

A Study of Content Consumption and Information Interaction Based on Emerging Media

Wenyan Feng

School of Economics and management, Communication University of China, Beijing, China

15319810087@163.com

Abstract. With the convergence and interweaving of attention economy and communication focus, the hot media, as a means of transporting and understanding meanings without the need to mobilise multiple senses, is gradually breaking down the traditional communication boundaries and framework limitations. This paper strategically analyses the practices of content consumption and information interaction in emerging media from the perspective of "media ecological niche" theory. Taking Netease Cloud Music's "time-limited advertisement viewing" and "click-and-skip membership service" as the starting point and combining the concepts of cross-platform product operation cost and user group overlap, the paper points out that media products need to be constructed in the context of production. It is pointed out that media products need to shift the focus on human values, emotional realisation and consumer relations in the production construction, so as to realise the true symbiosis and mutual compatibility of discourse output and value derivation under the convergence ecology.

Keywords: New media, content consumption, media convergence, content production, cultural industry.

1. Introduction

The new landscape of media convergence spawned by the technological revolution is making content consumption and information interaction the guiding force behind supply-side reform. "NetEase Cloud Music's innovative changes of "time-limited advertisement viewing" and "click-and-skip membership service" have gradually renewed the original subscription-based content consumption model. The innovative changes of "time-limited advertisement viewing" and "click-and-skip membership service" have gradually renewed the original "subscription-based" content consumption model. Information interaction has gradually realised the comprehensive coverage of multi-platform and omni-channel, such as website, APP and app, with a view to achieving the goal of expanding the space of content influence and moving up the possibility of user stickiness. At the same time, the multi-platform communication orientation is infiltrating the path of content production, making discourse texts and value connotations the key points of communication.

2. Origins of the study

2.1. Practices: responding to the needs of the communication ecosystem

From the viewpoint of the emerging phenomenon of online media, the production side, the consumption side and the interoperability mechanism between the two have become the core orientation of value creation under the relationship of media convergence, and the interconnections between individuals and individuals are also being strengthened. At the same time, the network communication system is constantly updating and catalysing itself with the addition of platform elements, and the production side and the consumption side, the production side and the platform, as well as the consumption side and the platform are gradually becoming new individual relationships in the communication ecosystem, and have become important breakthroughs in building bridges of interoperability between content and meaning under the drive of high-quality content resources.

In comparison with the development of traditional secondary sales and influence economy, the focus of information activities has completed an important change to the value-added level of

advertising. In the macro-ecology of content production, exploring the influencing factors and important paths to maintain the relationship between individuals has become a practical need to study communication change. When media properties and market operations interact, the "profit time lag" has gradually become a new kind of threshold for media convergence. This paper will take this as a breakthrough to complete the depiction of communication practices in the context of content consumption, and to find a feasible path for the symbiosis and integration of discourse output and value realization [1].

2.2. Focus flux: updating information network nodes

The landscape of media convergence is driving changes in mainstream information production methods, mainly manifested in the shift from a two-way combination of audio and visual sensations to a replica presentation of multiple state scenarios. The production mechanism is guided by the wind of consumption change. Based on the continuation of the "membership subscription system", the content consumption mechanism of "NetEase Cloud Music" has gradually evolved into "watching time-limited advertisements" and "clicking to get member listening time". On the basis of the continuation of the "member subscription system", the content consumption mechanism of "NetEase Cloud Music" has gradually evolved into new advertising modes such as "watching time-limited advertisements" and "clicking to get member listening hours", which have successfully maximised the release of the hidden value of the huge user base [2].

