

# The Opportunity and Conception of the Living Space of Radio and Television in the Metaverse Era

Yuqi Wang<sup>1, a</sup>, Rongyu Xue<sup>1</sup>

<sup>1</sup>Anhui University of Finance and Economics Faculty of Arts, Bengbu, China  
<sup>a</sup>396749413@qq.com

---

**Abstract:** With the continuous development of modern technology, the traditional media have no advantage in the fierce media competition. As a mainstream media, radio and television should adapt to the development of the times, vigorously introduce advanced technical concepts and technical means, and constantly explore new development paths in the radio and television industry in the course of reform. This paper analyzes the current predicament of radio and television and the factors restricting its development, combined with the concept of "metaverse", explores the transformation and upgrading path of radio and television industry, and looks forward to the living space of radio and television in the era of metaverse.

**Keywords:** Radio and television, Metaverse, Network media, Media fusion.

---

## 1. Introduction

In 1992, American science fiction writer Neo Stevenson took the lead in shaping the concept of "metaverse" in his work "Avalanche". With the rapid development of my country's network information technology, the emergence of innovative forces of the times promotes the prosperity of the new media industry [1], and digital concepts such as the metaverse are further active in people's vision by the east wind of network media, so that the traditional traditional The leading position of the media poses a threat and challenge. Under the state of continuous shrinking of development space and increasing squeeze of emerging concepts, radio and television, as the representative of traditional media, needs to keep pace with the development of the current era, and quickly complete reform and innovation while recognizing the current development situation.

## 2. An Overview and Dilemma of The Development of Radio and Television

### 2.1. The Development of Radio and Television

After the implementation of my country's reform and opening-up policy in 1978, the radio and television industry has gradually recovered its vitality. On May 1, 1978, China Central Radio International was officially renamed "People's Republic of China International Radio" [2], a large number of high-tech and advanced Products were introduced into the country, and radio and television technology developed vigorously. In 1983, during the reform of radio and television, the 11th National Radio and Television Work Conference proposed to take news reform as a breakthrough to drive the entire radio and television publicity reform, and proposed the implementation of the "four-level" central, provincial, and qualified prefectures and counties. According to the radio and television development policy of "running radio, four-level television, four-level mixed coverage" [3], the development of radio and television has gradually become more specialized and orderly. After the 1990s, color TV gradually replaced black and white TV and entered thousands of households, and the definition of the picture also made a qualitative leap, and

the popularity of high-definition TV among the people gradually increased. Radio and television technology has entered a period of rapid growth, and various new types of radio and television programs have emerged, becoming one of the most important ways of life and entertainment for the people.

Since the beginning of the 21st century, the vigorous development of new media platforms and the rise of various electronic information methods have affected the development of the radio and television industry, and also changed the way of traditional media communication to a certain extent. Under the new situation, the radio and television industry should stabilize its mainstream media status under the impact of new concepts, and organically combine with network technology, digital technology and more new technologies to jointly promote the long-term prosperity of radio and television technology.

### 2.2. The Current Development Dilemma of Radio and Television

#### 2.2.1. Improper Resource Allocation and Single Program Form

Since the 11th National Radio and Television Work Conference held in 1983 put forward the policy of "running radio and television at four levels"[4], the radio and television industry has officially entered the initial stage of reform. During this period, the functional classification of radio and television tends to be diversified, specialized and typified. At the same time, the radio and television industry aims to establish and improve a management mechanism that is compatible with the market economic system, and tries to introduce incentives and competition mechanisms in the industry [5] to encourage the development of radio and television talents and stimulate the awareness of competition among professionals. In this environment, in addition to the central and provincial-level radio stations and television stations, all provincial cities and counties that meet the conditions can set up radio stations and television stations according to local needs [6], resulting in too many radio frequencies and TV channels. Excessive. In the era of new media, the market demand for programs has increased. In order to meet the direction of market development, many

traditional media have responded to the situation, blindly followed the trend, and competed with each other for market resources. As a result, many programs with very similar topics have appeared in the market. The homogenization of content is very serious, which destroys the diversity of programs to a certain extent, and it is difficult to build a situation of differentiated competition.

### **2.2.2. The Impact of Online Media, The Audience Shrinks**

In the era of new media, diversified media forms and technical means have been widely used in network platforms, making new media gradually become the mainstream of the market. The creative freedom of the self-media platform without threshold integrates rich network cultural resources, so that the traditional media is directly affected by the multi-party impact from the network media. In this form, the development speed of radio and television is still relatively lagging behind. The means and forms of communication dominated by radio and television can no longer meet the needs of the market, nor can they meet the needs of the audience at this stage, resulting in the transformation of a large part of the audience. For users of new media platforms, the audience of radio and television has plummeted. At that time, the upgrading and transformation of radio and television was in the exploratory stage, and no obvious results had been achieved yet. The iterative update from traditional media to online media was inevitable. This makes the radio and television industry continue to be marginalized, which brings enormous pressure to the development of the radio and television industry.

