

TV media marketing research under the background of big data: A Review

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Abstract

Big data has a profound impact on business development, most directly reflected in marketing, through big data technology can achieve the "upgrade" of traditional marketing activities, has become a research hotspot. TV media also pay more and more attention to marketing activities, and strive to win the competition of media market through effective marketing. This paper combines big data, TV media and marketing, summarizes how to realize innovative marketing of TV media in the era of big data, and introduces in detail the content, countermeasures and suggestions of TV media marketing, as well as the value and significance of TV media marketing.

Key words: Big data; TV media; Innovative marketing;

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I. Introduction

The influence of digital technology on human society is deepening, and the development of communication technology alone has brought unimaginable changes to the global economy and culture in just a few decades. In recent years, the Internet of Things, mobile Internet and other new technological forms are pushing human production and life to a new state, and people's habits of thinking, living and information use will undergo new changes^[1-4]. Especially with the popularity of cloud computing, which is called another revolutionary technological change after the Internet, the degree of intelligence of human society will be greatly improved, and the "information age" will truly become a reality and truly penetrate into every corner of human life^[5-7].

The concept of big data has begun to be recognized around the world. More and more countries have begun to take measures to actively deploy big data applications and strive to seize the new development opportunities presented by the era. After long-term accumulation, these significant and rapid changes emerged in 2011, bringing changes in the world's way of thinking, production and life, which is also known as the "first year of big data"^[8-12]. The role of communication media in the era of big data will be more prominent. Media as a communication bridge of the human, in today's mobile, social, intelligent has become indispensable "companion" of people life, people through the media use continues to generate huge amounts of data, the data will become the important resources in the era of big data, media and communication of all types of businesses and users at the same time, On the basis of data analysis, businesses and users can establish in-depth, sustainable and stable interactive relations through media. Therefore, TV, as a traditional media, in the era of big data, what kind of development opportunities can be obtained and what measures should be taken to achieve innovative development become the key to determine whether it can win the competition of future media^[13-19].

New media and traditional media live in different environments in the era of big data. New media has "innate" advantages, while traditional media lags behind in the collection and application of massive data. Big data has a profound impact on business development, and the most direct field is reflected in marketing. Through big data technology, traditional marketing activities can be "upgraded", which has become a research hotspot. On the other hand, TV media also pay more and more attention to marketing activities, and strive to win the competition of media market through effective marketing. Through the analysis can be found, at present, the big data, TV media, marketing combination, these three explore how to implement the innovation of the TV media in the era of big data in marketing research is still a blank, also there are few researchers from marketing content to countermeasures and Suggestions, and then to discusses on the value and significance, and it also become the meaning of this article.

II. Content and countermeasures of TV media marketing

Will pass to the era of big data technology characteristics and bring great changes to society, analysis of the impact of television media necessity and significance of marketing strategy innovation, and through the TV media in the new period the relevant support policy, the construction of the industrial chain, business

development, innovation operation were analyzed, and found that the pressing problem facing in the process of TV media development, make the exploration of marketing strategy more targeted; Combined with the related cases, from the perspective of network integrated marketing principle, explores the background of "big data" spread, the audience and so on various aspects the path of the data sorting, mining, and on the basis of the formation of TV media marketing strategy of the overall study, clarify a relatively perfect and can indicate the era of "big data" the direction of the TV media marketing innovation, for The Development of Chinese TV media in the era of big data to make a beneficial exploration. On the basis of comparison and analysis of different problems, it can be summarized as the following aspects ^[20-25]:

(1) The main characteristics of the era of big data and its profound impact on society.

"Big data" is a very new topic for the whole world, and all walks of life have not formed an inherent overall development model, so is TV media. Therefore, this paper should first grasp a large number of research materials and cutting-edge trends, analyze the main characteristics of the era of big data, master the ins and outs of the development of the era of big data, and briefly sort out the generation and development process of "big data". On this basis, it studies the profound impact of the arrival of the era of big data on all aspects of society and economy, analyzes the changes it brings to the media industry, and discusses the importance, feasibility and prospect of the innovative development of the media industry in the era of big data. This paper briefly analyzes the policies, market environment, external opportunities and competition, and internal advantages and disadvantages faced by the media industry in the era of big data, and makes a forward-looking study of the problems that TV media will encounter in the future development process, laying a foundation for the exploration of the development of TV media marketing.

(2) Summarize the experience of big data development in developed countries and analyze the efforts made by new media in big data deployment.

There have been many successful cases in the application of big data, and many well-known companies have made a lot of beneficial exploration in the application of big data technology and new media marketing, and achieved fruitful results. To grasp the development status and trends of new media has always been an important task of TV media, because of various reasons such as transmission mode, the technical basis, the new media have innate advantage in using big data technology, clear, comprehensive and in-depth understanding of new media, characteristics of changes in the era of big data is very important for the development of TV media. At the same time, from the aspects such as transmission mode, development trend, the audiences in-depth analysis of TV media and new media, abandoned in the face of difficulties, but also to find out the main bottleneck of TV media development, conducive to developing its advantage of resources and opportunities, find out electric media marketing breakthrough and path, explore the TV media and new media is an effective way to win-win cooperation.

(3) The sorting and research of TV media marketing methods.

In the era of traditional media, the media influence of TV media to match with other media, and many merchants have the first selection of marketing channels, but after the rise of new media, television media "dominant" was weakened, the inside of the television media content at the same time also presents the unprecedented fierce competition. In this process, TV media has tried many types of marketing methods, and has accumulated rich experience. By sorting out TV media marketing methods, problems existing in current TV media marketing practice can be found. By comparing with new media marketing methods, advantages and disadvantages of TV media marketing can be deeply understood. It can lay a foundation for exploring how to combine big data technology with TV media marketing.

