., Qianjin., Xia Ziqian., Tian Hui., Gao Weiguo., Li Wei., CAI Qi. and other, but despite the large number of publications on the topic, this issue needs more extensive research.

The purpose of the master's work is to study the methods, models, and preventive measures research on high quality development of radio and television enterprises.

According to a particular purpose, the important objectives of this work are:

- to study the theoretical and scientific methodological foundations of quality development of radio and television enterprises;
- to analyze quality development of radio and television enterprises;
- to consider and determine methods to improve the quality development of radio and television enterprises.

The object of the study is taking the quality development of radio and television enterprises as the research object.

The subject of the study is the current situation of Huashi Zhongguang Cable Maanshan Co., Ltd.

Research methods. The following research methods were used in the work: observation, comparison, analysis and generalization of empirical data (to pose a problem and determine the extent of its research); methods of economic analysis (for analysis of elements of the institution's image and its comprehensive assessment); graphic method (to illustrate the dynamics of the investigated indicators, as well as the conclusions of the conducted research).

Elements of scientific novelty. The scientific novelty of this study lies in research on high quality development of radio and television enterprises.

The practical significance of the obtained results: It proposes directional suggestions for strengthening the management of research on high quality development of radio and television enterprises within the context of evolving market relations.

Approbation of the results. The scientific provisions of the main research results, conclusions and recommendations were reported and received a positive evaluation at the Scientific and practical conference of teachers, graduate students and students of the Sumy NAU.

Publications. The main provisions of the qualification work were published in 2 theses of scientific conferences.

Structure and scope of work. The qualification work consists of an

introduction, three sections, conclusions and proposals, a list of used sources from 60 titles, appendices. The main text is laid out on 60 pages of computer text, the work contains 3 tables, 2 figures, 2 appendices.

CHAPTER 1

THEORETICAL BASIS AND RESEARCH OF DEFINITION, MOTIVATION, AND GOALS OF HIGH QUALITY DEVELOPMENT CONCEPT

To explore the high-quality development of enterprises, the first step is to clarify the basic concepts of high-quality development and confirm the driving forces and goals of high-quality development. In this regard, the so-called high-quality development means that the development of the new development concept must adhere to the unity of innovation, coordination, green, openness, and shared development. Specifically speaking, high-quality development is not only people-centered development, but also development that enhances macroeconomic stability, innovation driven development, and new developments such as ecological priority and green development. If high-quality development is an inevitable requirement in the face of external factors such as the global financial crisis, then rooted in China's internal environment, should its motives be more precise? Undoubtedly, in order to understand the latest implication of high-quality development, it is advisable to turn to the first session of the 14th National People's Congress. That is to say, in order to write a new chapter of modern Chinese style in the new era and achieve the great rejuvenation of the Chinese nation, it is necessary to take the path of high-quality economic development. For enterprises to achieve high-quality development, there is no doubt that they must always follow the five musts. That is to say, firstly, they must fully, accurately, and comprehensively implement the new development concept. Secondly, they must better coordinate the

effective improvement of quality and reasonable growth of quantity. Thirdly, they must firmly deepen reform and opening up, and deeply transform the development mode. Finally, it is particularly crucial to take meeting the growing needs of the people for a better life as the starting point and foothold. From this, it can be seen that in order for enterprises to achieve high-quality development, it is necessary to accurately distinguish the scientific connotation, practical motivations, and goals of high-quality economic development as a prerequisite. Undoubtedly, in the face of the rapidly advancing new era of informatization, how to enable broadcasting and television enterprises to develop with high quality and better "meet the growing needs of the people for a better life" is an urgent reality. For example, how broadcasting and television enterprises can face the new artificial intelligence technology revolution represented by 6G and Chat GPT, how enterprises can innovate the paradigm of "quantitative calculation and application of industrial structure upgrading" under the new development concept, and how to face and solve the problems of brand building, product marketing, and service quality of broadcasting and television enterprises under the deepening of supply side structural reform.

As is well known, in order to achieve high-quality economic development, it is necessary to focus on how to solve the problem of supply side structural reform. Therefore, whether it is for the development of the Chinese economy or enterprise reform and innovation, we must always adhere to the direction of supply side structural reform to promote high-quality economic development.

Generally speaking, the hot topic of China's economy since the end of 2015

has always been "supply side structural reform". The so-called supply side structural reform refers to how to achieve a relative balance between demand and supply in the national economy to adapt to the new normal of the economy. Specifically, it means carrying out supply side structural reforms in areas that have previously focused on investment, consumption, and exports, in order to achieve optimal allocation of resources and high-quality economic development. In short, in the face of the negative impact of the global financial and economic crisis since 2008, the significant significance of the supply side structural reform proposed by the Central Economic Work Conference lies in how to adapt to and lead the new normal of high-quality economic development, and explore the innovative path of supply side structural reform with Chinese socialism.

At first glance, there is a clear difference in the conceptual definition between supply side structural reform and high-quality development. However, the fundamental reality of both is how to deepen supply side structural reform in the face of international and domestic crises and challenges, in order to solve major problems such as China's unbalanced and insufficient economic development and high-quality economic development, and continuously meet the growing needs of the people for a better life in the new era. In other words, deepening the supply side structural reform is to achieve high-quality economic development, no longer focusing on the overall economic output and neglecting the quality of development, but to achieve a new normal of economic development with a new development concept. From this, it can be seen that adhering to the supply side structural reform as the main line is not only a major concern for the country and society, but also a key issue that enterprises

must face in order to achieve high-quality development. As for the object studied in this article, it is particularly crucial to distinguish the new characteristics of digital television in broadcasting and television enterprises driven by high-quality development.