### **2.2.3. Insufficient Interaction and Communication, Shortage of Professional Talents**

In the era of all media, media communication can break through the limitations of time and space, and change from one-way output to two-way communication in form, reflecting its strong interactivity. In the omni-media era of "everyone has a microphone", the majority of audiences are no longer satisfied with passively receiving information, but more actively participate and gain the right to speak. Convenience, which makes radio and television, which has only a single mode of transmission, been left out. At this stage, the output of talents from colleges and universities is difficult to meet the development needs of the current traditional media industry, which aggravates the shortage of professional talents in the radio and television industry. In addition, some radio and television practitioners lack professional knowledge and professional quality, and it is still difficult to form a thinking and ability that is compatible with the development of new media force.

## **3. The Exploration and Application of The Metaverse In the Radio and Television Industry**

### **3.1. The Concept of The Metaverse**

The Metaverse consists of "Meta (transcendence)" and "Verse (universe, Universe)", which is literally translated as beyond the universe [7]. space. Metaverse is a brand-new social form, which provides users with an immersive experience based on augmented reality technology, and integrates the virtual world with the real world through various new means. The emergence of the metaverse is the inevitable result of the development of informatization and

digitization to a certain extent, and it is also a new tool for human beings to deconstruct, describe and understand the physical world [7]. Today, the metaverse is still a concept that is constantly deduced and progressed, and it does not yet have an absolutely complete definition. The participation of many angles and means is making its meaning constantly enriched.

### **3.2. The Achievements of The Current Metaverse Application in The Field of Radio and Television**

In the early stage of development, Metaverse assumed the function of presenting the Internet in the new era. Based on real social scenes, it used a variety of new media means to design and construct, and presented the virtual information of the Internet in the real world, bringing it to the audience. Realistic and immersive experience, thus further weakening the boundary between virtual space and real society. In today's online social platforms, the concept of "metaverse" is everywhere. Not long ago, Liu Yexi, the virtual anchor of Douyin, as one of the representatives of the Metaverse, aroused the attention and discussion of the whole network. On Xiaohongshu and Weibo, all kinds of virtual anchors with the label of the Metaverse have sprung up like mushrooms after rain. In the field of mainstream media such as radio and television, Metaverse has also made great achievements. In November 2021, at the exhibition conference of new technologies, new applications and new formats in the field of China's online media held by the China Network Media Forum for the first time, Metaverse is the most important part of this year. The concept of fire technology has ignited the forum scene, and many booths have applied the most cutting-edge technology to the virtual digital space. In this meeting, CCTV introduced three special characters to the audience: the virtual character Nana jointly developed by China and Russia, the CCTV digital virtual editor Xiao C and the Olympic sign language digital man. In addition, Xiao Yang, the first digital host of Hunan Satellite TV, also announced his appointment through Weibo, and actively interacted with netizens on the Internet. However, the technology of designing digital avatars with real scenes as the background is still in the early stage of the development of the metaverse concept, and it cannot obviously eliminate the audience's perception of the real and virtual boundaries for the time being.

With the continuous upgrading of technology, people's cognition of virtual world and digital concepts gradually deepens. Metaverse will break through the limitations of space and realize real-time interconnection between multiple devices and terminals. development potential. In the interactive experience area of Tianjin Jinyun New Media Group, a large-scale financial media report "My Hometown @The Most Beautiful Nostalgia" was made into an AR product. The audience can establish an immersive interactive experience with the work and participate in the dissemination of traditional culture. This attempt adds the concept of metaverse to news works, and intertwines traditional media such as TV and newspapers with modern media means, which promotes the integration and communication between media.

### **3.3. The Development Strategy of Radio and Television in The Context of The Metaverse**

#### **3.3.1. Integrate Media Technology to Update Media Form**

Under the background of the new media era, the forms of network media are constantly developing and developing, which makes the traditional radio and television gradually withdraw from the public's vision, but the traditional media still maintains its own unique advantages. In order to complement the super-space characteristics of the network media with the authoritative characteristics of traditional media, realize the bridging of the advantages between the two, further expand the development space of radio and television, and consolidate the leading position of the mainstream media, it is necessary to pay attention to the integration between the two. of. In the field of radio and television, the development of radio and television must keep pace with the times, pay attention to the integration of media and the transformation of media forms, and constantly try to integrate the popular concepts such as "metaverse" into its transformation process. It is necessary to use the new form to stimulate the audience's interest, at the same time eliminate the backward characteristics of radio and television itself, and constantly promote the development of new media of radio and television.

#### **3.3.2. Relying on Network Technology to Aggregate Multiple Resources**

Radio and television need to rely on the network platform and network technology, attach importance to the sharing of resources, and speed up the integration of multi-party resources. Radio and television should actively use new media means to apply the advanced technology of network communication to radio frequencies and TV channels to optimize the visual effects of the public. Radio and television should take advantage of the upsurge of the concept of "metaverse" to transform the high-quality audio-visual content into an immersive application experience, and use the Internet technology to carry out three-dimensional communication, so that the traditional radio and television will advance in the direction of digitization and modernization.

