Analysis of the Development Characteristics of Hebei TV - Taking the Program Arrangement from 6:00 to 24:00 on April 29, 2023 as an Example

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Abstract. In the era of new media, the development trend of television programs is characterized by fragmentation and mobile platform, and the national television media is facing the challenge of homogenization. Hebei TV, facing the pressure from CCTV, the impact from other provincial TV stations, and the competition for the audience market of urban TV media, fully utilizes its own resources and market opportunities to cope with fierce competition. This article takes the program arrangement from 6:00 to 24:00 on April 29, 2023 of Hebei TV as the research object, uses text analysis and content analysis methods, and combines case studies to analyze the development strategy, content production, and communication strategy of Hebei TV. It summarizes its positioning upgrade and path guarantee from aspects such as establishing program clusters, innovating expression forms, improving institutional mechanisms, and avoiding strategic blind spots, aiming to provide strategic support for Hebei TV's transformation and upgrading.

Keywords: Program arrangement, Development strategy, Content production, Communication strategy, Hebei TV.

1. Introduction

As the television industry faces development and transformation challenges, the national TV media is in fierce competition. Provincial TV channels are faced with the continuous erosion of traditi5onal TV audiences by new media from outside, and internal competition for audience share from CCTV and local channels. In 2018, in the TV market share, central-level TV stations accounted for 30.9%, provincial-level TV stations accounted for 26.6%, and local TV stations accounted for 25%. [1] To break through in the competition, Hebei TV formulated a general strategy of "taking characteristic brands as the core and participating in the market competition" for their satellite channels. Based on this, they initiated strategic adjustments such as content revision, positioning upgrade, brand building, and matrix communication, and began the path of reform and experimentation by "finding a position, positioning and advancing".[2]

2. Literature review

In recent years, there have been huge changes in the internal and external environment of television stations. The rapid popularization of mobile devices has promoted the rise of the online video industry, and the development of new media on the Internet has changed the communication pattern of the traditional television industry. The Matthew effect in the industry has become more and more obvious, and television stations as traditional mainstream media are heading towards decline and marginalization.

Hebei TV, as a provincial TV station with a history of more than20 years, has timely adjusted and responded to the changes it faces, redefined its positioning, created brand effects, focused on differentiated development, and explored path guarantees. Based on the current advantages, it has followed the trend of industry development and embarked on a "localized" development path. This new exploratory practice is worth paying attention to and has reference significance for the transformation and development of other provincial TV stations. Therefore, this article conducts research on it in the hopes of producing some enlightening results.

Starting from articles related to the research content and similar objectives of this article, this paper summarizes the research content and achievements of previous studies from three aspects: the development of provincial TV stations, the application research of TV program arrangement, and the research on the development strategy and communication strategy of Hebei TV. It also identifies the academic space that needs to be supplemented or improved to establish the scope and direction of the research analysis in this article.

2.1. Research on the Development of Provincial TV Stations

Currently, research on the development of provincial TV stations in the academic community mainly focuses on two aspects: brand positioning and competitive strategy. Regarding the brand positioning of provincial TV stations, scholars believe that each TV station should comprehensively grasp the "positioning triangle", which includes the situation of main competitors, their own resources and advantages, and the positioning of consumers. Against the background of the professional reform of CCTV, the formation of a three-level TV station system consisting of the central, provincial, and municipal levels, and the participation of overseas satellite TV stations in the domestic market, provincial TV stations have seized the opportunity to conduct characteristic positioning and brand building. Based on the selection of entertainment or news-oriented content direction and nationwide or regional competition scope, they have established a hierarchical positioning with their province as the foundation and attempted breakthroughs in national comprehensive channels and professional channels.[3]

In terms of competitive strategy, scholars believe that when competing for market share, most provincial TV stations still use the comprehensive channel model of "news + TV dramas + variety shows" of the original provincial TV station, resulting in severe homogenization competition due to similar program types and arrangement applications. Scholars have proposed that in the era of brand competition, provincial TV stations have adjusted their communication content, made appropriate revisions, created characteristic self-operated programs, and conducted brand management of well-known programs. They have also carried out differentiated positioning, regional marketing, and cross-regional operations. In addition, provincial TV stations have leveraged their news advantages and grasped the polarized characteristics of audience demand for news. For example, Shanghai Oriental TV has innovated interregional news coverage and collaboration mechanisms, with the help of and integration of news resources. In terms of integration strategy, each TV station has integrated its system, resources, and talents to expand value-added space. Provincial TV stations have strengthened interaction and increased audience stickiness through new media platforms, developed "Internet+"-featured vertical industry chains, established new channel operation mechanisms to address these issues.[4]

2.2. Research on the Application of TV Program Arrangement

Regarding the application of TV program arrangement, current research in the academic community mainly focuses on the development stage, influencing factors, and main strategies.

