

STUDY ON MANAGEMENT STRATEGY TO CHINA'S INTERNET + MEDIA INDUSTRY

XIAO ZHOU

Journalism School, Fudan University, China

ABSTRACT

2015 became a significant landmark for new media industry development globally, especially in China. Tencent has become the China's largest media platform, just as that Facebook has become the first big user entry of American news media. We need change our way to think about and use those social media platform. First of all, we need understand the evolution of our economy system brought by new media.

This article uses the SCP (structure - conduct - performance) model to analyze the cross overlap areas between China's top 100 internet enterprises and China's capital markets. And author creates a 4×4 matrix tool with 16 interactive communication modes to analyzes the changing path of user preference on digital social platform from C2C to S2S mode as its internal logic.

In conclusion, this article finds three important changes of China's new media industry and proposes some systematic, reasonable and feasible management strategy:

First change is the comprehensive platform developing tendency.

Second change is the growing expanding investment merger accelerates the cross-shareholdings and strategic cooperation between platform type enterprises, and help the small micro content enterprises creating a large "long tail";

Third one is imperative and destined internationalization, which helping China's manufacturing industry to upgrade and to meet the increasing demand of Chinese consumers.

KEYWORDS: Social Media, Comprehensive Platform, New Media Industry, China