Analysis of the Success of the "Central Kitchen" All-media Platform in the Context of Media Fusion

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Abstract: Media fusion has become an important trend in the contemporary news and communication industry, which benefits from the rapid development of technology and the push for digital transformation. Media fusion has not only changed the way and form of news dissemination, but also profoundly influenced the way and habits in which the public obtains information. Drawing on the context of media fusion, this paper examines the practical conditions of media fusion from the perspectives of positive and negative factors, and integrates the specific concept of a "Central Kitchen" to explore its innovative performance on the all-media platform. Through analysis, it is found that innovative performance encompasses cross-media integration, reengineering of news production processes, data mining, and intelligent processing, as well as socialization and decentralization. This paper also synthesizes the experiences and insights gained from the all-media platform "central kitchen" in today's media integration. As media convergence progresses, traditional audience identities are gradually transformed through interactions between production and consumption, impacting news content production methods. Furthermore, with deepening levels of media integration, there is an increasing demand for higher capabilities among media practitioners, necessitating collaboration across all forms of media to minimize news production costs while enhancing communication effectiveness.

Keywords: "Central Kitchen", Media Fusion, All-media Information Service, Digital Technology

1. Introduction

In the context of media convergence, the success of the all-media platform "central kitchen" model has attracted widespread attention and discussion. Many scholars have conducted in-depth analyses of this phenomenon from their own research perspectives. Media convergence, as the main trend of contemporary media development, not only reshapes the pattern of the media industry but also gives birth to new modes and formats of communication. "Central Kitchen" emerged under such a background, occupying a significant position in the all-media era with its unique mode of operation and efficient production capacity.

When exploring the reasons for the success of the all-media platform "Central Kitchen" under the background of media convergence, this study adopts various research methods to delve deeper into its essence. Case analysis provides detailed examples that enable researchers to observe,

analyze, and summarize key success factors by examining representative cases. Content analysis plays an important role in revealing information on content quality, audience preferences, and communication effectiveness.

By combining these research methods, we can gain a deeper understanding of why "central kitchen" has been successful in the context of media convergence. These reasons may include effective resource integration and sharing mechanisms, efficient content production and distribution processes, flexible media strategies, and strong technical support. Through this study, we aim to provide valuable inspiration and references for further development within the all-media industry.

2. Connotation of Media Fusion

When the concept of media fusion was first proposed in the early 1980s, it referred to "Communication Model Fusion", the trend of various media presenting multifunctional integration, that is, the fusion of technological forms. In the late 1990s, media fusion was incorporated into the fusion of business activities with social interaction, which was an industrial conference that occurred at the audience or corporate level. It has always been a fusion in the process of audience products or services, as well as a business model that includes multi-platform operations, including conventional management, advertising sales, news sharing, and more. After the integration from technology to industry, media fusion also includes the integration from media production to consumers, as well as the free transfer of users, which is the so-called cultural integration [1]. The definition of "media fusion" emphasizes its comprehensive and communal nature, highlighting that it involves the flow of information across multiple platforms, communication and collaboration between multiple industries, and the exploration of the mutual circulation and utilization of multiple layers of media capital structure. He also suggests that media fusion is the migration behavior of media audiences in the gaps between old and new media [1].

The so-called media fusion, in simple terms, refers to the mutual complementation of various media in function, the mutual connection in content, the mutual cooperation in channels, and the mutual integration in form. This is an inevitable result of the development of the digital age and also an inevitable choice for the transformation of the news and communication industries. Media fusion has had an impact in various aspects: it promotes news dissemination in terms of functionality [2]; it diversifies the presentation of news content; it makes communication channels more convenient and efficient; and it diversifies the forms of media.

Breaking the boundaries of traditional media: media fusion has blurred the boundaries between newspapers, television, radio, the internet, and other types of media, enabling cross-platform communication and breaking channel restrictions.

Diversification of content: Media fusion has made the dissemination of news more diverse, including various forms of information presentation such as text-based reports, image-based reports, video-based reports, audio-based reports, and more.

Improve information dissemination efficiency: Media fusion greatly improves the efficiency of information dissemination, allowing the public to access the latest news information anytime and anywhere [3].