Scholars believe that today's TV program arrangement has evolved from being dominated by propaganda products and works to being product-oriented. At the same time, the relationship between TV program arrangement and advertising has become closer. Some advertising images exist intrinsically and embeddedly, and their quality and brand consistency are consistent with the quality and brand of the programs. Regarding the influencing factors of TV program arrangement, scholars propose that from the current universal situation of TV program arrangement, the media characteristics of TV media, the psychological demands of TV audiences, and the market are key factors. The media characteristics of TV media, as well as the current trends and time slots of TV programs, make demands on TV program arrangement. TV audiences have some basic expectations of TV program arrangement, namely relevance, necessity, suspense, and visibility. It is necessary to fully consider the position of advertising and related investors in TV programs, pay attention to competitors, and seize market share.

For the main strategies of TV program arrangement, the academic community proposes that based on the establishment of the creative production concept of "typification" and "standardization", the main strategies of TV program arrangement include "horizontal strategy", "chessboard strategy", "vertical strategy", etc. Scholars also emphasize the value-added design of the same content at different time slots, using different perspectives, ideas, and methods to reorganize, process, and transform existing materials from different levels to maximize the utilization of resources. At the same time, the concept of "broadcasting season" has been introduced and implemented, organizing the arrangement and broadcast of long TV series and fixed programs on a "season" basis.[5]

2.3. Research on the Communication Strategy of Hebei TV

Currently, research on the communication strategy of Hebei TV in the academic community mainly focuses on three aspects: positioning upgrade, brand development, and development trends.

Regarding the positioning upgrade of Hebei TV, scholars propose that on the one hand, Hebei TV broke away from the traditional model of self-built network TV stations and established a channel positioning of "happy family+home" around2007, in order to transition from programming to channel management through content construction, expression innovation, and institutional mechanism reform.[6] On the other hand, regarding the development of Hebei TV's integrated media communication, scholars propose that in the face of the impact of the Internet, new media, and self-media, Hebei TV has established a brand promotion department and focused on social media marketing. It has organically integrated television media, internet, self-media, and new media to create a three-dimensional communication matrix. The aim is to streamline and unify communication content, and expand new directions for program development.

In terms of brand development strategy, scholars believe that Hebei TV focuses on brand and regional building. They propose a three-step strategy of "content is king, building quality brands", "cultivating a personalized hosting group, creating a channel star effect", and "building channel brands, constructing a quality platform" to create brand value for Hebei TV in order to address this issue. Scholars suggest that Hebei TV positions itself in the market with "based in Yanzhao, facing the whole country", using the family as the core content, and cultural and entertaining styles for brand channel operations. Regarding regional strategy, scholars propose that Hebei TV adheres to the operating concept of "brand nationalization, marketing regionalization". Hebei TV uses the iconic Great Wall of Hebei as its foothold and proposes a channel positioning of "the Great Wall conveys strength" to strengthen coverage breadth and depth. Based in North China, it expands its coverage to the Greater North China region, such as deepening the network coverage of Henan and Shandong provinces.[7]

Regarding development trends, scholars propose that in the policy environment of the "Limited Entertaining Order", Hebei TV should expand the development space of de-entertainment by establishing a comprehensive channel with "news programs as the flag, humanities programs as the foundation, strong attack on variety shows, and series theme activities as the best help".[8] In the current context of the popularity of introducing foreign programs, scholars believe that Hebei TV should consider factors such as policy, market, and social psychology, adhere to innovation in mechanisms, organization, products, and marketing, rooted in Chinese excellent traditional culture and the lives of ordinary people, expand the main subjects of ordinary people, narrow the distance to the people, create a cluster of programs, and form a brand IP.[9]

In summary, research in the academic community on the development of provincial TV stations focuses on how they can differentiate their positioning, carry out regional marketing, integrate resources, and enhance interaction and new media operations to break through homogeneous competition. Regarding research on TV program arrangement, scholars believe that attention should be paid to material value-added and the application of broadcasting season concepts. Regarding the communication strategy research of Hebei TV, the focus is on content construction, integrated media communication, regional building, brand management, de-entertainment development, and

innovative strategic practices. This article creatively supplements the academic gaps mentioned above through the analysis and arrangement of the programming of Hebei TV from 6.