From a global perspective, the digital television market in the United States is the leader in the development of the cable television industry. In recent years, the phenomenon of users reporting shutdowns and leaving the network has continued to increase. Foreign well operated broadcasting and television operators have started early in maintaining and developing the added value of online users, forming some classic management strategies. They cooperate with well-known brands to regularly give back to customers, carefully divide user groups, enhance the sense of belonging of high APRU value users, establish cross channel platforms, utilize existing users in big data, launch a points system, and use integrated business to improve user stickiness. Foreign countries are laying out smart homes in multiple directions, upgrading broadband export networks using 5G new technology, building a new service experience of "5G+TV+broadband+voice+content", vigorously developing smart home services, and synergistically developing big data cloud platforms. In recent years, there has been a significant loss of digital TV users in China, and the three major telecommunications companies have developed different smart home layouts. China Telecom has created IPTV, China Mobile has created "mobile bandwidth" and developed OTT boxes, China Unicom has developed its full business under the overall brand of "Smart Wojia", and China Radio and Television will change its traditional business model, take 5G as a new starting point, seize the

market, enhance China's cultural private network, and seek broader development space. At present, the application of 5G technology in domestic broadcasting and television enterprises is still in the early stage of development, and value-added services have not been fully released.

It goes without saying that in the face of the increasingly fierce competitive market brought by the rapid development of new technologies at home and abroad to broadcasting and television operators. How to break the monopoly of single channel resources in digital television, especially.

It is undoubtedly crucial to take the lead in technology and services. Therefore, making appropriate decisions on brand building strategies and fully leveraging brand appeal to retain users are essential elements for operators in the digital TV era to achieve high-quality development success. It can be said that the successful cases of domestic and foreign digital TV operators can reveal their relevant characteristics.

Positioning is the foundation of a brand. Its main meaning is to find the most suitable position for the brand in the TV program market and in the minds of customers, establish the brand's hotspots, interests, and selling points, and firmly occupy its position. The core is for digital TV operators to create and cultivate a certain personality for the brand, build a stable market image, meet customers' specific needs, desires, and preferences, and enhance brand charm. For example, at the beginning of its success, American digital television operators announced that they would produce personalized program content for viewers and become the television company that "does not seek the most users in the United States". Before determining the Zhejiang digital TV brand, Huashu Group Co., Ltd. conducted

product research on the market research company, determined the product name, designed the corresponding identification system, and positioned the brand based on the research results.

For digital TV professional channels, with high-quality programs that can withstand the test of time and the market, they can maintain a leading position in TV program ratings surveys. Successful digital TV programs at home and abroad are high-quality products with innovative content, exquisite production, and superior finished products. For example, the Discovery and Exploration Channel launched by BSKYB, although its main content is science and history, all films are carefully planned, produced, and completed under risks. After the broadcast of the program "Discovery and Exploration", its ratings and audience satisfaction continued to rank first among similar programs. At the same time, BSKYB has also pinned users' trust and loyalty to the brand in its high-quality programs.

For example, Shanghai Digital TV commissioned an advertising company to develop an overall brand marketing strategy with "SITV" as the brand image, in order to achieve a clear and attractive promotional effect. Utilize the resources of Shanghai Media Group and mainstream media in Shanghai to promote the brand image, ensure the exposure and coverage of program products, and also showcase the brand to the public through various industry exchange meetings and forums such as industry public relations and television festivals. Through government communication and support, as well as its media status and resource advantages, continuously create social attention to the brand, cooperate with relevant industry associations, use science popularization stations for promotion, and continuously

expand the influence of digital TV brands among potential customers.

To ensure advantages, promote brand expansion, occupy as much market share as possible, and obtain maximum benefits from it. Global renowned digital TV operators include Fox and BSKYB's cooperation in program production and distribution networks, DrictTV's cooperation with China's Haier and Japan's Sony in TV direct sales, Shanghai Media Broadcasting Group's brand expansion of DVD players and set-top boxes, and the implementation of brand alliance strategies for hotel and tourism industry development. These strong alliances inject new vitality into the brand and create higher added value for the brand.

The trend of high-quality development of broadcasting and television enterprises in the new era. The Positive and Negative Effects of AI and Brand Building in Broadcasting and Television Enterprises.

Firstly, with the application of artificial intelligence technology, television is transforming into a life assistant, presenting new trends in voice interaction, image recognition, natural language processing, neural networks, deep learning, and more. Secondly, the positive and negative effects of a brand refer to the "protection", "reliance", and "imitation" effects brought about by its popularity. 'Protection': To maintain the reputation of the broadcasting and television brand, in order to achieve long-term benefits, we cannot rush for quick success and instant benefits. Let's take a quick profit first before making a decision; 'Relying': Regularly paying attention to the brands of broadcasting and television enterprises, relying on mountains to eat; Imitation: Learn from the national model of broadcasting and television marketing, and innovate through imitation.

The commercial pace of artificial intelligence represented by 5G brings opportunities and challenges to broadcasting and television enterprises.

If 4G makes the connection between people closer, then 5G will achieve the connection between "people and everything" and "everything and everything". This mobile communication technology with high bandwidth, ultra-high reliability, wider coverage, ultra-low latency, and wider application fields can bring us more new immersive experiences. Under the 5G network, various games, videos, and apps can be downloaded. When users wake up and grab a glass of water, they can download them at lightning speed. At the same time, watching videos on the website allows them to slide the progress bar at any bitrate, and the viewing experience after caching is almost the same. With the support of 5G, immersive experiences can be enjoyed. VR/AR content processing will move towards cloud based virtual reality technology, allowing people to enjoy activities and interact with games as if they were in person. The application of 5G in broadcasting and television is also very extensive. The 700MHz 5G frequency band is unique to China's broadcasting and television industry in China, and is jointly built and shared with mobile. In the future, China's broadcasting and television 5G will make every effort to bring a "wider and more exciting" high-quality 5G experience to billions of users, with opportunities and challenges coexisting.