#### **3.3.3. Enhance Interactive Communication and Create A Unique Brand**

Radio and television have always been influenced by traditional communication methods, and there are fewer opportunities to interact with the public. But in the era of all media, the importance of public discourse has been valued. Nowadays, countless radio and television stations have built a platform for interacting with audiences by means of live webcasting. In radio and television stations, a group of virtual hosts emerged with the help of the metaverse, and they have unique character characteristics and behavior patterns. The participation of virtual image in radio and television activities is conducive to the establishment of the central and local radio and television stations for their own brand image.

### **4. Prospects for the Living Space of Radio and Television in The New Environment of The Metaverse**

#### **4.1. Realize the Innovative Transformation of Radio and Television**

At this stage, the radio and television industry is in a critical period of exploring the path of transformation and upgrading. Promoting the integration and development of radio and television with new media, new technologies and new formats related to the Metaverse [7] is a key turning point in the transformation. On December 20, 2021, at Anhui Radio and TV Station's Metaverse New Exploration Seminar, Anhui Radio and TV Station announced that it would build the first digital virtual anchor of Anhui Radio and Television, and carry out projects in the field of virtual live broadcast rooms and virtual IP operations. , and gradually put virtual anchors in variety entertainment and news reports. Radio and television stations in various places have also launched virtual anchors and virtual live broadcast rooms with local characteristics. As a product of technological integration, "virtual" has become a new trend in the field of radio and television transformation.

#### **4.2. Realize the Globalization of Radio and Television**

The introduction of the concept of "metaverse" enriches the content of traditional radio and television programs and satisfies the curiosity of modern people for fresh online content. The related technologies of the Metaverse also have higher requirements for media practitioners. The influx of high-quality professional talents such as reporters, editors and directors will provide new and energetic blood for radio and television. At the same time, capital's investment in the Metaverse will also increase, which will provide a guarantee for the improvement and promotion of radio and television, and jointly promote the globalization of radio and television.

#### **4.3. Accelerate the Media Integration of Radio and Television**

The Metaverse provides an opportunity for the integration of traditional media and online media. The Metaverse can associate and scatter real scenes through technologies such as blockchain, virtual reality, and big data algorithms. The radio and television industry relies on various technical means and networks. The platform realizes its characteristics of developing multimedia, cross-screen and multi-terminal.

#### **4.4. Accelerate the Technological Process of Radio and Television**

With the introduction of "dual gigabit" technology, immersive scene applications based on 5G cellular communication networks and gigabit fiber optic home networks have the support of basic networks, which is convenient for opening full-scene and multi-faceted audiovisual services. Also directly linked to the metaverse technology are high-tech video and smart mobile terminals, all of which will radiate to the development of radio and television. In the 5G target positioning of China Radio and Television, the establishment of a new integrated application system including "high-tech video" will become an important part of the construction of new 5G scenarios for radio and television [8]. More application forms of the Metaverse will

greatly promote the technological process of the development of radio and television.

#### 4.5. The Needs and Responsibilities of Building A Radio and Television Country

Since China Radio and Television was awarded the 5G commercial license in June 2019, the 5G network concept has gradually entered the stage of practical operation. Today, the development of 5G technology has become the main goal of the country at this stage. As the key infrastructure to support the digital transformation of the economy and society, 5G has gradually entered the public's vision and participated in the production and life of the people. Therefore, the radio and television industry should firmly grasp the opportunity of 5G business progress and comprehensively optimize the 5G boutique network.

### 5. Conclusion

The famous science fiction writer Liu Cixin said: "There are two roads in front of human beings: one is outward, leading to the sea of stars; the other is inward, leading to virtual reality." The continuous development of science and technology and the Internet has promoted the continuous upgrading of radio and television. The joining of the concept of "metaverse" provides a new impetus for the transformation of radio and television, and the increasingly improved radio and television technology can break through the existing difficulties and deliver new energy to my country's radio and television industry. The leap forward of the radio and

television industry to the next level will continue to transform and upgrade from the existing single audio-visual field, and finally realize the integrated media integration through the new trend of digital emerging technologies.

### References

- [1] Chi Zhi. How can traditional media do a good job of journalism in the era of integrated media [J]. News Culture Construction, 2021(14):112-113.
- [2] Guo Zhenzhi. History of Chinese and Foreign Radio and Television [M]. Fudan University Press, 2005.
- [3] Bai Guiyun, reporter of this newspaper. Radio and television rewrites the way of life of the common people [N]. Hami Newspaper (Han), 2008-11-25(001).
- [4] Zhang Yiqi. Research on the program setting of provincial network TV stations based on audience needs [D]. Anhui University, 2013.
- [5] Duan Bianxia. New Introduction to Radio and Television [M]. Henan University Press, 2009. Hao Xiangxiang. Research on the Influence of Shaanxi Satellite TV [D]. Shaanxi University of Science and Technology, 2017.
- [6] Hao Xiangxiang. Research on the influence of Shaanxi Satellite TV [D]. Shaanxi University of Science and Technology, 2017.
- [7] Xue Jingyi. The exploration and application of Metaverse in the radio and television industry [J]. Radio and Television Network, 2021, 28(10): 102-103+107.
- [8] Zhang Xiaobao. Why high-tech video will become the early application scenario of radio and television 5G [N] (2020-09-03).