3. Research Design

This article mainly uses content analysis to quantitatively sort and analyze the program arrangement and content production of Hebei TV on April 29, 2023, from 6 am to midnight. However, since the programming of one day is not universally representative and cannot fully reflect the characteristics of its development strategy, content production, and communication strategy, case study will be used as a supplement in the analysis.

This study focuses on the program arrangement of Hebei TV on April 29, 2023, and conducts analysis around its development strategy, content production, and communication strategy. The research summarizes the regularities of its development through three major units and sixteen sub-categories. (Table 1)

Table 1. Category and unit

Categories and Units		
Units	Categories	Categories
Development strategy	Regional characteristics	Within the province
		Outside the province: Beijing-Tianjin-Hebei region, Greater North China, nationwide
	Audience characteristics	Age group
		Gender
		Identity characterization: occupational characteristics, income level
	Program positioning	Content construction, IP creation, brand positioning
		Expressing innovation
		Reform of mechanism and system
		Avoid blind spots
Content production	Genre style	Family, traditional culture, food, news, new media, TV dramas
	Programming frequency	/
	Program broadcast time	/
	Presentation format	Narrative innovation
Communication strategy	Media integration	Live-streaming sales
		Online platform live-streaming
	Program arrangement method	Program arrangement order

4. Inspiration and discussion

4.1. Regional characteristics: Based on Beijing-Tianjin-Hebei, heading towards the Greater North China

On April 29, 2023, from 6:00 to 24:00, the program arrangement of Hebei TV mainly targeted the audience within Hebei Province, with programs such as "Legend of Yan and Zhao", "Hebei Weather Forecast", "Ji Shi Quan Broadcasting", and "Hebei News Broadcast", meeting their interests and demands for news information on local events and culture-related documentary.

On the one hand, cultural programs such as "Legend of Yan and Zhao" rely on Hebei's regional connotation and historical traditional culture, and adhere to the concept of "focusing on local areas and promoting systematically" during creation. The humanistic documentary "Legend of Yan and Zhao" is based on specific cultural carriers such as cultural relics, idioms, and images, introducing

Yan and Zhao culture and further exploring the multi-dimensional extension of cultural knowledge, life connotation, and humanistic spirit, aiming to promote local culture extensively.[10]

The spirit of Yan and Zhao has been passed down from generation to generation in Hebei Province, which has rich historical accumulation and cultural soil, making it an important source of themes for TV program creation. "Legend of Yan and Zhao" includes series themes such as "Great Wall Culture", "Zhangjiakou Past Events", "Yan and Zhao Anti-Japanese Heroes Record", etc. The program often features local cultural symbols and elements, such as the interview with the Shijiazhuang Archery Club in the episode "Archery Like a Full Moon", and filming at the national historical and cultural city of Zhengding Ancient City in Shijiazhuang in the episode "Illuminating Millennium Light", which resonates with local viewers' viewing tastes, lifestyles, emotional appeals, moral standards, and values, and attracts local viewers' attention with its distinctive local features.

In terms of news programs, Hebei TV "takes news programs as its flag", fully leveraging its information integration function and regional advantages to collect, sort, and broadcast local news information. Programs like "Ji Shi Quan Broadcasting" and "Hebei News Broadcast" comprehensively report news information from all over the country, with a focus on Beijing-Tianjin-Hebei.

However, there are also some problems with Hebei TV's news programs that need to be addressed. For example, there are few news programs on Hebei TV, and they lack features and highlights. The coverage of news types is not comprehensive enough. In the program arrangement on April 29 from 6:00 to 24:00, and in the three days before and after that, there were no news programs other than information-based news programs, such as financial news. In addition, "Ji Shi Quan Broadcasting" mainly collects information on the surface level, and lacks deep processing of news information. For example, it only presents a summary of the collected news information in a single broadcasting form, without further analysis related to Hebei Province. Therefore, Hebei TV should consider the balance and comprehensiveness of program types, change the single form of programs, and deeply process news resources to better meet the attention of Hebei audience to local news.

