

Strategies for the Future Development of Television Advertising

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Abstract. This study examines the current status and future development strategies of television advertising regarding economic development. Firstly, it points out that the rapid development of the mobile Internet has profoundly impacted the decline in audience demographics, competitiveness, changes in ratings, and economic revenues of traditional television advertising. It then analyses the impact on the TV advertising economy of the changing social environment, the extensive use and updating of media technologies, the preferences of the millennial generation, and the rising costs and declining effectiveness of advertising. Finally, it proposes development strategies that should actively utilise the unique characteristics of TV advertising, expand advertising channels, reduce costs, and innovate content and formats. This study comprehensively analyses the challenges faced by TV advertising. It proposes strategies to address them, which are of great reference value for understanding the current development of the TV advertising market and formulating future development strategies.

Keywords: Television advertising, Economic development, Development strategies.

1. Introduction

As one of the traditional marketing tools, television advertising is not only a medium for brand promotion but also a key tool that directly affects product sales and market share. Television advertising accounts for a huge proportion of the television economy, and the investment and return involved often become important indicators in economic activities. Moreover, television advertising is not only a representation of commercial advertising, but public service announcements, government propaganda, and other forms are also often disseminated through the television media, further highlighting its important position in transmitting social information [1, 3].

However, with the continuous progress of science and technology and the continuous development of society, the environment in which traditional TV advertisements are located has also undergone a radical change [4, 5]. The popularity of the Internet has made people's way of obtaining information more diversified and convenient. Modern people can now obtain information and entertainment through traditional TV programmes but tend to look for richer and more personalised content on the Internet. The rise of emerging media, such as online video platforms and social media, has become an integral part of people's daily lives. On these platforms, users can freely choose the content they are interested in and communicate and interact with others. All this can be done anytime and anywhere, greatly enriching people's life experience. This trend has changed how people obtain information and consume content and directly affected the audience size and influence of traditional TV advertisements. As viewers' attention gradually shifts from traditional TV programmes to online videos and social media, traditional TV advertisements face the serious challenge of audience loss. Especially with the loss of cable TV subscribers, the audience size of traditional TV advertisements continues to shrink, and advertisers are under pressure to find more effective advertising channels. Traditional TV advertisers and advertisers urgently need to reevaluate their advertising strategies and find new development paths to cope with this changing market environment [6].

At the same time, emerging media platforms such as YouTube and Jitterbug have successfully attracted the attention and time of many users with their rich and diverse content forms and interactive nature [7]. These platforms provide users with the opportunity to select the content they are interested in independently and accurately match users' interests and preferences through algorithmic

recommendation systems, enabling users to find the content they are interested in in a sea of information. Compared with traditional TV ads, this personalised and customised content dissemination model is more attractive and capable of triggering user empathy and engagement. As a result, advertisers have turned their attention to these emerging media platforms, hoping to maximise brand exposure and marketing effects through interaction with users and content creation. This trend has led to the gradual erosion of the share of traditional TV advertising in the advertising market, forcing traditional advertisers to re-examine their positioning and development strategies [8].

In the face of this reality, the traditional television advertising economy need to adjust its strategy to find a new development path. One of the key points is to keep abreast of the times and take advantage of the Internet and emerging media to expand the channels and ways of advertising communication. Cross-platform integration can combine TV advertising with online video and social media to form an all-around, multi-dimensional brand promotion. At the same time, focus on content innovation and user experience to create advertising works that match the trend of the times and attract more attention and followers from young people. In addition, it strengthens data analysis and precision marketing, using big data technology and artificial intelligence algorithms to achieve precise positioning and personalised pushing of advertisements, as well as to improve advertising effectiveness and return on investment [9].

Against this backdrop of change, the TV advertising economy faces many difficulties [10]. With the loss of cable TV subscribers, the growth of TV advertising revenue has slowed down or even declined. In contrast, new media advertising brings more considerable revenue, intensifying the competitive pressure of traditional TV advertising. Therefore, it becomes particularly important to explore the development strategy of the TV advertising economy. The purpose of this paper is to analyse the reasons for the economic decline of TV advertising from the perspective of a case study based on the typical case of Hunan Radio and Television Station and drawing on the research results of other scholars on the advertising economy and to explore the solution ideas and strategies. It can better understand the challenges facing the TV advertising economy through in-depth case analyses and provide practical insights and strategies for solving the problems.

