Woody International Publish Limited
An Multidisciplinary Academic Journal Publisher

Journal of Theory and Practice in Economics and Management, Volume 2, Issue 1, 2025
https://www.woodyinternational.com/

The Innovation Path and Strategy of Media Industry Driven by New Quality Productivity

Meicheng Quan

Guangdong Peizheng College, Guangzhou, Guangdong, China

Abstract: ***With the rapid development of information technology, new quality productivity has become an important force to promote innovation in the media industry. This paper aims to explore the impact of new quality productivity on the media industry, analyze the challenges and opportunities currently facing the media industry, and propose corresponding innovation paths and strategies, in order to provide theoretical guidance and practical reference for the sustainable development of the media industry.***

Keywords: New Quality Productivity; Media Industry; High-Quality Development; All-Media Integration.

Cited as: Quan, M. (2025). The Innovation Path and Strategy of Media Industry Driven by New Quality Productivity. *Journal of Theory and Practice in Economics and Management*, *2*(1), 18–23. Retrieved from https://woodyinternational.com/index.php/jtpem/article/view/139

1. Introduction

Against the backdrop of rapid globalization and informatization, the media industry is undergoing unprecedented changes. The 11th collective study session pointed out that “developing new quality productivity is an inherent requirement and an important focus for promoting high-quality development. We must continue to do a good job in innovation and promote the accelerated development of new quality productivity.” Accelerating the development of new quality productivity is a necessary condition for high-quality development and a strategic choice for seizing the commanding heights of the new round of global scientific and technological revolution and industrial transformation, opening up new fields and tracks for development, cultivating new development momentum, and enhancing new competitive advantages [1]. For the media industry, this means seizing the historical opportunity of the new round of global scientific and technological revolution and industrial transformation, and achieving industrial upgrading through innovation-driven development, thereby enhancing competitiveness.

With the rapid development of the Internet and mobile communication technologies, especially the increasingly widespread application of high-tech technologies such as artificial intelligence (AI), big data analysis, and cloud computing, the boundaries of the media industry are constantly expanding, the boundaries between traditional media and emerging media are gradually blurring, and the trend of integration is becoming more and more obvious. This integration is not only reflected in the diversification of content forms - from text to images to live video; it is also reflected in the communication channels - new carriers such as social media platforms and short video applications are rapidly emerging and becoming one of the mainstream information distribution platforms. The introduction of new quality productivity has injected new impetus into the media industry, promoted the innovative allocation of production factors and the optimization and upgrading of industrial structure. However, in the face of the ever-changing technological environment, how to effectively transform these advanced productivity into actual productivity and explore a model suitable for its own development on this basis has become an urgent problem to be solved in the current industry. On the one hand, the application of new technologies has greatly improved work efficiency and service quality and reduced operating costs; on the other hand, it has also brought an impact on existing business processes, requiring companies to re-examine their strategic positioning and development paths. This study aims to explore the impact of new quality productivity on the media industry and propose corresponding innovation paths and strategies, in order to provide theoretical guidance and practical reference for the sustainable development of the media industry.

2. Overview of New Productivity and Media Industry Development

New productivity refers to an advanced form of production that is driven by technological innovation, innovative allocation of production factors, and deep industrial transformation and upgrading in the current social and economic development process [2]. The media industry is an industry that produces and disseminates information products in the form of text, graphics, images, sounds, digital, symbols, etc., and provides related value-added services. It includes traditional print media and electronic media, as well as emerging digital media [3].

In the media industry, new productivity not only drives the innovation and personalized development of media content by relying on cutting-edge technologies such as artificial intelligence, big data, and cloud computing, but also optimizes the content dissemination channels, allowing media information to reach the target audience more accurately and efficiently. In terms of user experience, artificial intelligence can automatically generate news releases and commentary articles through natural language processing and machine learning algorithms, improving content production efficiency; big data analysis provides personalized information push based on user behavior and preferences. In addition, the application of technologies such as virtual reality (VR) and augmented reality (AR) makes media content more immersive and interactive, meeting users' needs for rich sensory experience. In terms of content dissemination, cloud computing technology enables media content to be easily distributed across platforms and multiple terminals. Whether it is traditional television, radio, or emerging social media and mobile applications, they can all seamlessly access the same content source. Big data analysis helps media companies understand user needs and market trends more accurately, formulate precise marketing strategies, improve advertising effectiveness and reduce marketing costs. At the same time, the real-time feedback mechanism allows companies to quickly adjust strategies to respond to market changes.

The current media industry is undergoing a digital transformation, with the vigorous rise of new media forms such as short videos, live broadcasts, and social media. Traditional media are actively embracing new media and building an all-media communication system. Driven by new quality productivity, the integration and innovation of the media industry and other industries are becoming increasingly mainstream, opening up a new path for the continued prosperity of the industry.