Looking beyond the province, in the program arrangement of that day, programs represented by "Greetings to Beijing-Tianjin-Hebei" mainly targeted the two major provinces of Beijing and Tianjin outside Hebei. With the geographical adjacency, close personnel ties, and shared culture of the Beijing-Tianjin-Hebei region, and under the policy background of coordinated development, Hebei TV rooted itself in its advantageous regions and radiated outward, promoting the culture of Beijing-Tianjin-Hebei and strengthening regional connections. In Hebei TV's "North China Winning" development strategy, it adheres to the operating concept of "brand nationalization, marketing regionalization", further expanding the market in the Greater North China region, including Hebei, Shanxi, Inner Mongolia, Beijing, and Tianjin. In 2010, Hebei TV ranked first in coverage in the North China region and further consolidated and strengthened it afterwards.[11] "Greetings to Beijing-Tianjin-Hebei" targets audiences in Beijing, Tianjin, and Hebei, and comprehensively reports news from the three regions.

Hebei TV's regional development strategy has clear guidance. It is based on the local advantages of Hebei, extends to the Greater North China region with Beijing and Tianjin as the main hinterland, and then covers the whole country, creating a common recognition of Hebei's local culture in provinces outside its own.

4.2. Audience characteristics: combination of point and surface, multidimensional coverage

According to the comprehensive analysis of the audience of Hebei TV programs, on April 29, 2023, from 6:00 to 24:00, programs on Hebei TV targeted specific groups, combined with point and surface, and covered audiences of all ages and various occupations. The main audience of "Queen of Home Economics" is middle-aged housewives, but due to its practical, service-oriented, and entertaining style, as well as an international and innovative unit drawer combination arrangement strategy, it has also attracted some young viewers, making the age range of the program audience larger. The unit drawer combination arrangement strategy means that the entire program is like a

cabinet composed of many small drawers, and each program is a drawer, and the contents of the drawer can be changed according to the needs of the audience. The division of several theme series, such as time-saving and effort-saving series and kitchen food series, in "Queen of Home Economics" also facilitates selective viewing based on actual needs and interests. (Fig. 1)



Figure 1. "Queen of Home Economics" Time-Saving and Effort-Saving Series

"Yan Zhao Legend" mainly targeted 25–45-year-old urban residents in Hebei with certain cultural literacy and consumption ability, while also taking into account the middle-aged and elderly aged 55-65 with certain cultural knowledge. The primary audience of the "Animated Film Theatre" in the sample were children aged 6-15, with a small number of adult audiences interested in animation. "Beauty New Trend" as a fashion program that focuses on sharing beauty experiences, its audience mostly comprises of young urban women and college students. "Leisure Foodie" targeted middle-aged housewives and audiences interested in food programs.



Figure 2. "The Legend of Lucky the Doctor"



Figure 3. "Snow Leopard"

The main audience for classic TV dramas represented by "Classic Theatre", "Emotion Theatre", and "People's Livelihood Theatre" are middle-aged and retired audiences. The program will broadcast more nostalgic dramas, such as "The Legend of Lucky the Doctor", which started shooting in 2001 and premiered in 2003. It is a classic drama that tells the ups and downs of the life of a traditional Chinese doctor named Xi Lai Le, who traveled around the country to help the poor and the sick, and is deeply loved by elderly audiences (Fig. 2). "Snow Leopard" was aired a decade ago and was based on patriotic historical themes that were of the greatest concern to the middle-aged and elderly audience. It is a war drama closely related to historical events such as the September18th Incident and the Battle of Shanghai in1932. (Fig. 3).

"Upward Life" is a large-scale original integrated media lifestyle service program with its own industrial genes. Its content integrates life services, variety shows, and e-commerce live streaming, realizing simultaneous TV watching and mobile shopping. Its main target audience are middle-aged and young people with certain consumption power, as well as some elderly groups who are familiar with electronic product usage. The program usually starts with a situational dialogue, such as in the first episode of "Upward Life: Summer Teacher and Chengcheng's Machine Kitchen Skills Competition, Delicious and Lively with Happiness", the host invited famous chefs and "foodie presenters" to compete with the latest intelligent cooking machines, which also showcases guests' cooking skills and product features. During the program, a QR code for buying the products is displayed in the lower right corner of the screen, making it easy for viewers to shop synchronously on their mobile devices. (Fig. 4).



