

Analysis of the Success Factors and Future Developments of Hunan TV International Channel

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Abstract. The rapid development of Internet technology has spawned a number of new medias, also accelerated the pace of traditional television media transformations. Hunan TV International Channel is undoubtedly the leader of the successful transformation and will become the international mainstream media of cultural communication with Chinese characteristics. This essay will mention enterprise position, integrated, creativity, brands and human advantages to state the success factors of Hunan TV International Channel, from the aspects of strategic planning and products sensations, standing on the future altitude of Hunan TV International Channel, put forward constructive suggestions from the perspectives of strategic planning and organizational reconstructing.

Keywords: Hunan TV International Channel; New media communication; Marketing; Strategic planning; Organization optimization.

1. Introduction

Hunan International Media Co. LTD (below referred as Hunan TV International Channel) is an independent new media company under Hunan Radio and Television Group that focuses on all-media promotion, all-region marketing, global publicity and officially launched in May 5th 2009 [1].

Hunan TV International Channel takes Chinese cultural spreading as the mainstream, sufficiently excavated and utilized the excellent internal resources in Hunan TV International Channel, by means of referring, integrating and innovating, continue pushing out the products and activities that users satisfies, such as Mango headlines, The trend of the world I see, Dragon Boat Festival Emotion Autumn Dream, Poetic all the way around the Mid -Autumn Festival, China Australia Pride, Mango Ambassadors, I want to invest and so on. While carefully planning the contents, Hunan TV International Channel has fully integrated excellent resources of Hunan Radio and Television System, deepened the cooperation among the world's Chinese-language media, and constructed a global all-media cooperation union to spread Chinese culture through multiple channels [2].

Up to now, Hunan TV International Channel has been introduced to 230 countries and regions in the world, with 40 million overseas. In 2021, it entered Hong Kong cable, adding more than 1 million users and 100 star-hotels. And then successfully landed in Japan in a marketed oriented way [3].

In 2019, Hunan TV International Channel has won Director of national and television administration TV guide, 2019 Fingertips melt media list (The most influential radio and television media platform), Director of National Radio and television administration (China Radio film and television) 2019 TV landmark, Large-scale survey of comprehensive strength of Chinese television media (Annual excellent convergence media team), China association of Radio, film, television and press big data center, Suxi index (Sunac model of the year), 2019 Macau international advertising festival "2018-2019 innovative communication platform award. In July 2021, it was entered in the public notice list of national key cultural export enterprises of 2021-2022 [4].

2. The success factors of Hunan TV International Channel

The rapid development of computers and Internet technology has spawned a number of new media, the characteristics of interactivity, immediacy and autonomy rapidly occupy the market, and bring serious challenges to traditional television media. Facing the fierce competition environment changes, Hunan TV International Channel gives full play of its own superior resources, making bold

innovations, and walks out a road of innovative development of highly integrated traditional and new media.

2.1 Accurate enterprise positioning leads enterprise to be health and develop rapidly, which is the root of success of Hunan international channel

Enterprise positioning also called strategic positioning, the core is that the company through what kinds of way or methods to provide services to what kinds of customers, gaining and maintaining competitive advantages to achieve the strategic goals. Specifically, it includes three aspects of contents:

- 1). Targeting customers positioning, for whom to offer products and services?
- 2). Products positioning, provide what kinds of products and services to targeted customers?
- 3). Business model positioning, through what ways and what means to provide products and services to targeted customers?

Accurate positioning can make enterprise recognize themselves, knowing what place they are in the market, the advantages and shortages, the marketing challenges and opportunities. On this basis, catch the opportunity, give play to their own advantages, the enterprise can succeed, which is the foundation of the success of the enterprise [5].