3. Innovation Paths of the Media Industry Driven by New Productivity

The report of the 20th CPC National Congress pointed out: "We must adhere to the principle that science and technology are the primary productive forces, talent is the primary resource, and innovation is the primary driving force. We must thoroughly implement the strategy of rejuvenating the country through science and education, the strategy of strengthening the country through talent, and the strategy of innovation-driven development, open up new areas and tracks for development, and constantly create new momentum and new advantages for development." New productivity represents productivity of a new quality. Different from traditional productivity, it involves new fields and has high technological content. It is productivity in which scientific and technological innovation plays a leading role, and represents a level transition in the evolution of productivity. The core of new productivity is to "promote quality with innovation" and drive high-quality development with innovation [4]. It can be seen that the core of new productivity lies in innovation. Schumpeter believed that innovation is endogenous to the production process and is to establish a new production function, that is, a "new combination" of production factors and production conditions [5]. Media industry innovation driven by new productivity can essentially be understood as a new combination of production factors and production conditions. By introducing new technologies, content forms, communication channels, management methods, and talent development paths, the added value and market competitiveness of media products are improved, and the development of the media industry is promoted.

3.1 Technological Innovation

Science and technology are the primary productive forces. Human society is currently experiencing a new round of scientific and technological revolution and industrial revolution represented by digital technology and digital economy. The universal advantages of digital technology enable it to enter all aspects of people's daily lives in a broad, in-depth, efficient and convenient manner, and have a subversive impact on traditional fields of human society from point to surface [6]. The introduction of cutting-edge technologies such as artificial intelligence, big data, and cloud computing, which were born under the wave of science and technology, has brought "new" changes to the media industry.

Artificial intelligence technology has achieved intelligent generation, intelligent editing and intelligent recommendation of media content through technical means such as deep learning and natural language processing, greatly improving the efficiency and personalization of content production. For example, intelligent generation technology can automatically create news reports, articles and even video content based on algorithms, which not only increases the speed of content production but also reduces labor costs. Intelligent editing systems can automatically proofread texts, correct grammatical errors, and improve the accuracy of content. Intelligent recommendation systems based on user portraits can accurately push content that users are interested in by analyzing users' browsing history, interests and hobbies, and behavior patterns, thereby improving user experience and satisfaction and increasing user stickiness.

The application of big data technology enables media companies to have a more comprehensive understanding of user needs and market dynamics. By mining and analyzing massive data, media companies can grasp information such as user preferences and behavior patterns, thereby formulating more accurate marketing strategies and content innovation directions. At the same time, big data technology can also help media companies optimize resource allocation, improve operational efficiency, achieve cost control and continuous improvement of business processes by monitoring the entire process of content production, distribution and consumption.

Cloud computing technology provides powerful computing and storage capabilities for the media industry. Through the cloud computing platform, media companies can achieve flexible use of resources, reduce the operating costs of IT infrastructure, improve business flexibility to quickly respond to market changes, and adjust business strategies in a timely manner. In addition, cloud computing also supports seamless access to multiple terminals and platforms, providing convenience for cross-platform dissemination of media content. Whether it is PC, mobile or IoT devices, users can enjoy a consistent content experience. Cross-platform compatibility and convenience have broadened the user base for media companies and enhanced brand influence.

3.2 Content Innovation

Before the emergence of generative artificial intelligence, people were the absolute core of content production, but AIGC broke this tradition. Using big data, machine learning, natural language processing and other technologies, AIGC can create a large amount of text, pictures and videos in a short time, greatly expanding its application scenarios in news production [7]. Content innovation is one of the core paths of media industry innovation. Driven by new productivity, media content innovation shows the characteristics of diversification, personalization, and interactivity.

The rise of diversified content forms is a distinctive feature of the media industry driven by new productive forces. Traditional text and image content is no longer enough to meet the diverse needs of modern users. Nowadays, the integration of emerging content forms such as video, live broadcast, H5, VR/AR, etc. has greatly enriched users' sensory experience and enhanced the attractiveness of content. For example, Douyin attracts young users through creative short videos; Taobao Live combines e-commerce The merchant function allows you to watch and buy at the same time. In particular, the application of VR/AR technology allows users to be immersed in the virtual network by creating a virtual environment, thereby improving the user's immersion and participation, and also provides a new direction for the innovation of media content.