Figure 4. "Upward Life: Xia Teacher and Chengcheng's Machine Kitchen Skills Competition, Delicious and Lively with Happiness"

In addition, in recent years, Hebei TV has continued to innovate and develop on the road of founding the first national "reading" program in Hebei, and has launched original cultural and ideological programs such as "Study Hard", variety humanities seasonally broadcast program "Wonderful Words", cultural program "Idioms World" and the representative "Chinese Good" series of traditional cultural promotion programs, which have attracted viewers of all ages, with a focus on young people with higher cultural literacy, and triggered phenomenal attention.

In summary, Hebei TV's audience strategy not only targets specific gender, age, and occupational groups for differentiated communication, but also has more popular programs that target the general audience for mass communication.

4.3. Program positioning: adhere to innovation and establish a cluster

Hebei TV adheres to originality and innovation, deeply excavates excellent creative resources, establishes program clusters, and empowers IP creation. In terms of content construction, the program arrangement from 6:00 to 24:00 on April 29, 2023 reflects various program forms such as TV dramas, variety shows, news and current affairs, specials, and life services, emphasizing "cultural gathering" IP creation. Hebei TV has established excellent program clusters, such as the "Chinese Good" series, "Who competes with whom-Jing-Jin-Ji Hebei Bangzi various Female Roles Conference", "Neighborhood Poetry Talk"-"The Song of Gaixia", and seasonal programs such as "Idioms World", "Yanzhao Legend", and "Our Chinese Teenagers", digging deep into and widely disseminating traditional culture. However, the strategy for the development of similar program clusters should have consistency from top-level design to specific implementation. In the program arrangement of that day, the "cultural gathering" IP concept and the development strategy of relevant program clusters were not significant. Only "Yanzhao Legend" belongs to the cultural program cluster. In the future development, Hebei TV should focus on implementing and externalizing its concept, continue to promote original cultural programs through seasonal broadcast form, and implement the "cultural TV" IP.

Hebei TV adheres to innovation. In terms of program design, "Chinese Good Poems" arranges celebrity guests and amateur players on an equal footing to compete directly, introducing a "fair view" concept, enhancing the suspense of the program and attracting audiences. In terms of narrative techniques, "Queen of Home Economics" uses a combination of celebrity hosts, situational performances, subtitles, and audience and guest participation, leaving a deep impression on viewers with vivid scenes and role-playing forms of the two hosts. Similarly, "Yanzhao Legend" uses cultural relics as a narrative medium, takes the historical development context of cultural relics as a clue, and presents cultural knowledge and ideological connotation through a storytelling approach, overcoming

the incoherence, contradiction, and fragmentation of cultural relic stories. Additionally, from the perspective of narrative angle, "Yanzhao Legend" uses multiple perspectives that intersect and complement each other, such as the narrative subject, expert scholars, historical and cultural inheritors, and folk cultural relic collectors.



Figure 5. "Chinese Good Poems"

At the same time, Hebei TV conducts organizational innovation, establishes and improves talent incentive mechanisms, and provides a path guarantee for creators' independent innovation. For example, "Chinese Good Poems" sets up an independent producer system to promote the transformation of traditional producers into managers. The internal division of labor of the creative team is refined to improve work efficiency. For example, the management team mainly divided into three core functions: planning and writing of executable plans, program segment design, rhythm control, program scale control, and coordination and scheduling of various links. Each function performs its own duties and cooperates with each other.(Fig. 5).

In summary, Hebei TV adheres to originality and innovation in creating program positioning, strengthens brand IP, extracts cultural symbols, forms positioning identification, and avoids strategic blind spots.