From the perspective of opportunities, the future of 5G in broadcasting and television will focus on mobile terminals, providing rich interactive audiovisual services, while terrestrial digital television will focus on large TV screens and provide high format live audiovisual services. The two will continue to coexist and

develop for a period of time, which will expand new revenue opportunities, promote new ecosystems, change traditional marketing models, and create a new technological means that can serve mobile terminals while maintaining the advantages of wide coverage and low cost of terrestrial digital television. This will enhance the vitality of broadcasting and television brands and empower the digital economy. The impact of 5G on broadcasting and television is not only about updating technical means and product forms, but also promoting the deep integration of the basic form, organizational form, and channel ecology of the broadcasting and television industry, and creating a "communication, technology, media+Developing new models. The second challenge is that 5G technology is constrained by China Mobile, and the 5G network is built with payment from China Mobile. Both sides jointly own a 700MHz 5G network, and for China Radio and Television, they do not have their own fixed broadband services. China's broadcasting and television industry can only compete from the three major telecom operators, and the challenge is very difficult, with a lack of professional talents. The broadcasting and television industry is currently in an important period of transformation. Looking ahead to the future, opportunities and challenges coexist. Broadcasting and television enterprises must have a clearer understanding of their essence, survive and develop in diversified market competition, and leverage their own advantages through differentiated development with high-quality development. Founded in 2020, China Radio and Television Network Co., Ltd. aims to build a high-quality development enterprise with the mission of building a "one network" for the national radio and television industry and a 5G network for radio and television. At the same time,

provincial-level radio and television enterprises across the country have actively practiced 5G trials. Their mobile radio co construction and sharing agreement shows that China Mobile will provide 700MHz base station carrier network resources and be responsible for all maintenance work of the 700MHz network. It seems that the participation of provincial networks is not high, so whether the future integration and healthy development of radio and television 5G with the national network will determine the success or failure of China's radio and television industry.

The fundamental goal is to enhance customer satisfaction and strengthen the customer-centric service industry. Innovative services are an inevitable trend for the future development of broadcasting and television enterprises. Through rational research, it is hoped that the Ma'anshan branch of Huashu Zhongguang Cable will maintain calm thinking in the face of close external attention. In the 5G layout, it is possible to balance value innovation and adherence to the main business, enabling technology to truly empower development and meet the beautiful needs of consumers to enhance the high-quality development of enterprises.

CHAPTER 2

THE CURRENT STATUS AND ANALYSIS OF THE CURRENT SITUATION OF HUASHI ZHONGGUANG CABLE MA'ANSHAN CO. LTD

2.1 Analysis of the Current Situation of Huashu Zhongguang Cable Ma'anshan Branch

The enterprise studied in this article is the Huashu Zhongguang Cable Ma'anshan Branch, which is based in the local area and has been approved by the Ma'anshan Municipal Party Committee and Government. The Ma'anshan Cable TV Network Center cooperates with Huashu Zhongguang Cable Information Network Co., Ltd. to restructure and establish a digital television and other integrated company through the participation of network resources.



Picture 1 – Huashi Zhongguang Cable Maanshan Co. LTD

Huashu Zhongguang Cable Ma'anshan Branch is responsible for the integration, construction, management, operation of the administrative area broadcasting and television network in Ma'anshan City, as well as the construction and development of 5G services.

Table 1 – Revenue Statement of Ma'anshan Branch of China Guangzhou Railway, 2021

Income Name		Amount (Yuan)	
Basic business income	Viewing revenue	53521275	56881668
	Network revenue	59288	
	Sales revenue of set-top boxes	153317	
	Digital TV program revenue	2803608	
	Advertising revenue	344180	
Data business revenue	Revenue from interactive broadband (newly installed)	897700	981020
	Interactive broadband (renewal) revenue	83320	
Total			57862688

Sources: From the author's investigation and analysis

The company vigorously promotes high-definition TV programs, upgrades and expands networks, carries out two-way network interaction renovation projects, and develops 5G services. As the mainstream media responsible for spreading the voices of the Party and the government, the company fully leverages its advantages in network, platform, technology, and services to create a brand new home entertainment center, showcasing a rich and colorful world, meeting various needs of

families, and leading a high-quality and wonderful life.

Table 2 – Revenue Statement of Ma'anshan Branch of China Guangzhou Railway, 2022

Income Name		Amount (Yuan)	
Basic business income	Viewing revenue	49706421	53061256
	Network revenue	2360	
	Sales revenue of set-top boxes	156529	
	Digital TV program revenue	2890804	
	Advertising revenue	305142	
Data business revenue	Revenue from interactive broadband (newly installed)	586130	790010
	Interactive broadband (renewal) revenue	203880	
Total			53851266

Sources: From the author's investigation and analysis

As of now, the Ma'anshan branch of Zhongguang Cable has basically completed the integration and development of the city's cable network. We currently have over 110000 users and more than 30000 connected households.

We have laid about 670 kilometers of optical cables and constructed a mixed transmission network of fiber optic cables (HFC) and cables. The backbone network adopts a ring network structure, and more than 120 sets of central and provincial television programs are broadcasted within the network. Generally speaking, how to face the challenges of high-quality development brought by the three major operators of China Mobile, China Telecom, and China Unicom to local traditional

broadcasting and television enterprises, especially China Telecom, with its strong capital strength, advanced management system, leading market awareness, rich talent reserves, strong technical strength, and perfect service system, has brought tremendous pressure to the development of Huashu China Guangzhou Cable Ma'anshan Branch.

Table 3 – Revenue Statement of Ma'anshan Branch of China Guangzhou Railway, 2023

Income Name		Amount (Yuan)	
Basic business income	Viewing revenue	46446211	48331476
	Network revenue	300	
	Sales revenue of set-top boxes	523409	
	Digital TV program revenue	1210556	
	Advertising revenue	151000	
Data business revenue	Revenue from interactive broadband (newly installed)	671447	965101
	Interactive broadband (renewal) revenue	293654	
Total			49296577

Sources: From the author's investigation and analysis

At present, Ma'anshan Telecom has begun to intervene in newly-built and high-end residential areas, using fiber optics to enter households and provide a gigabit network speed home route, launching discounted package packages to enhance consumer attention. The business of Huashu Zhongguang Cable Ma'anshan Branch mainly focuses on data services, video services, and television education

services.

