

A Brief Analysis of the Audience Market Segmentation of TV Cultural Variety Shows

-- Taking the 2022 China Central Radio and Television Program as an Example

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Abstract: In recent years, TV cultural variety shows, which are represented by “China in the Classics” and “Ode to the Classics”, have attracted extensive attention from all walks of life by integrating traditional culture with variety shows. To explore the development trend of TV culture, improve the audience segmentation, a higher degree of satisfy the audience demand and improve the audience’s satisfaction, this article from the perspective of communication studies, according to the basic principle of marketing, analysis of TV culture variety show audience segmentation, in 2022, the central radio and television reception desk four high ratings program, for example, Secondary data survey and data analysis were used to study the three dimensions of population subdivision, regional subdivision and psychological subdivision. In addition, it comprehensively analyzes the impact of audience market segmentation on the future innovation path of TV cultural variety shows, so as to bring enlightenment and provide reference for the innovative development of TV cultural shows.

Keywords: TV cultural variety shows; China Media Group; Audience market segmentation; Influence

The introduction

In order to further study and implement the important spirit of “strengthening cultural confidence and carrying forward the excellent traditional Chinese culture”, CCTV, as a national mainstream media platform, is duty-bound to spread and carry forward the excellent traditional Chinese culture. Since its establishment, the China Media Group has been devoted to cultural programs, and it has constantly come up with new ones. In the following, we will study, interpret and analyze the audience market segmentation of TV cultural variety shows from different perspectives, with four cultural programs, namely China in Ancient Books 2, 2022 Chinese Poetry Conference, Reader 3 and Classic Song and Spread 5, as representatives.

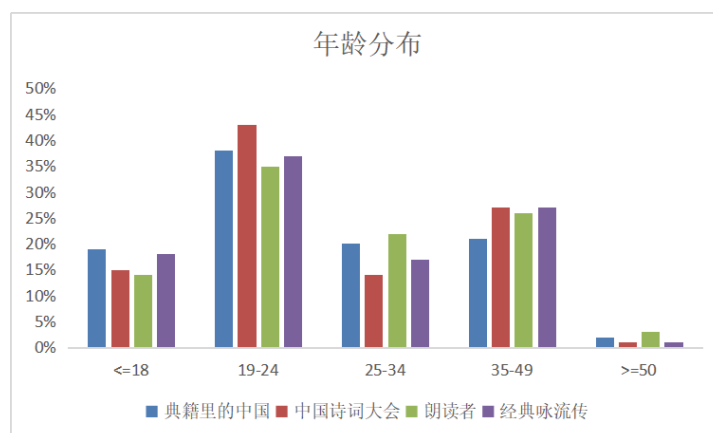
1. Cultural variety show market in 2022

In the post-epidemic era, the viewing share of TV programs is on the rise, and cultural variety shows are especially popular. In 2022, Chinese cultural variety shows will still show a high quality development trend. According to the data of Merland, the network influence comprehensive index of “Reader 3” ranked the third in the evening prime-time TV programs, and the cumulative reading volume of the program’s microblog topics and related derivative topics exceeded 8.6 billion times. In 2022, the second season of “China in Classical Books” premiered immediately. According to CSM data, the first episode attracted 27.44 million viewers, and nearly 40 million videos were played online, setting off “classic books fever” at home and abroad. The topic of “Classics” has been read more than 800 million times and received a score of 9.4 on Douban, stirring up a wave of poetry music again. As a “veteran” variety show “Chinese Poetry Conference” has been leading the list of the top 10 best variety shows.

2. Audience market segmentation of cultural variety shows

2.1 Population subdivision

2.1.1 Age segmentation

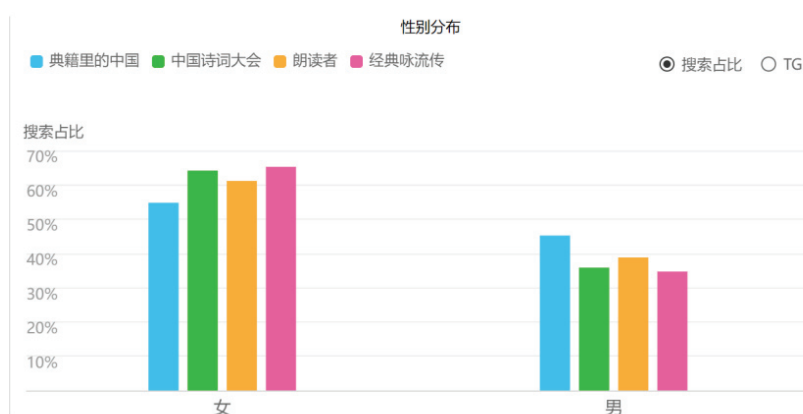


Data source: 360 Trends

It can be concluded from the age distribution that the consumption audience of the four variety shows launched by CCTV presents a younger trend. This is also in line with the original intention of the production of cultural variety shows: to spread the 5,000-year history and culture of the Chinese nation in a way that is popular and easy to be accepted by the public, so as to attract more young audiences to inherit and carry forward the excellent traditional Chinese culture.