2. Literature Review

As a traditional marketing method, TV advertising has long played an important role in the commercial and social fields. Many scholars have conducted in-depth studies on the history of development, economic benefits, and factors that influence the future development trends of TV advertising [11]. Early studies focused on the impact of TV advertising on brand perception and product sales and the impact of advertising content and creativity on audience perceptions and attitudes [12]. With the popularisation of the Internet and the rise of new media, studies in recent years have focused on the integration and competitive relationship between TV advertising and new media, as well as the position and influence of traditional TV advertising in this change [13, 14, 15]. In addition, some studies have explored the impact of TV advertising on social culture, values, and political influence [16]. The comprehensive literature review shows that TV advertising is still important in the digital era as a traditional form of media. Still, it is also facing challenges from new media, so studying its development strategy and future direction is significant.

3. The Current Situation of the Development of TV Advertising

3.1. Decrease of Audience Population

The rapid development of mobile Internet has become a major feature of contemporary society. With the popularity of mobile devices such as smartphones and tablet computers, how users obtain information has fundamentally changed. Traditional TV is no longer the only source of information; users can access the Internet anytime and anywhere through mobile devices to obtain various information. This convenience allows users to be no longer limited to a specific time and place but to

access the information they need at any time according to their needs. On internet platforms, users can easily access all information, such as news and weather, and can often access more timely and personalised content. At the same time, with the rise of social media, video platforms, and other emerging mobile media, users are increasingly active on the mobile Internet, resulting in a gradual loss of traditional TV advertising audience. This loss trend will affect the coverage and effect of traditional TV ads, prompting advertisers and marketers to shift to more targeted and interactive advertising methods. Therefore, the rapid development of the mobile Internet has changed how users obtain information and have a far-reaching impact on the traditional TV advertising economy.

The fast pace of modern life and increased fragmented time have become a common challenge for people. With the development of society and the increased pressure of work and life, the pace of people's lives has become more compact, and the time available has become more and more limited. In such a situation, people tend to be more inclined to obtain information and entertainment in short periods rather than focus on a particular activity for a long time. This fragmented use of time has led to the rise of emerging media on mobile. Short videos, social platforms, streaming platforms and other emerging media on mobile have quickly become the first choice of users for information and entertainment. These platforms offer a rich variety of content covering various fields such as news, entertainment, fashion, food, etc.. They are usually presented concisely and easily digestibly, which meets the needs of fragmented time use. Users can turn on their mobile phones anytime while waiting for public transport, breaks, queues, and other fragmented time to watch a short video, browse social media updates, or catch up on dramas to satisfy their information acquisition and entertainment needs. These emerging mobile media have successfully seized users' fragmented time and become an indispensable part of people's lives and, therefore, a valuable resource for advertisers to compete for.

China's cable TV actual subscribers are 200 million, down 1.96%; cable TV two-way digital actual subscribers are 98.2 million, an increase of 1.23%; high-definition and ultra-high-definition subscribers, 110 million, basically unchanged from last year, high-definition and ultra-high-definition video-on-demand subscribers 39.81 million, accounting for the proportion of on-demand subscribers of 94.43%; smart terminal subscribers 37.45 million, an increase of 12.63 per cent. The number of national interactive network television (IPTV) users¹ exceeded 300 million, the average monthly active users² of Internet TV (OTT) exceeded 270 million, the annual paid users of Internet video exceeded 800 million, the annual paid users of Internet audio 150 million, and the uploaded users of short videos exceeded 750 million (ChinaIRN.com data analysis) Older people have always been the traditional media's The elderly have always been the audience of traditional media. TV has been the preferred medium for most of them. With the step-by-step development of new media, older people are no longer only using traditional media but are also enjoying a new lifestyle with the help of new media. According to the 2018 economic data released by the National Bureau of Statistics, by the end of 2018, the population aged 60 and above accounted for 17.9% of the total population in China, reaching 249 million. Society is ageing, and the 'silver wave' has profoundly impacted China's society, economy and culture. Moreover, the viewing time of older viewers aged 55-64 decreases yearly.

3.2. Declining Competitiveness

According to the survey, young people have a higher demand for online entertainment and are more open to new technologies and forms of entertainment. They are more inclined to watch videos, play games or browse social media on mobile devices rather than sitting in front of the TV or going to the cinema. This trend reflects the younger generation's preference for convenient, personalised entertainment and has been a key driver of the development of emerging media platforms.