Hunan TV international channel regarded spreading Chinese culture, delivering C-pop (a Chinese flow) fashion as brand positioning, also the mission of enterprise. To the global young users group as the target customer group, to “China V valley” global integration propaganda new position for the market positioning, deepen the cooperation among the world’s Chinese-language media (Sponsored by overseas Chinese, in Chinese or Chinese as the carrier), set up a global media cooperation alliance to build “television operation platform+ publicity promotion platforms+ brand selling platforms+ government and enterprise service platform”, achieve publicity platforms designated by publicity department of the CPC Hunan provincial committee, Chinese “Culture at sea” global strategic communication platform, China radio film and television “walk out project” practitioner, global government and enterprise integrated marketing service platform, “Hunan TV+ Mango TV+ international channel” one of the three main platforms of Hunan radio and television publicity system, finally achieve the strategic goal of spreading the Chinese characteristic cultures to the whole world.

Clear enterprise positioning can accurately lead the healthy and sustainable development of enterprises, Hunan TV international channel clearly defined its strategic positioning, which pointed out the direction for the subsequent rapid development and brand formation. This is the root of Hunan international channel’s success.

2.2 The ability of integration an innovation is the key factor to the success of Hunan TV International Channel

On mechanism innovation, Hunan TV International Channel completely go enterprise, market-oriented operation mode, independent operation, self-financing, compared to traditional television, releasing a lot of energy, enhancing energetic and creativity of staffs, gives helps for the subsequent rapid development of the enterprise.

In terms of content integration and innovation, in 2019, Hunan TV International Channel fully integrated the high-quality resources under Hunan radio and television group. Using “culture and super force”, a new upgrade channel content business philosophy, make Hunan radio and television “today headlines”, introduced the traditional culture, popular culture, the tide culture, youth theatre/time theatre brand and so on, collecting “Hunan TV+ Mango TV+ Golden eagle documentary+ Hunan economic TV” five platform quality programs, it will integrate high-quality resources of tv platforms under Hunan broadcasting and television, such as Hunan city, Hunan public, Hunan entertainment, Hunan TV series, Hunan films, Happygo, Hunan fashion, Pioneer PingYu, Tea channel, Happy fishing and other Hunan Radio and Television Platform high-quality resources [6].

In terms of integration and innovation of communication channels, Hunan TV International Channel has established the “Hunan external publicity media matrix, independent operate by itself,

rely on the Hunan Radio and television content intelligent advantage, collecting Weibo, Wechat, Douyin, Today headlines, Yidian message, Sina news, Tencent news, Wangyi news, Souhu news, Fenghuang news, Letters every day, Baidu news and Instagram, Twitter, Facebook, YouTube and 50 new media platforms. Based on this, we will establish a multi-distribution system for contents globally, distribute Chinese culture on the Internet by means of new media, then build an effective brand influence position, accumulate users with contents, control fans with contents, then letting them to be consumers of Chinese culture [7].

2.3 Brands and talent advantages

Although Hunan TV international set up for a while, it belongs to Hunan Radio and television group, which builds a high-quality of traditional television media and new Internet media Mango TV. And then kind of brand influence is naturally transferred to Hunan TV international channel, allowing it standing on a higher altitude, which means to earlier occupy the market. Besides, it developed for many years, form a unique brand advantage. Meanwhile, we will gather a large number of professionals with the vision of the times in content planning and production to lay a solid foundation for the future content planning and production of Hunan Radio and television and Hunan TV International Channel, which form a unique competitive advantage for Hunan TV International Channel.

3. The existing problems of Hunan TV International Channel

While seeing the achievements of Hunan TV international, we should focus more on its existing problems. Adopting strong methods to make sure Hunan TV International Channel can be a mainstream of international media in the future.

3.1 The enterprise strategic planning should further improve

The strategic planning of enterprise should solve three problems, the first is who we are? which means to solve the problem of our own positioning, The second is where do we go? which means to solve the future direction of enterprise, The third is how do we go? which means to solve competitive planning problems, it can also said to be clear core competitive of enterprise, use what kinds of methods to achieve continuing success. Hunan TV International Channel solve successful in the first two questions, which are the main reasons of its success, but the third questions need to be further clarified, which mainly includes three meanings:

Firstly, the core competitive isn't clear, this is the core of strategic planning.