3. Reality Conditions of Media Fusion

3.1. Positive factors

With the continuous development of digital technology, media fusion has already had technological support. The advancement of live streaming technology allows television stations and online platforms to simultaneously live stream news events while meeting the real-time

information needs of consumers. Emerging technologies such as virtual reality technology and augmented reality technology have also provided more possibilities for media fusion [4].

Consumers have an increasing demand for information, and they also have higher requirements for the diversification and personalization of information content. Media fusion can provide consumers with richer and more diverse information content. The integration of newspapers and the internet attracts more readers and provides more attractive news information and multimedia content.

The continuous development of the economy has provided more financial and resource support for media fusion. For example, large media conglomerates have strong financial resources and can promote cooperation and communication between different types of media, achieving media fusion.

Major universities have opened relevant majors, providing a talent guarantee for media fusion. The journalism and communication major can cultivate professional talents with cross-media skills and knowledge, promoting the development of media fusion [5].

3.2. Negative factors

Policy limitations and institutional limitations. From the perspective of the development of China's media industry, the news and communication industry is like the party's mouthpiece, with a particularly strong administrative atmosphere. China's media industry market is relatively closed, and the government has strict control over various types of media. The news censorship system is a major feature of the news and communication industries. When news practitioners need to participate in news content production across media and multiple regions, they often find their hands tied due to institutional restrictions. In addition, there are significant differences in the management systems and operational mechanisms between different types of media, which leads to many obstacles in the integration process.

Although digital technology provides support for media fusion, there are significant differences in technical standards and compatibility between different types of media, which hinders the process of media fusion. For example, the different video encoding formats of television media and online media result in quality loss and format incompatibility issues during video conversion.

In the process of media fusion, there may be conflicts in the distribution of interests between different types of media, which can affect the smooth progress of integration. There may be disagreements in the distribution of advertising revenue between newspapers and online media, making cooperation difficult to achieve. However, media fusion is precisely the process of bringing together these originally independent media, which easily leads to the phenomenon of "appearance without substance" [6]: in the process of continuous fusion of major media, each media holds its own interests and is unwilling to make concessions in terms of interests, resulting in the difficulty of truly achieving the pattern of media fusion and creating numerous obstacles in the news production line, making it difficult to truly achieve the sharing of news resources and jointly accomplish the production and dissemination of news. Only through difficult reforms that involve touching on the distribution of interests can a new situation of media fusion be produced.

Media fusion involves content collaboration and sharing between different types of media, which may lead to copyright disputes and infringement issues. For example, when online media reprints newspaper articles, it may involve copyright issues, leading to legal disputes.

4. Connotation and Establishment of "Central Kitchen"

"Central kitchen" originally referred to a management and operation method in the catering industry. Through centralized procurement, intensive production, and unified distribution, it

reduces kitchen labor consumption and lowers kitchen production costs, thereby improving meal efficiency and increasing economic benefits, thus improving the industrialization and standardization level of the catering industry service. The news and media industry introduced the concept of "central kitchen" to refer to the news production platform that traditional media uses to adapt to the development requirements of the new media era. It is a platform that uses intensive means in the field of news communication to consolidate the position of independent brands and the center of communication. It forms a news information production and communication mechanism of "one-time collection, multiple generation, and diverse dissemination", realizing the main functions of news production such as all-media information collection [7], all-media information management, and all-media information extraction. It aims to improve the utilization of news resources, meet audience demands, and ensure the operational efficiency of media groups. Currently, the Xinhua News Agency's integrated media platform, "Central Kitchen" has become a comprehensive news business support platform, playing a crucial role in the development of both new and traditional media, and serving as the core of the multimedia information service platform.

The Xinhua News Agency's multimedia platform, "Central Kitchen", uses an intensive production and distribution model to centralize the processing of news information, while meeting the needs of different media and news audiences, and improving production efficiency. The establishment of "Central Kitchen" as a new media platform for Xinhua News Agency is to adapt to the needs of media fusion development, using advanced technology and efficient management methods.

In 2016, the People's Daily's fully integrated media platform "Central Kitchen" officially launched, featuring new platforms and architectures, including space platforms and technology platforms. It truly achieved the innovative purpose of news production and became a model example of centralized command and efficient coordination in the news production and dissemination process.