2.2 Analysis of the Current Situation of Enterprise Marketing System

At present, Huashu Zhongguang Cable Ma'anshan Branch mainly operates some basic TV services or cooperative businesses, such as channel landing services, set-top box startup advertising services, advertising services, network element leasing, cooperative channels or other online cooperative business activities; The second is service products: mainly providing individual or group users with the business of watching or on-demand interactive TV, such as basic TV fees for interactive on-demand TV, new user development, and maintenance and payment channels for existing users.

Compared with a wide range of branded products, basic viewing fee services, paid program services, interactive TV services, new user development, weak current engineering services, and Ma'anshan pay TV services are currently only considered tasteful and unbranded. Firstly, most of the more than 70 pay channels have their own characteristics and specific titles, but excellent forging and improvement have not been done. Secondly, pay TV can generally reflect professionalism and have a certain consumer taste, but "professional pay TV" is a product category, a general term for product categories, not a brand. Because the impression of most users is very limited, although there is a brand, it seems that there is no brand.

The brand influence of enterprise products is undoubtedly particularly important for the high-quality development of enterprises. From the perspective of

product penetration rate, sales growth rate, and sales time, professional fee channels are generally between the back-end of the market introduction period and the front-end of the growth period. If the promotion of corporate brands can only effectively promote the sales of paid programs, then the promotion of the "paid channel" category is like introducing the concept of "smoke" to non-smokers. Now we need to establish a strong awareness of product brands and focus on promoting specific channel brands directly. By selectively introducing this work, creating a part of an independent channel product brand, and creating a suitable product portfolio, we aim to achieve point to surface sales expansion from the paid channel as a whole.

Huashu Zhongguang Cable Ma'anshan Branch, a cable TV network operator from the media department, lacks experience in overall market operation or has many problems in institutional mechanisms. However, its understanding and practice of communication, promotion, and advertising should be deeper than that of more enterprises. Brand building and promotion require investment of resources. Now is the era of 'good wine fears deep alleys, good wine shouts frequently'. In fact, a research report by the Cable TV Working Committee of the China Radio and Television Association shows that domestic cable TV operators generally invest stingily in advertising, accounting for only about 0.98% of their annual revenue, while the proportion of telecommunications companies reached 8.5% by 2010.

2.3 Problems in the Marketing System

There are problems in the development of Huashu Zhongguang Cable

Ma'anshan Branch.

There are problems with target market segmentation.

With the younger customer base and diversified demands, enterprises are facing a complex competitive market with different needs and preferences. No enterprise can fully satisfy them and provide effective services for all buyers. The broadcasting and television brand service products of Huashu Zhongguang Cable Ma'anshan Branch are also constantly upgrading and tending towards diversification. Therefore, enterprises must segment the market, choose target markets and product positioning are the decisive factors that determine the success or failure of marketing. At present, Huashu Zhongguang Cable Ma'anshan Branch has the following problems in target market marketing:

(1) Insufficient understanding of existing market demand

The company lacks analysis and research on segmented market variables. By carefully studying segmented markets, we can not only understand the market trends and directions of the entire market, but also gain insight into each segmented market, grasp the needs of consumers in different markets, and find the satisfaction of consumers in each segmented market. That is to say, which customers' needs are being met, which customers' needs are not being met, and which ones are still a little short. The unmet demand in the market is a new market opportunity for the company. In addition, market segmentation is also beneficial for companies to grasp the potential demand of target markets, continuously develop new products, expand new businesses, and occupy new markets.

(2) Insufficient market segmentation

The current company is not doing well in selecting segmented markets, and has not fully considered uncertain variables such as consumer age, occupation, lifestyle, and consumption habits. Existing products and services cannot meet the needs of different consumer groups.

1. Problems with product and pricing strategies.

(1) There are only 70 fixed basic channels, which cannot provide different basic channel services for different customers. Some low-end customers may not require basic channels, so the fee for basic channels should not be fixed at 25 yuan/month. According to customer needs, the basic channel combination and charging standards must be different.

(2) Apart from free configuration, set-top boxes are only sold through direct purchase, which cannot meet the needs of customers who need to integrate business and pay monthly installments.

(3) Professional channels are designed for specific customer services, and in order to meet specific needs, it is necessary to carefully divide professional channels. Foreign professional channels are divided into very detailed channels, including children's, adult, elderly, catering, special groups, flowers and other special channels. For example, the catering channel systematically introduces catering knowledge, skills, and business information. At present, the classification of professional channels of Huashu Zhongguang Cable Ma'anshan Branch is basically based on program sources, and the classification is slightly rough. For example, TV6 programs are provided by Shanghai Wen Guang Television. Channels are not classified according to customer needs. Channel specialization not only involves

updating or changing content, but also simply configuring similar programs or programs on the same channel as program revisions. In fact, the specialization of program content is very complex. It needs to truly achieve personalized program production and arrangement based on market research and the different needs of different audiences, as well as channel planning and broadcasting sequence. Efforts should be made to segment the television market, especially in professional channels. Due to the narrowing of audience differentiation, the target audience needs to form stable viewing habits, which require correct positioning and differentiation. In this way, although the audience of professional channels continues to decrease, it actually meets the diverse needs and appreciation of the customer market, and the audience's stickiness, loyalty, and satisfaction with television will be greatly improved.

(4) The charging channels are not rich in content and the combination is not very flexible. On the other hand, there are too few types of value-added services to attract customers' attention. On the other hand, free set-top boxes are basic and cannot cope with the development of value-added services such as interactive on-demand.