Deepen the cooperation among the world's Chinese media and build a global all-media alliance for publicity, constructing "television operation platforms+ publicity promotion platforms + brand selling platforms + governmental service platforms", which is the core strategy of achieving Hunan TV International Channel, but how to deepen, how to build these three platforms are the key work of enterprise. This is the core, the key competitive that Hunan TV International Channel has. However, it isn't clear.

Core competitive is the most important ability for enterprises to achieve goals success that other competitors can't imitate [8]. For example, the core competence of Huawei company is the basic research of skills, rather than products, the core competitiveness of LV is brand, today headline is for algorithm. The key competence of enterprises is the fundamental guarantee for its long-term success. At present, the brand of Hunan TV International Channel is vague, people think more about Hunan TV International Channel, Mango TV and Hunan TV Integrated Channel, no longer the simple brand of Hunan TV International Channel. From the angle of ability, integration couldn't be regarded as the core competence because others can also do. Therefore, Hunan TV International Channel should clarify its own core competitiveness and competence means in the future, making sure the developmental strategic of enterprises, pointed out direction for each further follow-up developments of enterprises, which is the fundamental to the continued success of the business in the future.

Secondly, strategic planning should be further improved - this is the key to achieving our strategic goals. After determining the development strategy and goal of the enterprise, it is necessary to further clarify the functional strategy and goal, implementation plan and other contents.

3.2 Products awareness should be further strengthened

Product awareness face to the market and the targeted customer, excavating customer needs, developing and planning products according to customer needs, developing and planning product delivery strategies, only doing this will attract targeted customers, then enterprises can occupy the market. In other words, what are the needs of the target customers, we will produce what products, based on the market demand, rather than selling by our own ideas because it's not only a little bit bold and blind, but also difficult to achieve good results. Hunan TV International Channel gather a large number of high-quality content resources of Hunan Radio and Television Group. These resources are tested in the domestic that loved by the domestic audience. But, whether it's applicable for oversea target markets and groups needs to research target market and customer needs, then by the way of copying, recreating or discarding. Overall, the products need to match the target market demand, which is the key to increase the market occupancy.

4. The future development and strategies of Hunan TV International Channel

At first, they should study and formulate the future development strategy of Hunan TV International Channel, to spread the culture of Chinese characteristics as the mission, brand building is fundamental, based on the research of the target market and the preferences and habits of target customers around the world, to build the core competitiveness of Hunan TV International Channel—Algorithm logic and product creativity [9]. On the basis, integrating the current resources and products planning and development resources to build the new products to satisfy target market, achieving products (contents)win. Meanwhile, they should study and integrate various traditional and new media resources at home and abroad, selecting the optimal international transmission routes and methods. Asset-light operation, sailing by boat, to maximize the goal of high ratings, high broadcast rate, high click rates and high market occupancy, so that Hunan TV International Channel can truly become the flag bearer of Chinese culture and become a well-known mainstream media at home and abroad.

On this basis, the development goals of Hunan TV International Channel in the next three year, five years and ten years will be formulated, clarifying the functional strategy and target of each functional section of Hunan TV International Channel, and formulate the implementation plan. Only in this way can all the staff make clear the direction and target, and the strategic target of the enterprise can be realized [10].

And then the strategy-based organizational optimization. From the above development strategy, it can be seen that the core competitiveness of the future development of Hunan TV International Channel is the research of algorithm logic and the creative development of new products, putting products developments and production to professional institutions, so the core thing of Hunan TV International Channel in the future is to deeply study the target market,, based on the algorithm studies, the market-based product creative development, resources integration (based on creativity products resources integration, integration of domestic and abroad media resources and human resources) and other functions. Under the strategic guidance, the organization of Hunan TV International Channel should make corresponding adjustments, its core business departments should be target market research department, algorithm research department, product creativity and resource integration department (product manager system). This adjustment highlights market awareness, product awareness, strategic awareness and strong support for strategic realization.

5. Summary

Hunan TV International Channel has been successful in previous, but it couldn't represent the future success, so it should find out the core competence and make good future plans. Also, it will surely become the international mainstream media for the dissemination of Chinese culture with the construction of a strategic and market-based organization and operation system.

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