The realization of personalized content customization benefits from the in-depth application of big data and artificial intelligence technology. Driven by new productivity, media companies can use big data analysis and artificial intelligence technology to deeply explore user behavior, thereby providing more accurate personalized content. For example, modern news aggregation applications such as Toutiao and Flipboard will build user profiles based on users' reading history, search records and social media activities, and recommend highly relevant news articles based on these data, which not only improves the user's reading experience, also increases the time they stay on the platform. Music and video streaming services such as Spotify and Netflix use complex algorithms to predict users' preferences and then recommend songs or movies. Spotify's "DiscoverWeekly" playlist is a set of new track recommendations automatically generated based on each user's listening habits, while Netflix recommends new movies or TV series based on the user's viewing history.

The introduction of interactive content experience is another important feature of content innovation in the media industry. Driven by new productivity, users have transformed from passive content recipients to active participants in content creation and dissemination. For example, social platforms such as Xiaohongshu and Weibo encourage users to upload their own videos, pictures and texts, forming a huge UGC ecosystem. This form gives every

ordinary person the opportunity to become a creator, share their own stories, and at the same time receive likes, comments, and support from other users, enhancing the interactivity and sense of belonging within the community. Live broadcast platforms such as Twitch and Douyin Live allow viewers to communicate with anchors in real time, and can even directly influence live content through rewards and other methods. Some online collaboration tools also allow remote teams to jointly edit documents, produce videos and other content, promoting the collision and integration of ideas. In the field of education, students can even visit museums or participate in scientific experiments through virtual reality classrooms, giving them an unprecedented immersive experience in the classroom.

3.3 Innovation of Communication Channels

The new quality productivity of smart media requires that institutional media and algorithm recommendation environments should have a deep combination and interaction. Media convergence should produce new information dissemination channels under the precise matching of user needs and algorithm recommendation mechanisms. Under the perspective of algorithm folk theory, an "algorithmic media theory" for professional media information dissemination should be developed, and personalized algorithm recommendation technology should be used to accurately match content production with user consumption, thereby realizing the new quality productivity of smart media in the dissemination process [8]. Driven by the new quality productivity, media companies have turned to more flexible and diverse dissemination channels, using new technologies to improve content distribution efficiency and user experience to adapt to the rapidly changing technological environment.

Social media, as one of the dissemination channels, not only has a wide coverage, but also has strong interactivity and instant feedback mechanisms. Many media companies have begun to actively deploy major social platforms, such as Weibo, WeChat, and Xiaohongshu, to promote their brands and provide services through these platforms. For example, news organizations will publish the latest reports on social media and communicate directly with users; entertainment companies use social media to publish trailers, behind-the-scenes footage and other content to increase fan stickiness.

Short videos have quickly become popular due to their easy-to-attract attention and easy-to-consume characteristics, and have become a new means for many media organizations to expand their influence. Platforms such as Douyin and Kuaishou can accurately push content to interested user groups with their algorithm recommendation systems, greatly improving the exposure of content; online education platforms use live broadcasts to conduct course teaching, enhancing the interaction between teachers and students; the e-commerce industry also uses live broadcasts to achieve seamless connection between product display and sales, effectively improving conversion rates.

In order to meet user needs in different scenarios, media companies try to combine multiple communication channels to achieve resource complementarity. This cross-platform integration strategy includes but is not limited to multi-screen simultaneous broadcasting, that is, synchronizing TV programs to the Internet platform so that users can watch them through multiple terminals such as computers, smartphones or tablets; developing special applications for mobile devices so that users can enjoy high-quality content services anytime, anywhere; and building an all-media communication system, integrating newspapers, magazines, radio, television and the Internet and other media forms to form a unified brand image. Media companies can more effectively manage and dispatch various resources in an all-media integration manner, and ensure the consistency and coherence of content on different platforms.

3.4 Management Innovation

The introduction of new productivity has not only changed the production methods and business processes of the media industry, but also promoted the transformation of the industry management model. The application of new technologies enables the media industry to achieve more refined management. Through big data analysis, media companies can grasp the business operation status in real time, discover and solve problems in time; through cloud computing platforms, media companies can achieve centralized management and unified scheduling of resources, reduce operating costs, and improve resource utilization efficiency. At the same time, the elastic expansion capability of cloud services enables companies to flexibly respond to changes in business needs and ensure the stability and continuity of the business.

New productivity has changed the organizational structure of the media industry. The traditional hierarchical

structure has gradually been replaced by a flat and flexible organization, which has promoted cross-departmental and cross-regional collaborative work and improved decision-making efficiency and execution. Media companies can respond to market changes and user needs more quickly by using new technologies, and improve market sensitivity and competitiveness.

3.5 Innovation in Talent Development Paths

Talent is the most active and decisive subject in the new quality productivity. Its innovative thinking, critical thinking and practical ability together constitute the source of productivity progress [9]. As the most dynamic and influential factor in the new quality productivity, its innovative thinking, critical thinking and practical ability are the fundamental driving force for promoting productivity progress. In the innovation path of the media industry, talent development is crucial.

