

范东升

中國主要報業集團數位化轉型評析

摘要：當前，世界傳統報業的總體趨勢正在走向衰落。儘管國情和傳媒體制不同，中國傳統報業與歐美報業一樣，同樣面臨著數位化新媒體的強烈衝擊和挑戰。一些主要的報業集團力圖另闢蹊徑，在建立數位化轉型新戰略方面嘗試走自己的路。汕頭大學長江新聞與傳播學院就中國39家報大型報業集團2012年的數位化轉型狀況進行了一項調查，演講人根據本次調查結果，試就中國報業數位化轉型的趨勢及案例進行評析。

A Study On Transformations for Digitalization of The Leading Newspaper Groups in China

Abstract: The traditional newspaper industry is declining around the world in last decade. Like their counterparts in the West, traditional newspapers in China are facing deep impacts and strong challenges from new media in spite of differences of social and media systems between East and West. Some of the major Chinese newspaper groups are trying to find their own ways in setting up their unique digitalization strategies.

This lecture is based on a research project on the digitalization transformations of 39 Chinese newspaper groups in 2012, conducted by Cheung Kong Journalism and Communication School of Shantou University.