Therefore, before positioning a professional television channel, a series of scientific and systematic studies must be conducted to obtain a large amount of important data, truly achieving analysis from qualitative to quantitative, from broad to accurate, and from subjective to objective. We should focus on analyzing the objects and conducting self analysis, and use these research data and analysis results as important basis for channel positioning. To this end, the following aspects can be explored.

Firstly, audience analysis. In a sense, channel positioning is just a reflection of customer positioning. Finding the maximum target audience is a crucial factor in the success or failure of professional channel marketing. We urgently hope that new survey and statistical methods can be introduced to conduct detailed and scientific investigations and analyses of the audience market. Quantitative, scientific, and comprehensive analysis of the audience, research on the age group, education level, audio-visual habits, and even income, consumption ability, mentality, and other information of the target audience, can produce programs that are suitable for them according to their needs. In addition, according to the survey results of the current television viewing situation in China, due to the high randomness of television viewing, many viewers are at a loss in front of numerous similar channels. In theory, this audience is the target audience that professional channels should aim at. If professional channels really have their own unique characteristics and styles, then the target customers will naturally focus around these different professional channels.

Secondly, analysis of competitors. In the fiercely competitive situation, each professional pay channel needs to conduct objective and rational market research when positioning, analyze and study similar professional channels, find its own advantages and uniqueness, and ensure that it is in an advantageous position in the competition with irreplaceable characteristics. Therefore, it is required that Huashu Zhongguang Cable Ma'anshan Branch establish a sense of independent audience choice.

Thirdly, self analysis. The emergence of professional fee channels is the result

of the market moving from congestion to narrow segmentation, and product feature information is becoming increasingly prominent. Taking movies, TV dramas, and other professional channel products that can be called mass media as an example. If you need to pay to watch, these channels will become the focus mode. If this channel only broadcasts Korean dramas, it will become a narrow focus mode, and the marketing process will be an increasingly precise process of conveying specific brand special information and influence to target consumers. Radio and television enterprise network operators should abandon the short-term interest view and mainly focus on brand building investment as the leading consciousness, actively promote brand building and practice. The advancement of economic level and high-tech has brought about innovation in communication channels and content, changing the way people obtain information. Therefore, the brand communication channels and marketing planning methods of professional fee channels also need to be updated accordingly, in order to improve the efficiency of investment resources in brand building.

Fourth, price analysis. In the process of digital television, another reason why users have long been unwilling to pay is not the lack of specialized and distinctive content, but the lack of flexible program packaging methods. Providing appropriate program channels based solely on people's needs is not enough. It should also minimize the cost of purchasing programs as much as possible, so that these programs can be easily and effectively enjoyed and possessed by people. This requires Huashu Zhongguang Cable Ma'anshan Branch to develop flexible packaging methods and program prices based on audience acceptance. It can also

classify all payment channels and package them into different packages as needed. Open the paid channel, and viewers can choose the channel based on their favorite programs.

CHAPTER 3

DEVELOPMENT THE QUALITY OF RADIO AND TELEVISION ENTERPRISES

3.1 Channel Strategy Shortcomings in the Construction of Digital TV Brands

The set-top box can only be purchased offline by TVB, which makes consumers feel that TVB will definitely make a huge profit from the set-top box, which can easily lead to extreme dissatisfaction.

Paid programs and broadband interactive value-added services are only sold through business halls, which results in limited coverage, inconvenience for customers to purchase paid programs and value-added services, and affects customer after-sales service.

Problems with Promotion Strategies. The promotion method of Huashu Zhongguang Cable Ma'anshan Branch is relatively simple. The company adopts a single pricing strategy in promotional methods, rarely using cultural marketing, specific holiday marketing, and other means, and rarely using different marketing mix models for different target customers.

Shortcomings in the Construction of Digital TV Brands. In the new era of digital television, the monopoly of resources by broadcasting and television enterprises has been broken, and all operators are in a fierce market competition environment, where the gap between technology and services is becoming

increasingly blurred. Therefore, choosing the appropriate brand building strategy, fully leveraging the strong charm of the brand, attracting and retaining old users, is an essential element for the future development of digital television in the new era.

1. Low awareness and vague brand positioning.

In theory, brand positioning requires understanding the trends and dynamics of the digital TV market, allowing the market to position the brand and set up different programs at specific audience levels. At present, China's digital TV is implementing overall TV translation in various cities, turning off analog signals and transmitting all digital signals. In order to reduce costs and quickly form economies of scale, a large number of original analog TV free channels have been added, resulting in a lack of product homogenization. Digital TV operators are busy providing basic digital TV channels. At best, they are competing in similar paid channels, broadband Internet access and other homogeneous services, and their businesses are converging.

Due to lack of specificity, the characteristics of mass communication are not prominent, and the target audience has similar trends. At present, the brand image of digital TV in China is still unclear, and many digital TV brands have used the original analog TV name and logo unchanged, resulting in the same brand image. This has led to unclear positioning and insufficient personality of digital TV brands in China, and many users have insufficient understanding of digital TV brands. For example, a sample user survey conducted by Huashu Zhongguang Cable Ma'anshan Branch in 2021 showed that 40% of users did not know about digital TV brands, 58% of users had some knowledge of them, and only 2% of users were familiar with them.

This indicates that the brand awareness of digital TV is not ideal.

2. Lack of brand marketing skills and chaotic brand management.

Faced with marketing competition in the market, digital TV operators not only pay special attention to brand building and development, but also continuously invest huge material, human, and financial resources. However, compared to hardware improvements, there are many key issues in brand management, such as the lack of clear brand management entities and the coordination of standardized brand planning and regulatory mechanisms. Various digital TV brands such as "basic package", "special package", and "minimum discount package" have highlighted their arbitrariness and vague definitions, making it difficult for users to choose.

At the same time, various digital TV operators still have the attitude of traditional TV monopoly operation in their eyes. Digital TV brands focus on general projects such as video services. They do not attach importance to developing new businesses, do not actively form alliances with well-known brands, lack brand marketing skills, do not value the value of digital TV brands, and do not understand marketing techniques for brand expansion.

