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## Original Research Article

# Construction and impact of communication power of China's hunan broadcasting system in the era of media convergence

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**Abstract:** Since the National Conference on Propaganda and Ideological Work forward-thinkingly proposed the strategic orientation of "accelerating the deep integration and development of traditional media and emerging media" on August 19, 2013, China's media ecosystem has undergone unprecedented profound transformation and change. Hunan Satellite TV, as a leader among provincial satellite channels, has maintained its leading position through strategies such as content innovation, platform expansion, and team building, and has emerged prominently in international communication. This paper delves into the strategies for building Hunan Satellite TV's communication power and their impact, and reflects on the development of its international communication capabilities.

**Keywords:** Media Convergence; Media Communication; Hunan Satellite Television; International Discourse Power

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## 1. Strategic approaches to enhancing communication power

### 1.1. Content innovation

Content innovation is the core strategy for Hunan Satellite TV to enhance its communication power. Leveraging its profound experience in the field of variety shows, Hunan Satellite TV continuously introduces innovative and topical programs, earning the love and recognition of a wide audience. These programs, such as "Happy Camp," "Sound of My Heart - Taiwan Season," and "Singer," have not only achieved remarkable success in the domestic ratings market but have also generated extensive influence overseas.

Furthermore, Hunan Satellite TV emphasizes the creation of mainstream content. Through programs like "My Youth on the Silk Road" and "Connected to the Red Soil," it promotes positive energy, strengthens the guiding force of mainstream media, and further enhances its communication power and influence.

### 1.2. Platform development

Platform development is another crucial approach for Hunan Satellite TV to boost its communication power.

A decade ago, Hunan Broadcasting System marshaled its full force to establish Mango TV, formulating a dual-core driven development strategy with Hunan Satellite TV and Mango TV as the two wings. Four years ago, it proposed building a mainstream new media group, promoting the deep integration of Hunan Satellite TV and Mango TV, and deploying a new media matrix including Xiaomang e-commerce, Fengmang short videos, and 5G smart radio, thereby forming an omnichannel media development pattern integrating long, medium, and short content formats and advancing both audio and video. This year, Hunan Satellite TV has implemented the Mango TV Upgrading Plan and the Mango TV International APP Doubling Plan, actively promoting its

international layout through self-built platforms and cooperative communication to expand into overseas markets (Table 1). It has accelerated the external financing of Xiaomang e-commerce, launched the digital cultural relic platform Shanhai APP,” and upgraded the Fengmang APP starting from ‘micro dramas, micro variety shows, and micro news,’ further transforming into a mainstream new media group that integrates cultural and technological advancements with excellent economic and social benefits<sup>[1]</sup>”

Table 1. Chinese youtube channel subscribers (as of 22 October 2024).

Channel	Subscriber number
China HunanTV Official Channel	5.29 million
Tencent Video	8.51 million
Youku	5.63 million
CCTV Television	2.37 million
iQIYI	5.94 million

### 1.3. Team building and management mechanism innovation

Hunan Satellite TV has demonstrated remarkable innovation in team building and management. Relying on the “Three Integration Strategies,” it promotes the deep integration of traditional and new media, culture and technology, and tourism, thereby building a new Mango ecosystem, strengthening industrial chain integration, and achieving efficient resource allocation. By hosting international audio-video algorithm competitions, it attracts top-notch technical talents and implements a composite talent cultivation model that integrates “content + technology” to build an elite team. At the same time, Hunan Satellite TV has keenly laid out new cultural formats such as content e-commerce, digital cultural heritage, and smart cultural tourism, expanding its business scope, enriching user experiences, and maintaining a competitive edge in the market.

## 2. Brand influence and market competitiveness analysis

### 2.1. Brand influence

Through years of brand building and content innovation, Hunan Satellite TV has established a brand image of happiness, youth, novelty, and trendiness, deeply loved by young audiences, making it the most influential provincial satellite TV station in China. Although its once flagship program “Happy Camp” ceased broadcasting more than two years ago, the joy it brought to audiences is still remembered. Additionally, talent shows like “Super Girl” and “Super Boy” opened a new era of talent selection in China.