In the process of elaborating the business model of "NetEase Cloud Music", this paper tries to explore the phenomenon of qualitative transformation of the consumption path of content products. Based on the theory of "media ecological niche", the concepts of "media product maintenance cost point" and "media integration gathering point" are proposed as measurement tools to complete the construction of the core profit link of content consumption. On the basis of this theory, we propose the concepts of "media product maintenance cost point" and "media integration cluster point", and use them as a measurement tool to complete the construction of the core profitability of content consumption and to explain the overlapping information network nodes. While providing new perspectives for the research on the reconstruction of content production system, it also provides supplementary theoretical basis for the research on "information gap", "content consumption" and "emotional value orientation". It also provides a complementary theoretical basis for the studies on "information gap", "content consumption" and "emotional value orientation".

2.3. Intentional attribution: the cohesive sublimation of content and outputs

As a figurative reference of key fragments, "words" is not only an important component of the content framework, but also the core embodiment of high-quality text on the presentation page. "Value", as the energy core of the product itself, is externalised into the spiritual manifestation of connotation and meaning and is the driving force for realising multi-circle realisation. The evolution of the two symbiotic high-quality production system is a key factor in attracting customers, which is presented in the form of a complete and comprehensive discourse system, a discourse space that maximises the expansion of the boundaries, and a flexible discourse mode.

"NetEase Cloud Music" aims to complete the key output of discourse content with user-oriented interactive community, emotional aggregation personality test and hot-trend music products, providing sufficient textual basis for its discourse connotation and value output to sublimate. The role of media discourse output and intention delivery activities is mainly reflected in the transfer of off-platform experiential validity for users, so that they can achieve symbiosis and mutual compatibility in content perception and meaning derivation. In this paper, we will depict the content consumption of "NetEase Cloud Music" in a figurative layout, and interpret the socialised practice of media integration, so as to complete the characterisation of the consumption activities and the experience of communication utility.

3. Content Canvas: Ecological Layout of Content Consumption

With the technology empowering personalised recommendation, consumers' demand for deep content segments has been infinitely amplified. Therefore, value-based resources are becoming the trend of interest chasing in the product output chain. "NetEase Cloud Music is trying to find a key way to open the gap of user groups under the media convergence scenario with the emerging consumption modes of "time-limited advertisement viewing" and "click-and-skip time-limited membership service". As a leading online music new media in China, the company is trying to find a key way to open up the user base under the media integration scenario.

As the leading online music new media platform in China, "NetEase Cloud Music" occupies a central position in the youthful content consumption market in this field. After breaking away from the practice of internal incubation projects, NetEase Cloud Music started to operate independent content products. With "Vinyl VIP" paid membership and "LOOK Live" as the traction point for content production, it has completed the development of special content such as "Cloud Village" and "Cloud Circle". Cloud Village", "Cloud Circle" and other special content development.

Table 1. "Netease cloud music" content consumption layout

Business segment	Profitability core	Content Charging Route
Splash screen	Basic advertisement	Sponsored by advertisers
Core revenue segment	Album Purchase	Direct charge
	Paid download	
	Paying member	Brokerage
	Offer a reward for live broadcast	
Membership System	Limited Time Membership	Sponsored by advertisers
	Integral Mall	Overhead
	Ticketing system	Direct charge
Peripheral Product Incubation	Pay for knowledge	

Table 1 shows the overall layout of NetEase Cloud Music's content consumption. The profitability of the platform is mainly retained in the three business segments of "opening screen presentation", "core revenue segment" and "membership system peripheral product incubation". Influenced by consumers' low expectations of the value of intangible products, NetEase Cloud Music has attempted to make innovative changes to its content consumption model, which is based on a subscription-based membership system. NetEaseCloudMusic is trying to make innovative changes to its content consumption model, which is mainly based on subscription-based membership - by introducing "time-limited advertisement viewing" and "click-and-skip time-limited membership service". Both of the above strategies belong to a series of time-limited membership operations, and the main process is as follows: after entering the platform's main page, the user will automatically receive a window prompting for "time-limited adverts". If the user accepts the prompt, he/she will enter the time-limited advertisement mode; if he/she does not accept the prompt, he/she will directly return to the main page of the platform. After finishing watching the time-limited advertisement, the user still needs to complete the operations of "clicking the page", "jumping to the platform" and "returning to the platform", etc., and after the process is finished, the user will get the time-limited member's listening rights and interests. The rights and interests of the limited time member will be granted after the process is completed.