In addition, the rise of social media has led to a boom in online entertainment. More and more users combine entertainment experience with social interaction, enriching their entertainment experience by sharing, commenting and participating in social activities. This interactive entertainment mode brings users closer to each other and promotes the dissemination and consumption of entertainment content.

Users' behaviour in online entertainment has also changed. Traditional forms of entertainment, such as TV and cinema, are gradually being replaced by online entertainment. Users are more inclined to use their mobile devices at home as this allows more freedom to choose their favourite content and is not limited by time and location. With the popularity of portable media such as smartphones, users seek more personalised, anytime, anywhere entertainment experiences. They want to enjoy all types of entertainment anytime, anywhere, whether it's short videos, live streaming, social interactions or games.

These changes have affected users' entertainment behaviour and changed advertisers' advertising strategies. While the effectiveness of traditional TV advertisements may diminish due to the shift in audience demographics, emerging media platforms offer more choices for advertisement placement and more precise audience targeting, attracting the attention of more and more advertisers. Therefore, understanding the behavioural changes of users in online entertainment is crucial for developing effective advertising strategies.

3.3. Changes in Viewing Rates

Among the overlapping audiences of TV and online video, 18:00-23:00 is the common prime time for watching TV and surfing the Internet. During this time, people usually relax at home and choose to watch TV programmes or browse online videos. However, with the popularity of mobile Internet and the development of online media, the proportion of people choosing to surf the Internet during this period has gradually increased, while the proportion of watching TV has decreased. In addition, there was also a small peak at 12:00-13:00 during lunchtime, when people may choose to watch TV or surf the Internet during their lunch break. Specifically, the 19:00-21:00 hour is the peak time for watching TV, when the proportion of watching TV is much higher than surfing the Internet. However, in other periods, especially after 23:00 in the evening and before 6:00 in the morning, the proportion of surfing the Internet is much higher than watching TV, and this trend is relatively stable. This means that during these times, people are more likely to use their mobile devices to surf the web than to be stationary in front of the TV to watch programmes.

Understanding these changes in viewership and internet access percentages is crucial for advertisers to develop ad placement strategies. During 18:00-21:00, a period with high TV ratings, consideration can be given to increasing the amount of TV adverts placed to attract more viewers. In other time slots, especially after 23:00 pm and before 6:00 am, you can consider shifting advertising resources to online platforms to reach your target audience better. Therefore, carefully analysing the data on viewership and internet access ratio can help advertisers formulate their advertising strategies more accurately and improve the exposure and effectiveness of their advertisements.

3.4. Declining Economic Revenue

The trend of TV advertisement spending: analysing the changing trend of TV advertisement spending

The decline in ratings directly leads to a decline in economic revenue. While traditional advertising revenues are declining, advertising revenues from new media continue to grow. According to ChinaIRN.com, national advertising revenue reached 334.232 billion yuan in the past year, an increase of 8.54% year-on-year. However, TV ad revenues declined to just 55.323 billion yuan, down 19.11 per cent year-on-year. Meanwhile, new media advertising revenues obtained by broadcast TV and online audiovisual organisations through the Internet reached 240.739 billion yuan, up 20.28 per cent year-on-year.

On the other hand, advertisers' spending inputs also fell 15.5 per cent year-on-year, according to the data. Television advertising accounted for only 16.55% of the national advertising revenue in 2022, while the remaining 72.03% was obtained through other forms of advertising, such as in-building and outdoor advertising. This indicates a gradual shift in focus by advertisers from traditional TV advertising to other more exposed and innovative forms of advertising.

These figures show the adjustment and change in advertisers' advertising placement. With the decline of the TV audience, the effectiveness and attractiveness of traditional TV ads are decreasing, so advertisers are more inclined to invest in more exposure and innovative forms of advertising, such as outdoor and new media advertising. This trend not only reflects the changes in market demand but also brings new challenges and opportunities for the development of the advertising industry.

3.5. Advertising content and form

As the competition in advertising becomes more and more intense, advertisers have to appear frequently in people's lives to seize more exposure opportunities. Forms such as advertisement insertions in TV programmes and webpage pop-up advertisements have become indispensable to people's lives. However, this has also brought about a certain degree of inconvenience. For example, frequent advertisements in TV programmes interrupt viewers' viewing experience, while pop-up advertisements interfere with users' browsing and reading experience on web pages. This excessive advertising interference not only affects users' quality of life but also may trigger viewers' boredom. In addition, the trend of homogenisation of TV advertising content is also increasingly apparent, with a need for more novelty and innovation. Many advert contents adopt similar routines and expressions, making it difficult to distinguish between adverts, and viewers are more prone to aesthetic fatigue. The templating and formatting of advertisements and the homogenisation of forms have also increased viewers' boredom to a large extent. When the content of advertisements lacks innovation and novelty, viewers will often resist the advertisements and even choose to ignore or skip the advertisements, thus reducing the effect and impact of the advertisements.