In recent years, Hunan Satellite TV has introduced an annual themed creation mechanism, resulting in numerous outstanding works. News documentaries such as “Great Nations, Great Men” and “Letters from the General Secretary,” cultural programs like “Cultural Prosperity in a Flourishing Age” and “Chinese Doctors on the Silk Road,” TV dramas such as “Asking the Vastness” and “Songs of Lushan,” theoretical films like “Twenty Discourses on the 20th National Congress,” variety shows including “Sound of My Heart” and “Singer 2024,” as well as multiple documentaries, all showcase modern and advanced cultural qualities. They elucidate cultural ideas, explore Chinese civilization, reproduce historical scenes, and present the spiritual outlook of contemporary Chinese people.

Furthermore, Hunan Satellite TV boasts a powerful group of hosts whose total fan base on Sina Weibo exceeds 400 million. Among provincial satellite TV stations in China, its 明星 hosts have the most brand value, popularity, and attention, demonstrating a versatile and all-around development. This provides significant support

for the station’s brand influence (Table 2).

**Table 2. Distribution of sina weibo fans of some hunan tv hosts (including those who resigned).**

Emcee	Weibo fans	Emcee	Weibo fans	Emcee	Weibo fans
He Jiong	118 million	Wang Han	1.827 million	Ma Sichao	5.525 million
Shayna	126 million	Qian Feng	6.051 million	Li Haofei	6.032 million
Li Weijia	31.01 million	Liang Tian	3.107 million	Liu Chenglin	2.0013million
Wu Xin	37.486million	ShenMengchen	9.182 million	Hou Pengyan	1.102million
Du Haitao	37.449million	Jin Mengjia	4.191 million	Liu Ye	51.718million

(Deadline: October 22, 2024)

## 2.2. Market competitiveness

In terms of market competition, Hunan Satellite TV maintains strong market competitiveness thanks to its advantages in content innovation, platform development, and team building. Its advertising revenue, ratings, market share, and other indicators rank among the top in the industry. For example, “Singer 2024” achieved “a total of 158.54 billion online views, not only driving a 15% increase in total ratings across 35 first- and second-tier cities in China, but also leading to over 18.53 million new downloads of the Mango TV International app.”<sup>[1]</sup>

Currently, Hunan Province is committed to exploring and implementing an efficient mechanism for the “integration of culture and technology.” In July this year, the province joined hands with the China International Publishing Group, iFLYTEK, and Hunan Normal University to establish the Malanshan Dubbing Center, aiming to build a comprehensive dubbing platform that supports multiple media formats and multilingual translation. “This supports Hunan Broadcasting System in implementing projects on ‘cloudification, virtualization, and intelligence,’ constructs vertical large models for Mango’s international expansion, promotes the application of new technologies such as AR, VR, AI broadcasting, and digital humans in the field of international communication, and comprehensively enhances the efficiency of international communication.”<sup>[2]</sup>

## 3. Development thoughts on enhancing hunan satellite TV’s international communication power

### 3.1. Leading international communication and facilitating the global reach of chinese culture

In the new era of globalization and informatization, media is not only a carrier of information dissemination but also an important bridge for cultural exchange. As a leader in China’s radio and television system, Hunan Satellite TV has achieved remarkable results in the field of international communication with its rich content resources, strong innovation capabilities, and extensive international influence.

In terms of external promotion of major themes, Hunan Satellite TV focuses on poverty alleviation and has successfully held events such as the “Shibadong” Forum on Poverty Reduction and Development, multiple China New Media Conferences, the “Belt and Road” Youth Creativity and Heritage Forums, the “Chinese Bridge” Chinese Proficiency Competition for Foreign College Students, and the “Global Chinese Spring Festival Gala” for overseas Chinese.

In cultural exchange and dissemination, “the program format of ‘Sisters Who Make Waves 2023’ was successfully exported to Vietnam and topped the ratings chart, the music variety show ‘Sound of My Heart: Taiwan Season’ was recognized by the Taiwan Affairs Office, with a cumulative online video playback of 8.69 billion views at home and abroad.”<sup>[3]</sup> The third season of the documentary “China” received widespread

attention both domestically and internationally, and the study abroad program “Flowers and Young Boys: Silk Road Season” was globally recommended by the Ministry of Foreign Affairs and several Chinese embassies and consulates abroad.