4.4. Content production: diversified development, local integration

In this article, simple random sampling was used to count the number of program arrangements for Hebei TV's various types of programs from 6:00 to 24:00 on April 29, 2023. Among the 22 time slots (Fig. 6):

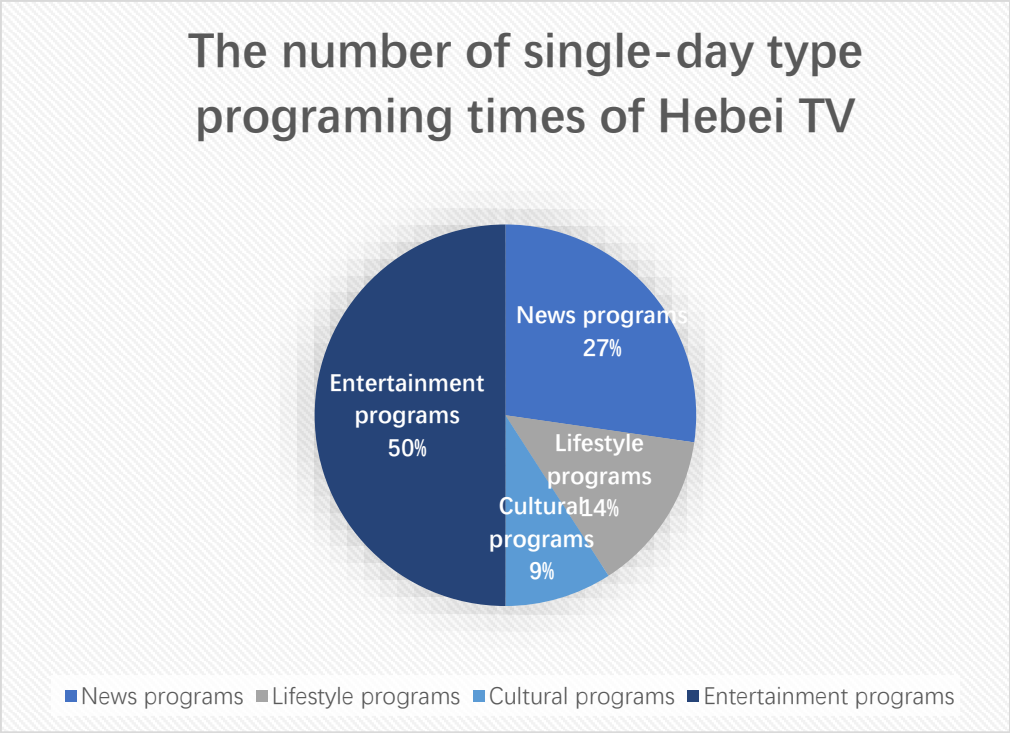

Figure 6. The number of program arrangements for Hebei TV from 6:00 to 24:00 on April 29, 2023

It reflects the three main characteristics of Hebei TV's current major program types.

The first is diversification, in which Hebei TV comprehensively reports news, variety shows, documentaries, TV dramas, etc., with rich content and clear themes, satisfying the diverse, multi-level, and multi-faceted spiritual and cultural needs of audiences, and fully displaying the cultural elements of "virtue, intelligence, physique, and aesthetics."

The second is localization. Firstly, it strengthens news planning and reporting, further transforms towards all-media, multi-dimensional, and interactive, taking into account both "speed" and "depth," and bringing a comprehensive interpretation of news. Secondly, it takes the full strength to plan special and promotional films, deeply focusing on themes such as "Jing-Jin-Ji coordination development" and "Xiongan New Area construction," showing the measures and achievements of Hebei's high-quality development, as well as its magnificent mountains and rivers and long history, and enthusiastically praising the role models of the times, presenting the new era and new atmosphere in a multi-dimensional way.

The third is integration. Various programs continue to strengthen the application of new technologies, promote the effective integration of various media resources and production factors, present in a multi-dimensional and full-angle media presentation form, integrating graphics, videos, audios, AR, etc. into one, providing audiences with information services of "virtual presence" and realizing the second dissemination of TV programs in new media.

4.5. Communication strategy: media integration, clever arrangement.

The emergence of self-media and new media has brought impact to the development of traditional media, and TV stations' ratings have mostly been declining. In this context, Hebei TV has actively adjusted its strategies, integrated television media, the internet, self-media, and new media, and comprehensively used online and offline interactive methods to expand the audience and enhance audience engagement. In addition, in the program arrangement from 6:00 to 24:00 on April 29, 2023, it attempted to maximize the viewing efficiency through the arrangement and combination of program sequence and time slots.