Therefore, for advertisers, in addition to fighting for more exposure opportunities, it is more important to focus on the quality and creativity of advertising content. Innovative and unique advert content can attract the audience's attention and enhance the attractiveness and influence of the advert, thus achieving better advertising effects. At the same time, advertisers also need to consider the way and frequency of advertising to avoid excessive interference in the user's life and to enhance user acceptance and goodwill towards advertising.

4. The Economic Downturn of TV Advertisement

4.1. Changes in the Social Environment

With the advent of the new media era, the development of the Internet has become an important feature of the social environment. The arrival of the new media era has largely affected the production and lifestyle of modern people. Traditional media, especially TV media, are facing unprecedented challenges and changes. As one of the main marketing tools, traditional TV advertising has been impacted by the new media era.

First, with the popularity and development of the Internet, the way people get information has changed dramatically. The convenience and diversity of the Internet make people no longer confine themselves to traditional TV programmes but can obtain all kinds of information and entertainment content anytime and anywhere. At the same time, the rise of social media has led to more frequent interactions between users, further narrowing the distance between people and information. This change in information acquisition and dissemination directly affects the number of viewers and viewing hours of traditional TV advertisements, thus affecting the exposure effect and revenue of advertisements. Secondly, one of the characteristics of the new media era is the fragmentation and personalisation of content. While traditional TV programmes tend to adopt fixed broadcasting time and duration, new media platforms pay more attention to users' personalised needs and the use of fragmented time. People are more inclined to choose the content they want to watch in their free time and are no longer limited to fixed programme times. This change has led to a loss of audience for traditional TV adverts and a gradual decline in audience acceptance of traditional TV adverts.

Changes in the social environment have significantly impacted the economic decline of television advertising. The popularity and development of the Internet have changed people's way of

information acquisition and dissemination. At the same time, the fragmentation and personalisation characteristics of the new media era have further aggravated the loss of traditional TV advertisement audiences. Against this background, the traditional TV advertising economy faces serious challenges and needs new development paths and coping strategies.

4.2. Wide Application and Rapid Updating of Media Technology

With the booming development of online video websites and the rapid popularisation of smartphones, the extensive use and rapid updating of various media technologies have become an important background for transforming TV advertising. Since 2016, along with the rapid development of Internet technology, the loss of cable TV subscribers in China has become increasingly serious. This change has directly affected enterprises' publicity and marketing strategy, gradually shifting the focus from traditional TV advertising to the Internet.

The rise of online video sites provides enterprises with a new publicity and marketing platform. By placing ads on video websites, companies can reach their target audience more precisely and maximise the effect of their ads. Compared with traditional TV advertisements, online video advertisements have the advantages of more accurate positioning, lower cost and more timely feedback and are therefore favoured by more and more enterprises. At the same time, the interactivity and sociability provided by video websites also make the advert content more attractive and make it easier to attract users' attention. On the other hand, smartphones' popularity has also changed how people access information and consume entertainment. With the increasing penetration of smartphones, more and more users choose to watch videos and browse information via mobile phones. This makes mobile one of the most important advertising platforms. Enterprises can place advertisements on mobile platforms such as mobile apps and social media to achieve precise reach to users, further expanding the dissemination channels of advertisements.

The extensive use and rapid updating of various media technologies have accelerated the transformation of TV advertising to Internet advertising. Enterprises gradually realise the limitations of traditional TV advertising and begin to explore new advertising channels and methods actively. This transition promotes innovation and development in the advertising industry and brings enterprises more business opportunities and market competitiveness.

4.3. Millennial Preference

Millennials are the generation born between the late 1980s and the early 2000s. They grew up in the information-exploding Internet era and have different consumption habits and lifestyles from previous generations. Compared with traditional TV viewers, Millennials are more inclined to use the Internet for information and entertainment, and their preference for TV advertisements has also changed significantly.