3. Neglecting the connotation of cultural brands and lagging behind in brand building.

At present, the focus of promoting domestic digital TV brands is on commercial functions and discounted prices, neglecting the construction and promotion of brand value, brand culture, and brand characteristics. When it comes to 'digital TV', people often only think of adding some program channels, extra monthly rent, and better image quality.

They are not very familiar with other content, let alone related. The result is a superficial connotation of the brand. In this situation, it is even harder to say how dependent and loyal consumers are to the brand.

4. Price oriented, low brand stickiness.

In terms of brand management, most domestic digital TV operators are primarily motivated by price orientation. The various basic packages, special packages, and paid package brands of digital TV are often new forms of packages. On the contrary, the brand has become a refined packaging for price competition, but the level of brand loyalty often depends on whether users can maintain stickiness after the product price increases.

Using such standards to measure China's digital television still has a long way to go before brand loyalty can be achieved. In practice, the quality of program content is the primary factor driving the development of digital TV brands. Among the many factors that affect consumer behavior, practicality and targeted content are the core driving forces of digital TV brands. In a survey of digital TV users in Ma'anshan, 85% of users believe that the basic program is too ordinary and not worth paying for. There are too many basic programs, and the frequency modulation cycle has increased, making it time-consuming to change channels. Due to the above two reasons, 80% of the respondents believe that the basic program should have less than 40 channels and the program content needs to be improved. It is necessary to add some content that the public urgently needs to know, such as foreign channels, to the basic package.

3.2 Strategies for High Quality Development of Huashu China Guangzhou Railway Ma'anshan Branch

Refine market and strategy to enhance market competitiveness. Sort out the existing business market data of Huashu Zhongguang Cable Maanshan Branch, build new scientific products suitable for market development, give full play to the competitiveness of Huashu Zhongguang Cable Maanshan Branch's advantageous products, and refine products such as interactive on-demand, broadband Internet, video and television monitoring.

To determine the three major brand strategies of "high-definition TV, home network, and mobile phone", the first is high-definition TV. One is to strengthen publicity, regard high-definition television as the highest version of the television industry, and build a high-definition concept; The second is to lower prices and increase high-definition program content; The third is to directly define high-definition users as VIP customers, provide personalized services on a regular basis, build customer green channels, and achieve point based redemption. Next is home networking, creating multi person, multi room internet without blind spots. Target customers: all home and group network businesses, Ma'anshan University campus network, etc. Finally, mobile phones utilize the 5G frequency band of China Radio and Television to build a new service experience of "5G+TV+broadband+voice+content" and create a new model of integrated development of "technology+media+communication".

Innovative and high-quality development concepts and methods.

Introduce agents. In order to introduce data business agents in Ma'anshan area, strengthen efficient communication with agents, and establish effective information communication, it is necessary to timely understand the actual difficulties of business agents, assist in solving them, and regard business agents as part of their own users, sign cooperation and win-win agreements, and mobilize their enthusiasm. At the same time, it is necessary to regularly collect feedback from business agents on relevant business needs, providing effective basis for the company to understand user needs and make decisions.

Establish a direct sales team and engage in full staff marketing. Using internet companies as an effective means to guide the development of direct sales teams, constrain the powerful supplement of agency channels, and timely introduce all staff marketing incentive policies can not only fully mobilize internal resources of the company, but also enhance the cohesion of the company. The sales area of the business hall will increase the customer experience area, showcase the brand image of the service, and have terminal display and sales capabilities. The direct channel of the entire business is positioned as an important channel for customer service, with a focus on high APRU value customer service and maintenance.

3.3 Implement Diversified Marketing Strategies for Products Based on Customer Needs

According to market competition and promotion needs, timely launch marketing packages with core competitiveness and implement product

diversification strategies.

(1) Improve the quality of broadband exports, reduce fees and speed up, develop value-added broadband product services, and truly achieve "speed up and cost reduction".

(2) Activate resources, simplify processes, broaden channels, innovate and transform, and utilize the characteristic business of learning from the development of a strong country's cultural network.

(3) Strengthen school education projects, focus on promoting two-way video services, create a "on-demand learning, on-demand" audio-visual education brand, promote the launch of cadre training projects, and prepare for the development of audio-visual product businesses.

(4) Seize marketing opportunities, carry out high-definition services into thousands of homes, combine with products, enrich content, expand the construction of marketing channels, improve customer service perception, and develop value-added video products such as Tiktok.

We also need to innovate our product portfolio and launch integrated products utilizing the rich features of our products. Broadband and video services, company industrial applications and basic businesses, and integrated product portfolios based on customer needs.

Innovative promotion methods and means.

(1) Innovate marketing methods and tools, and introduce incentive measures. Socialize the development of the group's network and television integration businesses, encourage commission incentives, and benefit developers. On the

premise of ensuring company profits, product prices and commission rates can be adjusted. Based on the principles of high project prices, high commission ratios, high company profits, and high individual rewards, we encourage all employees to market their business and generate revenue for the company. Without being limited to form, while ensuring a result equal to "2". Promote diversified marketing methods, provide more convenient services through TV self-service ordering, mobile payment ordering, and other methods for single business halls and all staff marketing, stimulate consumer impulse, stimulate consumption willingness, and stimulate telephone and online subscription value-added services.

(2) Innovate marketing models and carry out precision marketing activities. Bundling content providers with broadcasting and television enterprise marketing in high-definition interactive services. Provide richer and more accurate video content during the marketing campaign phase. For new users who have joined the network, high-definition set-top box suppliers can be integrated for marketing, directly configuring high-definition set-top boxes for free to compensate for price differences and promote terminal marketization. In short, innovation in marketing models can not only save costs, but also reduce product prices, ultimately achieving a win-win situation of economies of scale.