In terms of communication strategy, Hebei TV has developed multi-channel media communication and organically integrated it into a systematic media information traditional system to achieve resource integration. For example, the programs of Hebei TV from 6:00 to 24:00 on April 29, 2023

were broadcast synchronously through software clients such as Jishi and Hebei Net, and the programs were also launched on video websites such as Youku and Tencent Video, with the network broadcasting rights of the aired programs transferred to these video websites. By utilizing the fixed access of video websites, it can increase the audience's attention to Hebei TV programs, which can then be transferred from the internet to the television media platform, directly contributing to the TV ratings.

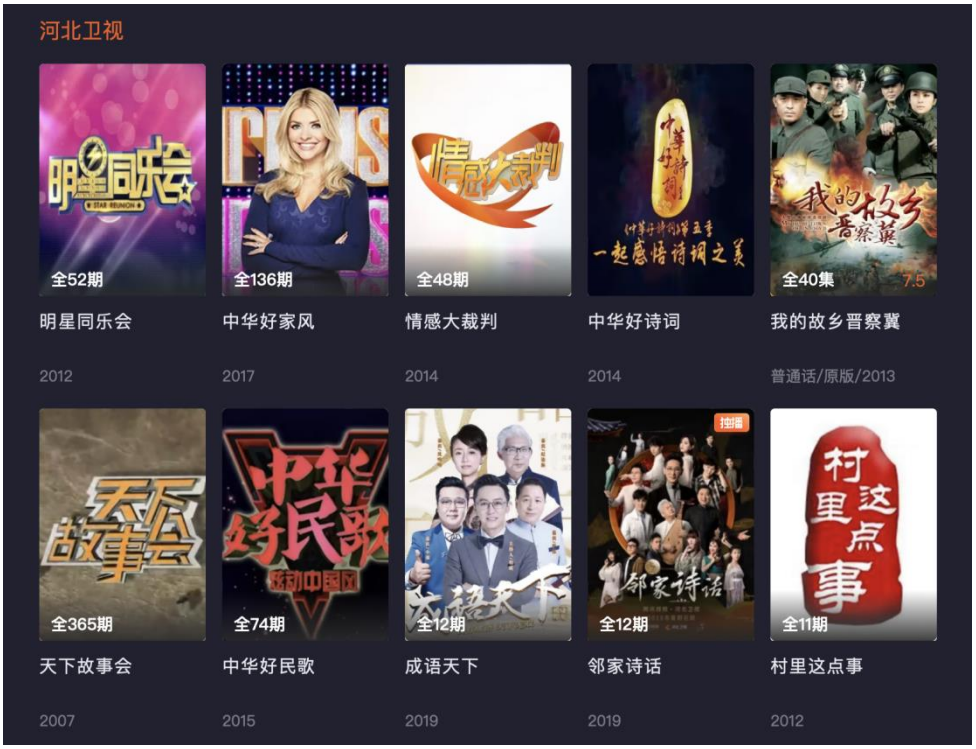

Figure 7. Hebei TV programs launched on Tencent Video

Its program schedule for the past week is also updated in real-time on websites such as TV Cat, and through the spread of the internet, the exposure and viewership of programs are increased. News and information programs such as "Hebei Weather Forecast," "Hebei News Broadcast," "Jishi News Broadcast," and "Hello Jing-Jin-Ji" are simultaneously broadcast on Hebei TV and their reported news information is also synchronized on the internet. In addition, on that day, "Upward Life" was the first daily broadcast cross-media life service program in China. It expanded mobile shopping operations through e-commerce live broadcast while being broadcast on television. However, Hebei TV still faces some problems in its development of cross-media. On April29, the programs generally had low levels of audience online interaction, and the live broadcast and launching of programs on the internet did not bring significant improvements in ratings (Fig. 7).

In terms of promotion, Hebei TV focuses on online media promotion while not giving up the offline promotion. For example, it launched the "Happy Family + Home" community promotion activity, jointly building a stage with the neighborhood committee in the community square and inviting popular Hebei TV hosts to join in the promotion, targeting the sink audience group.

In terms of program arrangement, Hebei TV's program from 6:00 to 24:00 on April 29,2023 was arranged using methods such as "vertical strategy," "horizontal strategy," and "chessboard strategy."