(4) How to apply big data marketing to TV media.

This part of the research has a certain level, the first is the TV media application of big data marketing possibility analysis, on the basis of TV media marketing and big data marketing characteristics, to seek the possibility of effective combination of the two. Followed by the exploration of marketing mode of TV media data, the present TV media through many innovative exploration has overcome the limitations of the past one-way transmission and presents the whole media everything development situation, the preliminary with the application of large data marketing conditions, but how can you make big data play a role in the TV media marketing, they require a large amount of exploration. This is also the core issue of this paper; Thirdly, how to find the problems in the process of applying big data to TV media marketing and put forward solutions is very important to promote TV media big data marketing. Finally, the prospect of TV media big data marketing is analyzed.

(5) The influence brought by the innovation of big data marketing of TV media.

The media is an important part of human life, the way of media communication changes will affect people's habits and customs and even the way of thinking, big data marketing and traditional marketing way compared with the change of "revolutionary", it can not only be effective push to "product information", can also become audience shapers "information environment". Therefore, TV media data marketing is not restricted to the category of TV development, media competition, but with the audience is closely related to the shape growth,

culture, social benefits and so on, so for the effects of TV media marketing data need to be thinking and analysis from multiple angles, to fully understanding the TV media marketing data, and then the quantitative measures effectively, So that it can play a positive role in the development of television media and social progress.

III. The value and significance of TV media marketing

Combined with the related cases, from the perspective of network integrated marketing principle, explores the background of "big data" spread, the audience and so on various aspects the path of the data sorting, mining, and on the basis of the formation of TV media marketing strategy of the overall study, clarify a relatively perfect and can indicate the era of "big data" the direction of the TV media marketing innovation, For The Development of Chinese TV media in the era of big data to make a beneficial exploration ^[26-30].

(1) The main characteristics of the era of big data and its profound impact on society. "Big data" is a very new topic for the whole world, and all walks of life have not formed an inherent overall development model, so is TV media. On this basis, it studies the profound impact of the arrival of the era of big data on all aspects of society and economy, analyzes the changes it brings to the media industry, and discusses the importance, feasibility and prospect of the innovative development of the media industry in the era of big data. This paper briefly analyzes the policies, market environment, external opportunities and competition, and internal advantages and disadvantages faced by the media industry in the era of big data, and makes a forward-looking study of the problems that TV media will encounter in the future development process, laying a foundation for the exploration of the development of TV media marketing.

(2) Summarize the experience of big data development in developed countries and analyze the efforts made by new media in big data deployment. To grasp the development status and trends of new media has always been an important task of TV media, because of various reasons such as transmission mode, the technical basis, the new media have innate advantage in using big data technology, clear, comprehensive and in-depth understanding of new media, characteristics of changes in the era of big data is very important for the development of TV media. From aspects such as transmission mode, development trend, the audiences in-depth analysis of TV media and new media, abandoned in the face of difficulties, but also to find out the main bottleneck of TV media development, conducive to developing its advantage of resources and opportunities, find out electric media marketing breakthrough and path, explore the TV media and new media is an effective way to win-win cooperation.

(3) The sorting and research of TV media marketing methods. In order to win the market, TV media also began to actively carry out marketing activities, on the one hand, strive to get a higher share of advertising, on the other hand, make their own program content get a higher audience rating. In this process, TV media has tried many types of marketing methods, and has accumulated rich experience. By sorting out TV media marketing methods, problems existing in current TV media marketing practice can be found. By comparing with new media marketing methods, advantages and disadvantages of TV media marketing can be deeply understood. It can lay a foundation for exploring how to combine big data technology with TV media marketing.

(4) How to apply big data marketing to TV media. This part is the focus of this paper, this research has a certain level, the first is the TV media application of big data marketing possibility analysis, on the basis of TV media marketing and big data marketing characteristics, to seek the possibility of effective combination of the two; Followed by the exploration of marketing mode of TV media data, the present TV media through many innovative exploration has overcome the limitations of the past one-way transmission and presents the whole media everything development situation, the preliminary with the application of large data marketing conditions, but how can you make big data play a role in the TV media marketing, they require a large amount of exploration; Thirdly, how to find the problems in the process of applying big data to TV media marketing and put forward solutions is very important to promote TV media big data marketing; Finally, the prospect of TV media big data marketing is analyzed.

(5) The influence brought by the innovation of big data marketing of TV media. The media is an important part of human life, the way of media communication changes will affect people's habits and customs and even the way of thinking, big data marketing and traditional marketing way compared with the change of "revolutionary", it can not only be effective push to "product information", can also become audience shapers "information environment". Therefore, TV media data marketing marketing is not restricted to the category of TV development, media competition, but with the audience is closely related to the shape growth, culture, social benefits and so on, so for the effects of TV media marketing data need to be thinking and analysis from multiple angles, to fully understanding the TV media marketing data, and then the quantitative measures effectively, So that it can play a positive role in the development of television media and social progress.

(6) Discuss the big data marketing strategy of specific TV media program types. Because the application of big data in the production and communication of TV media is still in a relatively primary stage, and the industry has not yet formed a mature model or method, the research in this paper focuses on macro rational analysis on the whole, while specific case analysis and empirical research are relatively weak. However, this is an indispensable

part of the research ideas of this paper, so in the writing, it is also necessary to analyze various practical cases of TV media's application of big data marketing, and to think about this problem in the discussion of different issues.

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