Firstly, millennials are more inclined to use the Internet as the main information acquisition channel. They are accustomed to using mobile devices such as smartphones and tablets to browse news, watch videos, and engage in online social interactions. Compared with traditional TV viewers, they are more willing to get the information and entertainment content they need through the Internet rather than relying on traditional TV programmes. Secondly, millennials are more interested in pursuing a convenient and fast lifestyle. In a fast-paced modern society, people are accustomed to getting the services and goods they need quickly and conveniently. Therefore, the acceptance of advertisements is also more important to the quality of content and creativity rather than the frequent broadcasting and long exposure of advertisements. Millennials' preference for the Internet and their pursuit of a convenient lifestyle has led to a decline in the audience for traditional TV adverts. This trend has had a significant impact on the TV advertising economy, causing advertisers to re-evaluate their advertising strategy and approach and pay more attention to the innovation and personalisation of advertising content to attract the attention of the younger generation of viewers.

4.4. Rising advertising costs and declining advertising effectiveness

With time, the cost of advertisement placement has been rising while the advertising effect is facing a downward trend, which is an important reason for the economic decline of TV advertising. The homogenisation of advertisement content and form, as well as the rise of advertisement placement cost, is one of the main reasons for the decline of advertisement effect and the economic downturn of TV advertisement. With the advent of the Internet era, enterprises need to review their advertising strategies, pay more attention to the innovation and personalisation of advertising content, and optimise the cost of advertising to improve advertising effectiveness and economic efficiency.

Firstly, the homogenisation of advertisement content and form has led to the decline of the advertisement effect. With the intensification of competition, many advertisers have adopted similar ideas and expressions, making the content lack novelty and attraction. Viewers are often aesthetically exhausted when faced with a large number of similar content, and their attention and acceptance of advertisements decline, thus reducing the effectiveness of advertisements. Secondly, traditional advertisements' production, distribution and placement costs are relatively high. Compared with traditional TV advertisements, online advertisements are more flexible with lower production and distribution costs and can be adjusted according to the placement's time, geography, and population. This enables enterprises to select target audiences more precisely and adjust their advertising strategies according to actual needs. As a result, more and more enterprises have begun to shift their advertising budgets from traditional TV ads to online ads, leading to an increase in the placement costs of traditional TV ads.

5. Development Strategies

5.1. Actively use the unique features of television

As a traditional and powerful marketing tool, TV advertising has many unique features, which enterprises can actively use to enhance the advertising effect and economic benefits.

First of all, television advertising has a strong artistic infectious force. Television advertisements have audio-visual characteristics of newspapers, radio, and films, with sound and image and audio-visual and audio-visual features. Through unique skills and image charm, TV commercials can set language, text, characters, actions, images, music, sound, products and other artistic synthesis, allowing viewers to enjoy beauty. Enterprises can create advertising works with artistic infectious force and attract more of the audience's attention through well-designed advertising content and a high-quality production team. Secondly, TV advertisements are limited by time, but they are repetitive. Although the broadcasting cost of TV commercials is relatively high, compared with other forms such as corporate videos, TV commercials are broadcast more often and have a stronger exposure rate. Enterprises can use this feature to increase the exposure rate and reach of advertisements through constant repetitive broadcasting and enhance the memory and influence of advertisements.

Furthermore, TV adverts have various forms of expression. The current forms of advertisement expression include celebrity style, citation style, music and dance style, live performance style, news style, story style and other forms. Enterprises can flexibly choose suitable forms of advertisement expression according to the product characteristics, target audience and marketing strategy to achieve the best advertising effect.

5.2. Expanding Channels

With the arrival of the Internet era, enterprises should actively expand advertising channels to adapt to the changes in the new media environment and improve the coverage and effect of advertising.

Enterprises can attract the attention of target audiences through content and form innovation. Advertisements are more diversified on the new media platform, and enterprises can adopt innovative forms of advertisements, such as short videos, interactive, virtual reality, and so on, to attract the

users' eyes. At the same time, focusing on the creativity and personalisation of the advertisement content, it provides relevant, interesting, and useful content to the target audience to enhance the influence and dissemination of the advertisement.

Precise positioning is the key to expanding advertising channels. Through big data analysis and artificial intelligence technology, enterprises can more accurately locate target audiences and understand their interests, preferences and behavioural habits to target advertising. For example, advertisements can be accurately placed based on the user's geographic location, search history, social relationships, and other information, increasing advertisements' reach and conversion rate.