In vertical viewing, Hebei TV adopts the "vertical strategy" of arranging programs with similar content and themes together for continuous broadcasting, such as "Hebei Weather Forecast" and "Jishi News Broadcast" being broadcast together. This can improve the audience's sense of immersion and the continuity of the program. Additionally, Hebei TV uses the "horizontal strategy" to arrange programs of different genres but with similar ratings together to promote cross-genre influence. For example, "The King's Avatar" (an animation program) and "Chinese Good Poems" (a cultural program) were arranged together. Finally, the "chessboard strategy" arranges programs of different

content and themes but with similar ratings at different time slots to optimize the effect of the program and reduce audience fatigue.

Table 2. Hebei TV program schedule from 6:00 to 24:00 on April 29, 2023

Program Name	Broadcasting Time	Program Type
Legends of Yan and Zhao	06:26	Cultural Program
Hebei Weather Forecast	06:58	News Program
Jishi News Broadcast	07:01	News Program
Enjoyment of Food and Light	08:02	Lifestyle Program
Animation Theater	08:34	Entertainment Program
Classic Theater: Doctor Xi Lai Le (22)	09:05	Entertainment Program
Classic Theater: Doctor Xi Lai Le (23)	10:17	Entertainment Program
Classic Theater: Doctor Xi Lai Le (24)	11:26	Entertainment Program
Classic Theater: Snow Leopard (18)	12:37	Entertainment Program
Classic Theater: Snow Leopard (19)	13:45	Entertainment Program
Classic Theater: Snow Leopard (20)	15:10	Entertainment Program
Classic Theater: Snow Leopard (21)	16:30	Entertainment Program
Queen of Housekeeping	17:46	Lifestyle Program
Hebei News Broadcast	18:30	News Program
Hebei Weather Forecast	18:56	News Program
Broadcasting CCTV News Broadcast	19:00	News Program
Livelihood Theater	19:38	Entertainment Program
Livelihood Theater	20:32	Entertainment Program
Legends of Yan and Zhao: Stories of Idioms	21:30	Cultural Program
Upward with Life	22:10	Lifestyle Program
Beautiful New Trends	22:42	Entertainment Program
Hello Beijing-Tianjin-Hebei	23:19	News Program

After its revamp, Hebei TV focuses on the arrangement and creation of the "22 o'clock program band," broadcasting programs with TV station characteristics and in line with its positioning, such as "Upward Life," "Beautiful New Fashion," and "Hello Jing-Jin-Ji" around the 22 o'clock time slot. Through the integration of high-quality resources and exciting content, Hebei TV enhances the competitiveness of the time slot (Table 2).

Meanwhile, Hebei TV uses the "chessboard strategy" to broadcast different programs at the same time slot. For example, within a week, at the interval of 0:00-6:00, different types of programs such as "Jishi News Broadcast," "Yanzhao Legends," and "Midnight Theater" are played in rotation to bring freshness to the audience and avoid aesthetic fatigue.

Meanwhile, Hebei Satellite TV introduced and practiced the concept of "broadcasting season". For example, the TV series "Yan Zhao Legend" is divided into four series based on different themes: "Idiom Stories", "Heroes of Taihang Mountain", "Walking Museum", and "Great Wall Image Chronicle", which are organized and broadcasted based on the "season" concept. In summary, Hebei Satellite TV adopts the "North China wins" strategy, taking into account the characteristics of the audience, covering diverse groups, enriching program types, innovating presentation formats, and conducting multi-channel media communication.

5. Summary

To sum up, this article takes the program arrangement from 6:00 to 24:00 on April 29, 2023 as the starting point, and analyzes Hebei Satellite TV's development strategy by relying on its status as a historical and cultural province in China. The station promotes the local culture to audiences outside the province, and consolidates and deepens its regional advantages in the Beijing-Tianjin-Hebei area, and promotes cultural recognition nationally. In terms of content production, Hebei Satellite TV insists on originality and focusing on female audiences, with a focus on promoting two categories of

programs - family and entertainment, building a cluster of high-quality cultural programs, deepening the style of cultural entertainment channels, and creating brand recognition, reputation and loyalty. In the era of the Internet, Hebei Satellite TV maximizes multi-channel communication through the application of integrated media technologies, and promotes by integrating online and offline methods, creating a communication strategy that suits the era of new media. This article provides a reference for the long-term development of Hebei Satellite TV and other provincial TV stations, especially for second and third-tier provincial TV stations in weaker positions in their transformation and development.

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