The Path of Digital TV Brand Construction. How to strengthen the brand building of digital TV operators and fundamentally solve the problem of high-quality development can be explored from the following aspects:

(1) Conduct environmental analysis and establish brand positioning effectively.

In order to build a digital TV brand, the first step is to analyze the market environment and determine the brand positioning. In the context where digital television in our country still has dual attributes of being a business and a state-owned enterprise, the macro environment has had a huge impact on its operation. It is worth noting that the impact of external environmental factors such as politics, economy, culture, and society on the high-quality development of enterprises cannot be ignored. Secondly, we need to analyze competitors such as mobile OTT and telecom IPTV to identify the internal analysis of digital TV operators. As a commonly used SWOT analysis method in enterprise management, it is used to make refined market judgments. In fact, SWOT analysis of digital TV brands is a comprehensive summary of various aspects of the internal and external conditions of digital TV media, analyzing the strengths and weaknesses, opportunities and challenges of the organization. Among them, the analysis of strengths and weaknesses mainly focuses on the comparison between the media's own strength and competitors, while the analysis of opportunities and challenges focuses on changes in the external environment and its impact on media brand operations. To position a digital TV brand based on environmental analysis. In other words, it is necessary to identify the target audience of the brand through market segmentation, and analyze the characteristics of the target audience to provide reference for building brand hotspots, attractiveness, and selling points. There are three steps for digital TV media brand positioning: media audience market segmentation, media target audience selection, and media brand market positioning, which is the STP market segmentation method in marketing.

(2) Create brand personality and promote brand image.

The shaping and dissemination of brand image is also a core aspect of digital TV media brand operation. The shaping of digital TV media brand image is mainly reflected in three aspects: the construction of media identification system, the shaping of media brand personality, and the shaping of media quality.

One is to strengthen brand management and promote brand development. At present, most digital TV operators lack professional brand management teams or organizations. It is recommended that digital TV operators establish brand management committees or other similar organizations responsible for brand management. At the same time, it is necessary to clarify the roles and responsibilities of the digital TV headquarters and local network companies in brand management. The Digital TV Corporation is responsible for brand planning and monitoring, including clarifying the direction and ideas of brand building, streamlining brand structure, unifying brand promotion, local network companies, utilizing the advantages of being close to the market and understanding the market, designing specific marketing combinations under the guidance of the digital TV company's brand promotion plan, including price strategy, product strategy, promotion strategy, channel strategy, etc., and establishing performance evaluation indicators that meet brand management requirements, improving incentive and constraint mechanisms, and implementing brand management.

The second is to improve channel construction and maintain brand image. When consumers want to understand and use a brand and its product features, if they find it difficult or inconvenient to purchase, or if they do not receive timely

after-sales service after purchase, they will lose interest in the brand and switch to other brands that are more easily accessible. At present, there are still many shortcomings in the construction of digital TV channels. There are few proxy channels, and a proxy team needs to be built. Marketing solely through business halls brings a lot of inconvenience to users. We will learn from the advanced experience of China Mobile, establish close and long-term partnerships with banks such as China Construction Bank, Rural Commercial Bank, and Postal Service, share resources through their marketing channels and service outlets, and provide users with more intimate and high-quality services together. Users can not only handle bank card services such as deposits and withdrawals, but also handle mobile phone number selection, payment, bill list query and printing at the bank. These small details can reflect caring people who care about users and establish brand image.

The third is to form alliances with advantageous brands and promote brand extension. Forming a strategic alliance with advantageous brands is a shortcut to building one's own brand, especially when establishing a new brand or when the market influence of existing brands is not sufficient. Co branding can better showcase the quality of products. A brand alliance refers to one or two brands in an alliance attempting to gain commitment from another company in order to enhance their position in the market. For example, the joint development of 5G business between Huashu Group and China Radio and Television has reached a strong cooperation to provide better services for users, meeting their needs and enhancing each other's brands to a certain extent.

Brand Building Strategy for Digital Television of Huashu Zhongguang Cable

Ma'anshan Branch.

(1) Integrate monitoring resources and build a smart community platform: In accordance with the requirements of relevant departments such as Ma'anshan Public Security, Urban Construction, and Planning to strengthen the construction of smart security communities, Huashu Zhongguang Cable Ma'anshan Branch actively responded, comprehensively integrated regional information, coordinated public management service resources, fully utilized funds from old renovation projects, and built a smart community management platform. The platform covers multiple fields such as public security control, comprehensive governance, community security, and community services. It fully utilizes technologies such as big data, artificial intelligence, and the Internet of Things to comprehensively improve the satisfaction and safety comfort of the people through the construction of smart communities, such as reducing police cases in the jurisdiction and enhancing property management levels. The intelligent management platform includes a community vehicle entrance and exit management system, a community entrance and exit facial recognition system, a personnel entrance and exit management system, information release, video surveillance system, etc. The successful operation of the smart community platform will maximize the economic and social benefits of the platform, deeply explore and expand specialized line businesses, continuously enhance the brand image of Huashu Zhongguang Enterprise, and consolidate the foundation of smart broadcasting and television's deep cultivation and expansion.

(2) Smart Large Screen: With technology as a medium, we innovate the application of large screens. At the beginning of the Year of the Tiger, Huashu

Zhongguang Ma'anshan Branch won the bid for the Ma'anshan City Urban Comprehensive Management System Large Screen Display and Monitoring Platform project. This project is a new achievement of the company's deep implementation of the "Smart Radio and Television+" concept and its contribution to the Ma'anshan City Construction System. We have built 14 ordinary display screens in the Digital Urban Management Command Center, and used urban comprehensive management scheduling and command to create a "five in one" Ma'anshan City Comprehensive Management Platform that integrates perception, service, command, analysis, and supervision. It opens a new path for the development of the "Smart Radio and Television" industry of Huashu Zhongguang Cable Ma'anshan Branch, and further promotes the overall transformation of Ma'anshan's radio and television industry. Upgrade.