5. Innovative Performance of the "Central Kitchen"

Xinhua News Agency's "Central Kitchen" has made further innovations in news production and dissemination methods, reducing the cost of news production while standardizing the news production process. It has expanded the scope of news dissemination, making the presentation of news more enjoyable for people and, to some extent, improving the economic benefits of the media group [8]. The "Central Kitchen" model of Xinhua News Agency demonstrates four innovative aspects of media fusion:

5.1. Cross-media fusion

Xinhua News Agency's "central kitchen" model has achieved breakthrough results in cross-media and cross-platform integration. The content and resources of different types of newspapers, television stations, radio stations, and online news media have been organically connected and integrated, breaking through the limitations of previous separate and independent operations. This model connects various traditional media on the basis of cross-platform and cross-channel dissemination. This allows for a more diverse supply of news products and services, meeting the diverse information needs of the general public [9].

5.2. News production process reengineering

In traditional news production, various types of media operate independently, leading to low efficiency and waste of resources. The "central kitchen" model integrates and processes various news materials in different forms to meet the needs of different platforms and users. The "central

kitchen" model has restructured the process to optimize the allocation of news resources and improve production efficiency. This model has reference and promotional significance in the news industry. The redesign of the editorial process for various types of media around a "central kitchen" as the hub maximizes resource utilization. It also provides more convenience and diversity of choices for the general audience in accessing news.

5.3. Data mining and intelligent processing

The "central kitchen" model has been applied in Xinhua News Agency, using technologies such as data mining and artificial intelligence to make news production more intelligent and personalized for better service. The mining and analysis of large amounts of data enables a deep exploration of the inherent connections and patterns of news events, greatly improving the quality and depth of news reporting. Intelligent processing can also provide users with unique news services based on their behavior and preferences, allowing them to have a better news experience and be more satisfied.

5.4. Socialization and decentralization

Socialization and decentralization are the characteristics of the Xinhua News Agency's "Central Kitchen" model, which gives it a significant advantage in news production and dissemination. The "Central Kitchen" model relies on social media and self-media platforms, allowing the general public to become news publishers and disseminators. By sharing and publishing news information, it achieves a wide dissemination and improves efficiency. This "Central Kitchen" model is indispensable in promoting the breadth of news dissemination [10].

To meet the requirements of media fusion trends for new media communication, the media group has implemented visual expression of news production content through the "Central Kitchen", breaking through the one-way communication mode of news production subjects, and providing feedback channels for audiences on multiple media platforms to optimize their browsing experience, encourage active participation in news interaction during the process of browsing news, and provide reference directions for news production, innovating various aspects of the news production process. It can be seen that the innovation of news production and dissemination models has greatly affected the usage rate of news practitioners and news users, achieving a win-win effect. In conclusion, the "Central Kitchen" model of Xinhua News Agency has broken traditional media boundaries, redefined the news production process [11], and applied technologies such as data mining and artificial intelligence, embodying the characteristics of socialization and decentralization. These innovative performances have driven the transformation and innovation of the news and communication industry, improving the effectiveness and efficiency of news communication.

6. Reflections on the Experience of a "Central Kitchen"

6.1. The deepening counteraction influences of news audiences

In the process of media fusion, the transformation of traditional patterns gradually takes place through the interaction between news audiences in the production and consumption of information. News audiences, traditionally defined as passive receivers and consumers of information, are gradually becoming explorers, viewers, consultants, feedback providers, conversationalists, and many other roles, as the force of their feedback deepens [1]. In the past, the audience only bore the responsibility of receiving news, which, to some extent, led to a few people controlling the discourse of news content. The audience's thoughts became a passive product of influence, and

news production was unable to be driven by market demand, resulting in a revolution of production modes. The deepening integration of media has allowed audiences to receive news feedback through multiple channels, significantly enhancing their rights to news. This has resulted in a bottom-up "reactive influence" that has made news producers gradually realize the importance of audiences in market demand, leading to continuous power interactions between media consumers and producers [12].

The integration of media affects the assessment system of news dissemination effectiveness. The traditional evaluation system mainly focuses on indicators such as circulation and ratings, but now it is necessary to consider the audience acceptance of news content, as well as the evaluation of the diversified channels and methods of news dissemination for actual effectiveness and influence. In order to achieve a more prominent dissemination effect, it is also necessary to increase attention to audience feedback information and understand the continuous changes in audience preferences and needs.