The "time-limited free membership service" is essentially a kind of invisible price discount, which not only can complete the direct contact to potential "subscription system" users, but also can achieve the scope of economic impact on a variety of circles. When users come into contact with actual scenes that were previously difficult to access under the constraints of the consumer mentality, they can gain an initial experience of using the "membership" product, and thus easily generate a certain degree of interactive dependence on the preferred content. After introducing changes to its content consumption model, the platform has completed a virtuous cycle of increasing membership subscription revenue and continuously optimising operational efficiency and cost control. At the same time, its content

revenue reached a record high and its annual operating income turned profitable for the first time. The phenomenon of outstanding revenue utility brought about by this innovative change has gradually depicted clear guidelines for the improvement of the information business ecology.

4. Value Portrait: The Evolution of Media Convergence Relationships

According to Michael Porter's thinking, the value chain is a "chain of activities". Whether it is the main activity or the extension of the side branch in the content production, the production and operation activities to complete the breakthrough revenue are providing the market with products and services with the value of the consumption point. Under the traditional single-media production and dissemination model, the value-added space for a series of activities, such as development, production, packaging and marketing, completed independently by the production side is very limited. Therefore, on the basis of cross-platform collaboration, the phenomenon of "media convergence" has arisen, which is manifested in the overlapping user groups, and is mainly reflected in Fig. 1 as the overlapping part of the platform user circle. This phenomenon, based on media convergence as a multi-state communication magnetic field, plays an important role in filling in the possibility of missing groups in the practice of inter-platform information transmission.

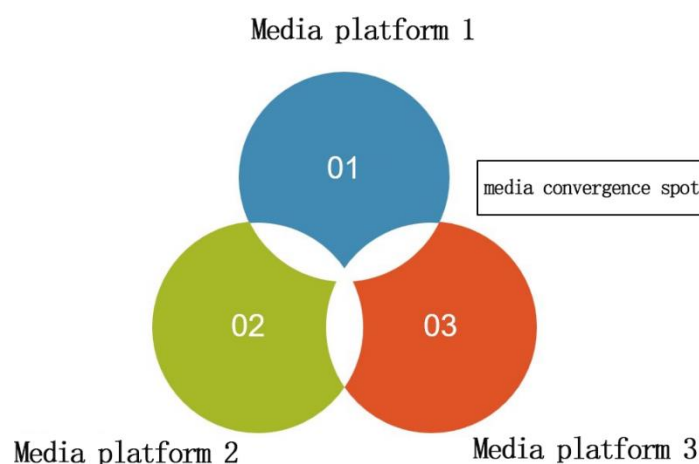


Figure 1. Graphical representation of media convergence clusters

Take "NetEase Cloud Music" as an example, it has carried out matrix communication deployment in APP, WeChat, Weibo, Jittery Voice and other platforms, and the whole shows the key feature of "dynamic checks and balances and hierarchical flow", i.e., it opens up the focus of the content market with a core trunk road and covers the user groups of other media platforms with circle flow. In other words, a core trunk road is the focus of the content market, and the user groups of other media platforms are covered by a circle flow. At the same time, there is a close correlation between the operation and maintenance of communication activities and the effectiveness of communication. The greater the weight of overlapping user groups among different platforms, the higher the retention and stickiness of those users, and the lower the strategic cost of maintaining media products.

