

Tencent live news section, information broadcast spark can start a prairie fire?

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2016 With the development of smart phones to upgrade the server configuration and capacity of cloud computing, online video broadcast ushered in the largest outlet, and driven by user demand, and gradually spread from the people live show to the whole industry, is becoming a broadcast various industries secondary standard, the industry giants have carried meddle in layout, in which the field of information and news Tencent is the first to open this year in the 24 * 7 live online all day, and the desire to build the live section.

This also indicates that the news live video is entering a mature stage, while the major categories of products will also follow up information, then why information will be video broadcast outlet Why?

First, why the information into a video broadcast outlet

In fact the traditional news broadcast has long been, is nothing new, the traditional news broadcast generally are biased images of text-based, and to edit text and graphics content published synchronize calendar year Apple's new conference, usually take such form, and therefore has a huge user demand, while the information class graphics mode to extend live video will appear the following advantages.

Higher real-time will widen the gap with similar products

When the arrival of a hot topic, users are very message you want to get first-hand information, and the traditional image text short video mode, are all second-hand goods to edit, in addition to the audit plus a variety of modifications, the timeliness of news usually He will be greatly reduced.

Due to its live video have a higher real-time, so that a comparative advantage is very obvious, of course, happy as a user will choose to watch live directly, rather than choose another "used graphic information," so will widen the gap with similar products directly therefore two reports live on Tencent news client achieved very good results.

To create a new user instant sense of participation

Traditional interactive user participation information, usually only be able to express their views in an article, and then had to go in after the reply, although this can create a lot of asynchronous UGC, but the user does not get "immediate participation" feelings.

Want more than under, information superiority live here again, every user has finished speaking can participate at the moment are tens of thousands of other online users together to see, and other users might get a response, then this sense of participation and somewhat similar barrage, barrage was able to get so many users, it is for users to create their immediate participation in a new experience, and the news broadcast interactive mode will bring the same user experience.

Information broadcast diversity advantage

News Live also has the advantage that it is not confined to hot events, can also be the planning of thematic content, such as Live Music, live people's livelihood, live scenery, etc., it has an infinite number of possibilities, and can bring vast amounts of user participation.

News + Live, is currently still in a sea of blue state, the future has a great imagination.

Second, the 7 * 24 Live will bring any information

Live information is a general trend, so the major information platform clients have with their own advantages, on-line information broadcast, the first cut Tencent news 24/7 live art is bound to be a fancy all-day live trend, then 7 * 24-hour live broadcast will give us?

1) People of livelihood information

Staring past media have some hot current events, to live life very few humanities, in the information reading vertical today, traditional broadcast information can not meet the user's information needs, seemingly dull, but the real side of life Watch live started favored by the users. Tencent has recently opened a Chongqing bus cab heat over 50 degrees "roast" the driver live and let users truly feel the Chongqing high temperatures and bus drivers hard.



And like the topic of people's livelihood, with access to massive demand, people are absolutely just, live in this form are redefining the way information access, the future users want to see the information is no longer needed according to correspondent reported slow-paced, but directly open 7 * 24 hours of live video can be obtained in one hand, more efficient and close to the people, in such a rigid demand, driven by the expected future live people's livelihood information will be more frequent in various news clients appear ,

2) Multiple news content planning

24 * 7 live this feature, users can also bring more unique tracking live, for example, the current Tencent news also broadcast live throughout the 21-day chicks hatch on the line day attracted 172 million users watch this is a very successful science program broadcast attempts.

Just after careful planning and selection, in the future there will certainly be more interesting and attract users to watch, science, stocks, politics, entertainment, etc. These topics can still dig the point, but we do not yet have thought of it, which there is a possibility of more diversified market information, and is not limited by real-time hot spots, can create their own, which is planned for broadcast content both an opportunity and a challenge.

3) the potential tourism market

7 * 24-hour live broadcast most people look forward to the fact there are tourist attractions, and in fact live national tourism landscape are nothing new, [Earthcam](#) company in the world has long served as a camera, users can visit the Web site Watch various views of the world, from New York to London to Osaka, young artists can think of any city are all-encompassing.

The vast land of China, many views, user demand for tourist attractions actually live has always been high, and 24/7 live tourist attractions can directly meet the needs of these users, along with his assistant on a variety of marketing tools can better guide the user personally went to watch, is a huge market, Tencent news also opened a live Dali, Wenzhou, Sanya and other tourist attractions, access to a large number of users to watch.

Conclusion:

In the form of information from print media to the portal to the client and then to the current live, form seems to have been changed, but the user needs access to quality content has not changed.

The landing Tencent layout 24/7 Live festival, is not groundless. Combined with Tencent news in their own content areas accumulated more than ten years, a wide range of pan-entertainment layout in construction and investment, has a fully prepared, as a leader in information broadcast Tencent this experimental approach to explore more possibilities. The information also need a live demonstration, a key node in bloom, so that more people involved.

In the long run, this has a strong sense of ceremony, live festival for the audience a sense of being a broader perspective, more three-dimensional perspective, and this is the way to bring greater topic live, the greater depth of information .

This year, Ali made double eleven somewhat similar, although initially only some tiny spark, but based on the judgment Ali trends and their years of accumulated, culminating in a fire a few years after the formation of a prairie fire, and finally become a full Chinese human carnival.

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