

Integrating of Telecom, Internet, Radio, Film and Television: Create New Services in Chinese-style “Media&Telecom” Industry

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After more than ten year’s controversy, grounding and separation, the integration of three networks (Telecom, Internet, Radio, Film and Television) has been formed in different industrial patterns which are based on different interests. The appeal point of telecommunicaitons industry is mediation by the Next Generation Network (NGN) as a result of its subscribers’ ARPU value from basic voice and Internet access services counted down. However, the appeal point of broadcasting industry is to provide bidirectional and full services by the Next Generation Broadcasting (NGB) after suffering the pain of one-way communication and relying on advertising revenue only. So the two sites have entered into a new competitive stage by mutual complementarity and replicability, which formed the basis for the Chinese-style integration of three networks.

As the reality of the situation in China, Chinese-style integration of three networks is not a pure integration of market, technology or interests, nor an integration of administrative agencies or institutions, but one with Chinese characteristics in the dominant of ideology, which is to build a new media&telecom industry with medium feature by providing contents, networks and services. That is an integration of three networks with media-led thinking method.

Therefore, during the process of integrating of three networks, both two industries should accord with and centre on the media-led thinking method, so that to expand and enhance their strengths.

Keywords:

Integration of telecom, internet, radio, film and television; media&telecom industry; media-led thinking; broadcasting industry; telecommunications industry