6.2. Improving the ability of media practitioners

In the context of media fusion, "network flow" has become an important criterion for judging the value of news. It is a trend to cultivate journalists, editors, and other news professionals who not only have a good foundation in writing, but also have professional skills in searching, mining, and analyzing news data.

The news media needs to strengthen talent development and improve the media literacy and cross-media skills of practitioners [13]. Currently, most of the news communication education in our country is still in the traditional stage, that is, journalism mainly cultivates talents for newspapers, magazines, news agencies, and other media, while radio and television majors provide fresh blood for radio and television institutions. This kind of education has become difficult to adapt to the new requirements of media fusion. Media fusion will break the traditional business barriers between different media, achieving comprehensive multimedia reporting. This requires professionals to not only be able to write news, communications, and in-depth reports for newspapers, but also to be able to collect audio and video needed by radio and television media, and to be proficient in using various software. With the rise of the Internet, it also requires journalists to be able to update information online at any time. Therefore, we must focus on cultivating "super journalists" to meet the new requirements of the era of media fusion [14].

6.3. The effect of news dissemination enhanced by media convergence

According to Chen Xiaochuan, the editor-in-chief of "Youth Times", if newspapers, television, the internet, and magazines are done as a complete set, costs can be reduced by approximately 30%-35% [15]. With the advancement of media fusion, the boundaries between different types of media are gradually becoming blurred, and the mutual integration and sharing of resources between media is becoming a trend. This integration can reduce the production cost of news and improve the efficiency and quality of news dissemination [16]. For example, TV stations and online platforms can collaborate and share news materials and information resources to achieve mutual benefit and win-win results. Collaboration between different types of media can also bring more creativity and inspiration, enriching the content and form of news communication.

Media fusion has gradually reduced the cost of news production. By integrating and sharing resources among media outlets, news media can avoid duplication and waste, and improve resource utilization efficiency [17]. The application of digital technology has made news gathering, editing, publishing, and other processes more efficient and convenient, further reducing the cost

of news production. This provides more funding and resource support for the news media, promoting the development of the news industry [18].

Media fusion enhances the effectiveness of news dissemination because diverse communication methods and evaluation systems allow news media to better understand the needs and feedback of the audience. This not only optimizes the effectiveness of news dissemination but also gives news media a more important role in information dissemination, playing a greater role in guiding public opinion and information dissemination in society. Therefore, it also has greater significance.

7.   Conclusion

This study uncovers the pivotal role of the "Central Kitchen" in the all-media era by examining the development status of all-media platforms under the backdrop of media convergence. It conducts a comprehensive analysis of the emergence, evolution, and impact of the "Central Kitchen" model to elucidate its success factors. The establishment of the "Central Kitchen" news production platform is forward-thinking and exemplary as it revolutionizes traditional journalistic thinking, optimizes media group organizational structures and news production processes, and introduces innovative news communication modes. Furthermore, it emphasizes considering realistic conditions of media convergence, prioritizing consumer demand as a guiding principle, and leveraging advancing digital technology across all aspects to drive transformation and growth within the media industry. In light of this backdrop, the triumphs achieved by the all-media platform "central kitchen" model are not merely isolated successes but rather emblematic microcosms reflecting ongoing media innovation amidst an era defined by media convergence. This study not only focuses on the characteristics and advantages of the all-media platform "Central Kitchen" model itself, but also deeply discusses its interactive relationship with the media fusion environment, revealing its important value and significance in the era of media fusion.

Despite our best efforts to conduct a thorough analysis of the success factors behind the all-media platform "Central Kitchen" within the context of media convergence, there are certain aspects that we were unable to delve into extensively. For instance, our focus on the technical and managerial aspects of "Central Kitchen" may have overshadowed its broader cultural, social, and economic influences. This narrow research perspective could lead to an incomplete understanding of the "Central Kitchen" phenomenon. In light of these limitations，we propose future research directions aimed at addressing these issues: Firstly，future studies can adopt a more macro-level approach by exploring how culture，society，and economy contribute to success of "Central Kitchen". For example, researchers can investigate how omnimedia platforms shape and disseminate specific cultural values through "Central Kitchen", as well as its impact on societal economic development.

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