Based on the theory of "media ecological niche" in "Research on the Construction of Three-dimensional Spatial Indicator System of Media Integration" [3], this paper creatively puts forward the concepts of "media product maintenance cost point" and "media integration cluster point" and points out that "media integration cluster point" and "media ecological niche" are closely related to each other. This paper creatively puts forward the concepts of "media product maintenance cost point" and "media integration gathering point" and points out that the two show the relationship between each other. From the above, we can see that the "media convergence point" is the overlapping part of the user group, while the "media product maintenance cost point" is the publicity cost paid for the maintenance of the group after joining the platform. The special relationship between the two is that, in different branches of media evolution, the product development cost of the communication entity is related to the number of overlapping consumer users between platforms. The loss of overlapping

user groups is usually smaller than the loss of single-platform users or the addition of new user groups to the platform. The product development cost point of the platform corresponding to that part of the group is affected by this, and generally forms an inverse relationship with the part of the media cross-fertilisation point [4], i.e.:

$$\text{Media Product Maintenance Cost Points} = \frac{1}{\text{Media convergence point}} \quad (1)$$

In the media matrix network of "NetEase Cloud Music", the interaction accumulated by its users is an important discount of inter-platform cross-groups. With APP as its core position, and WeChat, Weibo, Jittery Voice and other platforms as a chain of communication derivatives, "NetEase Cloud Music" has accomplished the maximisation of traffic attraction and value care for the user groups of its media products.

Table 2. "Netease Cloud Music" Media Matrix Relationship Explained

Flat-roofed building	User base	Focal point of media convergence	Media Products Maintenance Cost Points	Integration features
APP	206.7 million (monthly activity)	High	Low	Interactive bonding. Attraction Addition.
WeChat	3120134 (Index)	Mid-to-high	Mid-to-low	Dynamic Jumps.
Microblog	17.435 million	Center	Center	Flexible aggregation
Jitterbug	7.078 million	Mid-to-low	Mid-to-high	Scattered maintenance.
Xiao Hongshu	210,000	Low	High	Multi-faceted efforts.

Table 2 shows that under the integration of media matrix, the relationship between the number of overlapping user groups and the maintenance cost is inseparable, and the integration point generated by media crossover will affect the development cost of media products. As the APP is the main gathering place of "NetEase Cloud Music" user group, its strong user base can enable the cross-media product maintenance to play an important role in user development through modes such as "membership subscription" or "clickable advertisement limited time membership", and so on. Its strong user base enables cross-media product maintenance through "membership subscription" or "clickable advertisement limited-time membership" and other modes to play a role in user retention, so the maintenance cost of the overlapping user groups is lower. In contrast, "Xiaohongshu", which has a relatively weak overlapping group, is difficult to use low-cost strategies to complete the transmission of value and operation and maintenance of the overlapping group because its maintenance cost accounts for a higher proportion of the total cost.

In the performance of cross-platform communication, the high and medium convergence points and the high convergence points of media integration can produce viscous interaction and attraction to the overlapping user groups. For example, "NetEase Cloud Music" has accomplished the attraction of external traffic through its innovative content consumption model, which will not only generate substantial growth in platform profits, but also play an immeasurable positive role in the future value flow of users. Comparatively speaking, the low and medium aggregation points in media convergence are mainly manifested in the fact that some of the overlapping users are jumping from platform to platform, and the overall aggregation is characterized by flexibility. Compared with the phenomenon of middle and high level aggregation point, the low aggregation point of media integration will make the cross-maintenance cost point of media products more scattered, so that it has limited space to play the implementation of operation-centered publicity strategy. NetEase Cloud Music has now completed the layout of the flow of overlapping users between platforms, and from the perspective of the relationship between the "media product maintenance cost points" and the "media fusion aggregation point", the following is the result of the "interaction bonding, attraction, and attraction". From the perspective of the relationship between "media product maintenance cost point" and "media

integration focus point", "interaction and adhesion, attraction and support" is expected to become an important port and core tendency in rebuilding the content production system [5].