In terms of building overseas platforms,”Hunan Satellite TV has a global coverage of 1.288 billion people, the Mango TV International app has been downloaded over 146 million times, and Hunan International Channel has cooperated with Golden Digital TV in Ghana, Africa, to create the ‘Golden Mango’ channel, covering nearly 500 million people in 23 African countries and becoming an important platform for communication with Africa.<sup>[3]</sup>”

### **3.2. Specific Strategies for Hunan Satellite TV to Enhance Its International Communication Capabilities**

In the profound transformations of the current international landscape, Hunan Satellite TV must focus on enhancing its international communication capabilities to expand the influence of Chinese culture. The specific strategies are as follows:

**A. Uncovering Good Stories:** Hunan TV has many excellent programs, but to attract people internationally, the key is to tap into good stories that can embody Chinese cultural characteristics, reflect the real life of Chinese people, and have emotional resonance. It must not only be noisy or grand narrative, it must not only focus on traditional Chinese drama, Chinese kung fu, porcelain, tea culture, food, etc., which is easy to make the audience form a single, stereotypical impression of China, and may feel boring after a short time of attraction, and ignore the diverse and rich face of contemporary China. It’s about discovering moving details and characters, and portraying them vividly.

**B. Innovating Expression Methods:** Considering the cultural backgrounds and language habits of overseas audiences, Hunan Satellite TV should adopt more relatable language, interesting narrative techniques, and incorporate local popular cultural elements. By utilizing new media and social platforms, it can increase interactivity and fun, thereby getting closer to overseas audiences.

**C. Strengthening Local Cooperation, Expanding Overseas Channels:**China’s media faces challenges in international communication, lacking independent social media platforms with broad influence. Currently, it primarily relies on U.S.-controlled social media platforms like Facebook, Twitter, and YouTube to disseminate information about China. However, these accounts mostly have a limited number of followers and slow growth. In recent years, foreign platforms have increasingly implemented restrictive measures, including content censorship, promotion limitations, and even account bans, severely constraining the initiative and effectiveness of China’s international communication. To break through and enable programs to take root overseas, it is necessary to engage in in-depth cooperation with local media and cultural institutions, leveraging their resources and channels to promote programs. At the same time, programs should be appropriately adapted and packaged for localization according to local market demands and audience preferences to better suit local tastes.

**D. Cultivating International Talent:** Hunan Satellite TV should strengthen the cultivation of compound talents who are proficient in both journalism and foreign languages, as well as cross-cultural communication. By selecting outstanding employees for overseas study, work, or recruiting talents with international communication experience, it can enhance the overall quality and internationalization level of the team.

**E. Precise Evaluation and Strategy Adjustment:** Hunan Satellite TV should establish a comprehensive evaluation system for the performance of international communication products, introduce third-party evaluation agencies, and utilize big data technology for precise analysis. It should regularly conduct surveys of overseas

audiences to deeply understand their behavior patterns, emotional tendencies, and viewing needs, promptly adjusting communication strategies to ensure rational resource utilization. During the evaluation process, it should balance the feelings of domestic and foreign audiences, comprehensively evaluate the communication effects, avoid misunderstandings and biases, and enable Chinese culture to truly step onto the world stage.

#### **4. Conclusion**

As a leader among China's provincial satellite TVs, Hunan Satellite TV, in the new era of media convergence, has not only led the domestic market but also demonstrated great potential in international communication through its forward-looking innovation strategies and practices. Its uniqueness in content, platforms, teams, and management provides valuable experience for other traditional media.

However, international communication is complex and full of challenges. Hunan Satellite TV needs to continue its efforts to deeply dig into heart-touching stories and present China's diverse aspects through authentic narratives. It should innovate expression methods to bridge cultural differences and get closer to overseas audiences. By strengthening localization cooperation, expanding overseas channels, and achieving in-depth program localization, it can cultivate compound talents with an international perspective. Additionally, building a scientific evaluation system for international communication effects ensures that investments yield maximum benefits.

Looking ahead, Hunan Satellite TV is expected to achieve even greater accomplishments in international communication with its cultural heritage, innovation capabilities, and enterprising spirit, allowing Chinese culture to shine brightly on the world stage.

#### **About the author**

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