(3) Radio and Television Smart Home: With the integration of 5G services and the innovation of smart home life, as the market becomes increasingly diversified and competition among various operators intensifies, the demand for services is becoming higher and higher. Huashu Zhongguang Cable Ma'anshan Branch can only promote more and better products to millions of households through continuous innovation. While striving to provide customers with high-quality services, we also offer various "smart services" such as home smart door locks, smart home cleaning Fuweike Kebao, full coverage of home wireless WI-FI, and worry free home services.

(4) Smart Tourism: Cooperating with Ma'anshan Culture and Tourism to enhance the level of information technology in smart tourism. Through monitoring

signals, passenger flow statistics, and collecting video footage of landmark scenes such as Caishiji Scenic Area and Yushan Lake in Ma'anshan City, we provide a platform for Ma'anshan Culture and Tourism to live stream local culture and tourism scenery 24 hours a day. We have successfully established connections with multiple tourism and cultural industries such as "Daqingshan Wildlife Park" and provided new services such as diversified business integration and event planning and organization for our cooperative clients.

(5) Smart Elderly Care: Cooperating with Ma'anshan University for the Elderly to explore a new model of "health education and study tours" for elderly education, achieving cross industry cooperation to expand service areas. Huashu China Guangzhou Cable Ma'anshan Branch has partnered with CCCC Renyi Health Care Center to leverage the advantages of media and business channels to jointly carry out Chongyang Festival themed activities. Through TV screen promotion, telephone marketing promotion, and on-site community promotion, vertical customer resources are quickly diverted to CCCC Renyi Health Care Center, thereby achieving the goal of occupancy conversion. Through cross-border operations with the elderly care industry, existing customers have been activated, the "Radio and Television+" industry chain has been extended, and the expected realization of business benefits has been promoted, expanding the broad prospects for diversified cooperation in the radio and television smart industry.

(6) Promoting diversified business development through customized short videos: Since 2020, Huashu Zhongguang Cable Ma'anshan Branch has taken short video shooting as a new business growth point to expand its business direction, and

has begun to explore and experiment with it. In the current "5G era", various types of self media are prevalent, and operating local self media is obviously a timely move. The "Eat, Drink, Play, and Play" Tiktok number set up by the Maanshan Branch of Huashu Zhongguang Cable, through trying the local We Media operation mode, seeks a new perspective of depth and verticality, caters to the current most popular short video form, explores all the way, breaks through all the ways, and stands out from the cracks. As of December, the "Eat, Drink, and Play, and Play, and Play, and Play" has attracted 0.339 million fans, 4.02 million praise, and a single video has a maximum of 520000 praise, digging deep into the market value of Tiktok, and bringing out "output" with traffic. This year, due to the impact of the epidemic and economic downturn, many customers have become more cautious in their advertising placement. A single TV advertisement is difficult to meet the growing diversified advertising needs of customers. Therefore, Huashu China Cable Ma'anshan Branch responds to the headquarters' goal of implementing high-quality promotion of "smart broadcasting and television", strives to create a benchmark image, guided by customer needs, realizes the innovation of business and products, and adds customized short video promotion for cooperative customers. In October 2022, Huashu Zhongguang Cable Ma'anshan Branch planned and shot a short video for Ma'anshan Fortune Lottery Center, submitted it to the official Tiktok number of "China Fortune Lottery", participated in the national "Shake Your Happiness 8" short video contest, and won the title of "Top 100 Local and Municipal Organizations". With the help of such customized short video shooting, customer enterprise relations were effectively consolidated, the diversified development of related businesses was

promoted, and the good needs of consumers were met to improve the high-quality development of enterprises.

(7) Innovation faces the reform brought by 6G new technology: 6G network will be a fully connected world combining ground wireless and satellite communication. Deep integration with artificial intelligence and machine learning will greatly enhance intelligence. 6G has high bandwidth and low latency. Radio and television enterprises should seize the opportunity of 6G technology development, accelerate the development of deep intelligent interaction, and enable users to enjoy immersive and disruptive emotional interaction experiences anytime and anywhere. The developed products must be suitable for multi screen interaction. For example, the intelligent community platform can realize TV Internet, shopping, payment, community services and other services at home through digital set-top boxes; We should also strengthen cooperation with the Municipal Education Bureau, reserve a classified teaching section on the set-top box platform, and combine the latest 6G technology to achieve planned extracurricular teaching. In emergency situations, such as this year's H1N1 flu causing some schools and classes to temporarily suspend classes, achieving social welfare through broadcasting and television networks, cooperating with well-known educational institutions such as Xueersi, and increasing value-added business income; Establish long-term cooperative relationships with medical institutions, strengthen cooperation with the medical and health fields, reserve remote medical modules on set-top box platforms, fully utilize the advantages of 6G communication networks, combine video and sensor devices to achieve online medical consultation and diagnosis for patients, enhance the artificial

intelligence capabilities of medical care through cooperation with medical institutions, and thereby increase value-added business income for broadcasting and television enterprises.

CONCLUSION

With the changing market competition environment, network terminals such as smartphones, OTT, IPTV, etc. have given users more choices to watch TV programs, and new generation information technologies such as artificial intelligence, the Internet of Things, and big data are accelerating iteration. In the new era, the broadcasting and television network can only rely on the power of new technologies to improve quality and innovate in key areas such as brand positioning, brand image, brand extension, and smart broadcasting, in order to meet the needs of more household users and successfully achieve transformation and upgrading.

Questions related to improving the management system of the enterprise were investigated by such scientists as Biggerstaff., Bogomolov., Iorgulescu., Mlkva., Twwna., Qianjin., Xia Ziqian., Tian Hui., Gao Weiguo., Li Wei., CAI Qi. and other, but despite the large number of publications on the topic, this issue needs more extensive research.

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APPENDICES