5. Evolutionary strategies: updating dynamic discourse architectures

Content consumption and information interaction affect the core orientation of the production and supply chain, and its externalization mainly starts from the double-ended pathway: one end starts from the user's sensory system during consumption, taking humanistic value as the motive point of demand, and through the change of the mechanism, it pulls the benign interaction between its own senses and external objective things; the other end starts from the reinforced emotional utility at the production end, and creates high-quality discourse resources in the social-emotional atmosphere to realize the benign practice of information value; and then combines the role of the mechanism between the two to complete the shift of focus from content production to the creation of relations between users. On the other hand, it creates quality discourse resources in the social-emotional atmosphere from the reinforcement of emotional utility on the production side and implements the benign practice of information value; and then combines the mechanism between the two to complete the shift of focus from content production to user relations. Ultimately, it can lead to the dynamic path evolution of content and meaning, so that they can realize meaning derivation and emotional communion in multi-platform ports [6].

5.1. Touching on the dynamic value of the human being

Under the new cross-platform media field, the evolution of emotional value is divided into sensory and symbolic modes, and the internalized communication orientation of the product production system is being gradually amplified. The chain of information derivation is penetrated by the emotional line centered on the sensory modality. Therefore, platforms can relax the boundaries of the traditional "subscription system" and realize the dynamic transformation of discourse delivery. In content production, they can focus on mining the humanistic value of consumption activities and use emotional touchpoints to run through the connection path between audiences and platforms, which can promote the expansion of potential groups into actual groups or even fixed groups [7], and realize the dynamic combination of objective production practices and subjective value pursuits.

5.2. Focusing on the Emotional Realization Window

Social communication activities are mainly presented in one or more modal forms, which evolve into the practice of communication activities across multiple platforms in information systems. The criterion for determining whether a modality carries communicative meaning is whether the value conveyed by the modality is perceived by the interacting actors. In the face of overlapping groups of users in a converged medium, platforms can create an intentional stacking of personalization frequency at the emotional interface, thus deepening the individual's retention of information content. As a result, modalities can be used to contrast with each other. The platform can utilize technical factors to retrieve and synthesize user needs, from which it can extract and evolve users' common emotional needs, and then combine them with special emotional needs after reasonable derivation and layout, and use them as a breakthrough point for emotion-focused realizations, and ultimately give play to the maximum possibilities of user adsorption orientation [8].

5.3. Enhanced consumer relationship experience

In the era of "heat transfer" of information exchange, the links of the content production system have been given a new organic significance. The strategy of "clicking and jumping after time-limited advertisements" has successfully broken through the constraints of consumption thresholds in digital cultural platforms, and completed the linking of users and platforms, as well as the linking of users and creators to the hierarchy of high-quality content. The shift in information access strategy is actually a shift in the focus of production, i.e. a gradual shift from "content creation" as the core driver

to user relations as the key orientation. When the user enters the previously untouched scene, the limited opportunity membership experience system will make it easier to form the interactive dependence on the content preference. At the same time, as they feel the strong attention signal from the production side, it may accelerate their future content consumption behavior. By focusing on user relationship enhancement, platforms can shift the strategic focus to strengthen the content consumption experience [9], build convenient channels for information transmission and interpersonal interaction, and thus provide a new direction for content production.

6. Summary

How to form a meaningful connection pathway between content consumption and information interaction has gradually become the focus of discussion on the virtuous circle in the media production system. In the current commercial layout of media platforms, there is a growing call for change in the path of cultural content consumption under the integration of relational portraits. By strategically shifting the focus of content supply-side production, i.e. strengthening the path from the level of users' humanistic value, core emotional realization to the level of consumption relationship, the above phenomenon will help to unclog the bridge between textual discourse and kernel value, and complete the construction of a harmonious relationship between the production side, the consumption side, and the platforms from the production to the dissemination of the content in a real sense. In addition, the value-added change of future content production should be based on the construction of the meaning of multiple subjects in the open media ecosystem, avoiding the phenomenon of disconnecting information production from the focus of the content and from the user port, and closer interconnection of the effectiveness experience, so as to maintain a harmonious and symbiotic content industry environment in the cross-media arena.

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