The application of new technologies requires support from talents with relevant skills and knowledge. For example, the application of artificial intelligence technology requires talents who understand machine learning, deep learning and other algorithms. They can master these technologies and promote the intelligent production and distribution of media content; the application of big data technology requires talents who master data mining, data analysis and other skills in order to better extract valuable information from massive data.

The new quality productivity also promotes the innovation of the business model of the media industry. For example, the emergence of emerging formats such as omnimedia communication and content e-commerce requires the support of compound talents who understand both media and the market, both technology and management. These compound talents can be proficient in multiple fields and promote the innovation and development of business models.

4. Strategic Recommendations and Practical Implications

Faced with the opportunities and challenges brought by the new quality productivity, the media industry should actively respond and take the initiative to improve production with "new" and "quality", promote industrial upgrading and transformation, and achieve sustainable development.

First, we should continue to pay attention to and invest in the research and development and application of cutting-edge technologies such as artificial intelligence, big data, and cloud computing, and improve the efficiency and quality of content production, distribution, and user experience through technological innovation. At the same time, we encourage enterprises to cooperate with scientific research institutions and universities to achieve the integration of "production, learning, research, and application" and jointly promote technological innovation and achievement transformation.

Second, media companies should focus on the diversification, personalization, and interactive development of content, and use new technologies to expand content forms to meet the diverse needs of users. At the same time, we should actively deploy emerging communication channels such as social media and short videos to achieve cross-platform integration and resource complementarity. Through accurate user portraits and algorithm recommendations, we can improve the exposure rate and user stickiness of content.

Third, we should advocate innovation and cooperation. Cross-field and cross-industry cooperation can break the shackles of traditional thinking patterns, gather more wisdom and resources, stimulate the enthusiasm and creativity of all sectors of society, and form a strong synergy to promote the development of the media industry to a higher level.

Fourth, we should attach importance to basic research and education and establish a sound talent development system. Through training, exchanges, cooperation and other means, we will improve the skills and knowledge level of media industry workers, cultivate compound talents with innovative thinking, critical thinking and practical ability, and provide continuous knowledge support and talent guarantee for the development of the media industry.

5. Conclusion

With the rapid development of information technology, new quality productivity has become an important force

to promote innovation in the media industry. This paper explores the impact of new quality productivity on the media industry, and proposes that the media industry can achieve sustainable development through technological innovation, content innovation, communication channel innovation, management innovation and talent development path innovation. It analyzes the challenges and opportunities currently facing the media industry, and proposes corresponding innovation paths and strategies.

In the future, the media industry will continue to face opportunities and challenges brought by technological progress. On the one hand, the application of new technologies will continue to promote the innovation of media content and the transformation of communication methods; on the other hand, how to find a model suitable for its own development in a rapidly changing technological environment will be an issue that media companies need to continue to pay attention to. Only by constantly exploring and practicing new innovation paths can media companies remain invincible in the fierce market competition and achieve long-term and stable development.

References

[1] Lin, L., Gu, T., & Shi, Y. (2024). The influence of new quality productive forces on high-quality agricultural development in China: Mechanisms and empirical testing. *Agriculture*, *14*(7), 1022.
[2] Shao, C., Dong, H., & Gao, Y. (2024). New Quality Productivity and Industrial Structure in China: The Moderating Effect of Environmental Regulation. *Sustainability*, *16*(16), 6796.
[3] Flew, T. (2007). New media: An introduction. *Victoria: Oxford University Press*.
[4] Yang, Y. C. L. Y. (2022). *How Seasoned Human Resource Managers Make Sense of Digital Intelligence in Today's Workplace: An Interpretative Phenomenological Study of Their Experiences in Multinational High-Tech Companies* (Doctoral dissertation, Northeastern University).
[5] Schumpeter, J. A., & Swedberg, R. (2021). *The theory of economic development*. Routledge.
[6] Xiumei, Z. H. U., & Yue, L. I. U. (2022). The Formation Mechanism of an Enterprise's Digital Intelligence Transformation Capability: A Case Study on" Knowledge-Action Oneness" in Haier. *Frontiers of Business Research in China*, *16*(2).
[7] Sun Yunke. Challenges, opportunities and responses: AIGC empowers mainstream media to form new quality content productivity [J]. All-media Exploration, 2024, (06): 130-132.
[8] Cai, Q. F., & Wei, W. Under the Background of New Quality Productivity, the Research and Prospect of Customer Value Creation of Chinese and American Communication Enterprises.
[9] Yu, Y., & Jiang, Y. (2024). Understanding the Digital Revolution and Its Influences. *Springer Books*.