The expansion of advertising channels also includes cross-platform integration. Enterprises can integrate TV advertisements with Internet, mobile, and other forms of advertisements to form a multi-channel, omnidirectional advertisement delivery network and maximise the effect of advertisements. At the same time, cross-platform integration can also enhance the consistency and coherence of the brand and improve the brand image and awareness [14].

5.3. Cost reduction

In the current competitive market environment, reducing advertising production and operation costs is one of the keys for enterprises to improve competitiveness and economic efficiency. To achieve this goal, enterprises can use technology to reduce the production and operating costs of advertising.

Use technology to reduce advertising production costs. With the continuous progress of science and technology, many links involved in the advertisement production process can be automated or semi-automated by technical means. For example, the use of virtual reality technology can reduce the cost of live shooting, the use of artificial intelligence technology can improve the efficiency of advertisement editing and special effects production, and the use of big data analysis technology can optimise the advertisement content and creativity, thus reducing the cost of advertisement production in terms of workforce and time.

Use technology to reduce advertising operating costs. With the popularisation of the Internet and the development of digital technology, enterprises can automate and accurately place advertisements through online advertising platforms and advertisement management systems. Through these technological tools, enterprises can more effectively manage time, geography, crowds, and other advertising elements, optimise their advertising strategies, and reduce the cost of advertising. At the same time, data analysis technology can monitor the effect of advertising in real time, adjust the placement strategy promptly, and improve the return on advertising investment.

6. Conclusion

This study aims to explore the current situation and future development of the economic development of TV advertising, analyse the various reasons leading to the economic decline of TV advertising, and put forward corresponding development strategies and suggestions. Through in-depth analyses of factors such as the decline in the audience base of TV advertisements, the extensive use of various types of media technologies, the preference of the millennial generation, the homogenisation of advertisement content and the homogenisation of forms, the rise in the cost of advertisement placement and the decline in advertisement effectiveness, the following conclusions can be drawn:

With the advent of the Internet era, traditional TV advertisements have been challenged in an unprecedented way, and the decrease in audience population and the extensive use of new media technology have directly affected the ratings and advertising effect of TV advertisements. When facing competition from new media, TV advertisements should actively use the unique characteristics of TV, such as artistic infectiousness, repetition, and diversity, to enhance the attractiveness and influence of advertisements. To adapt to the changes in the new media era, enterprises should actively expand advertising channels, adopt innovation in content and form, and accurately locate the target

audience to improve the effect of communication and the economic benefits of advertisements. To reduce the cost of advertisement production and operation, enterprises can use technological means to realise the automation and precision of advertisement production and placement to improve advertisements' return on investment and competitiveness.

This study discusses and deeply analyses the development status and future development of the TV advertising economy, which is of great theoretical and practical significance. By studying the current development of the TV advertising economy, we can better understand the current challenges and problems faced by the TV advertising industry and provide relevant scholars and practitioners with a direction for research and reflection. This study systematically analyses the various reasons leading to the economic decline of TV advertising, reveals the impact of new media technology, changes in audience demographics, homogenisation of advertising content and other factors, and provides coping strategies and suggestions for relevant enterprises and policymakers. By proposing development strategies and suggestions such as actively using the unique characteristics of television, expanding advertising channels, reducing advertising costs, and building public image, this study provides new ideas and methods for the development of the television advertising industry, which helps to enhance the competitiveness and economic efficiency of enterprises. This study comprehensively analyses and summarises the development status and future development of the TV advertising economy, which provides valuable references and lessons for related academic research and practical work and helps promote the TV advertising industry's healthy development and progress.

Future research prospects can be expanded in the following aspects: firstly, the influence mechanism and path of new media technology on TV advertising can be explored in depth to cope with the complex, competitive environment faced by the TV advertising industry; secondly, the research on consumer attitudes and behavioural characteristics can be strengthened to guide the innovation of advertisement content and form as well as the precise positioning of advertisement placement; furthermore, the research on the innovation of TV advertisement content and form can be strengthened to attract the audience's attention and enhance the advertisement effect. Then, it will strengthen the research on the innovation of TV advertisement content and form to attract viewers' attention and enhance the advertisement effect; finally, it will strengthen the research on the evaluation and monitoring of TV advertisement effect and provide a scientific basis for the optimisation of TV advertisement with the help of technical means such as big data analysis and artificial intelligence. These research directions will help promote the sustainable and healthy development and progress of the TV advertising industry.

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