The proportion of the audience is highest among 19-24 year olds, who are mostly in college and entering the workforce. On the one hand, as a new generation of young college students, they can learn traditional cultural knowledge from watching cultural programs, comprehend the Chinese spirit, and fill the gap of cultural spirit. For example, “China in the Classics” makes the words in the classics “alive”, interprets the words thousands of years ago on the stage through the expression of “drama + film and television”, arouses the resonance of the audience, and achieves the purpose of inheriting the classics while improving the viewing rate. On the other hand, whether students or workers, this part of the audience is more interested in music, poetry and dance, and has higher requirements for visualization and experience of variety shows. However, CCTV, the mainstream media, continues to make breakthroughs and innovations. It adopts new technologies in both content creation and stage performance, presenting a “phenomenal” audio-visual feast, so as to improve the audience’s cultural experience and enhance user loyalty.

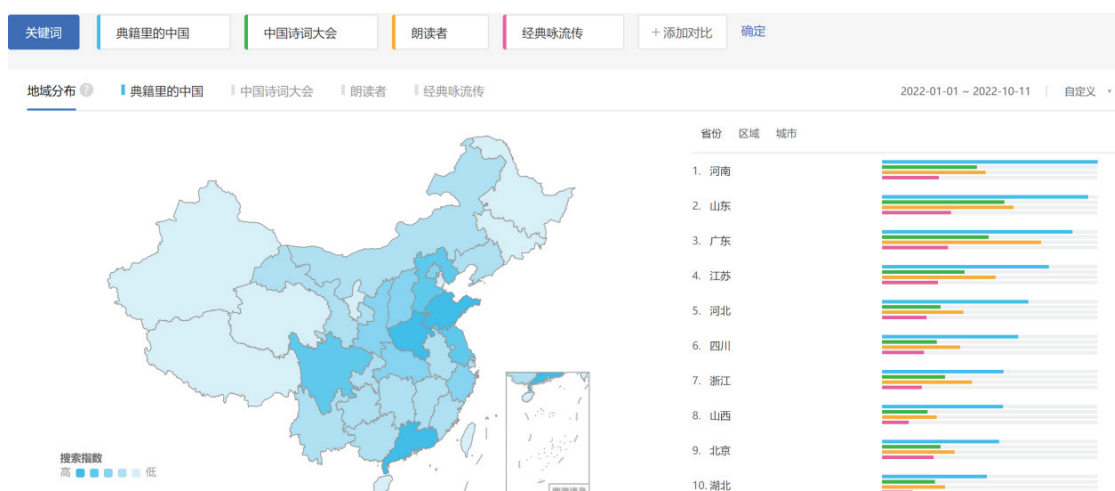
2.1.2 Gender segmentation



Source: Baidu Index

According to the Baidu index in the above chart, the female audience of CCTV’s four cultural variety shows in 2022 is more than male audience, with a ratio of about 3:2. From the psychological point of view, female audience is more emotional than male, more emotional, more like fantasy, female audience more like to watch TV series, the “loyalty” to TV series and variety shows is much higher than male; Male viewers are interested in exciting programs such as sports and competitions. Sociological point of view, in recent years, the status of women has improved significantly and become more independent. In addition, in recent years, the proportion of Chinese men and women is disproportional, and the female is less than the male situation, which also pulls women’s status in the society.

2.2 Regional subdivision



Source: Baidu Index

According to the analysis of the province distribution map: known as “large population provinces” Henan and Shandong Baidu search index ranked the first and second, the reason is that these two provinces have a large population base, high density, so the number of viewers watching, the search index is higher; However, Guangdong and Jiangsu, as the provinces with large population mobility, have a population flow of more than one million per year and a large population base, so the audience search index is also high. In addition, with the continuous progress of society, people’s quality of life and living standards are constantly improved, and their ideas are also constantly changing, so they learn to enjoy and entertain. Therefore, variety shows are more and more widely welcomed by the public.

2.3 Psychological segmentation

2.3.1 New and different psychology

Novelty psychology refers to people’s pursuit of stimulation and adventure psychology brought by some novel and strange things. When it comes to TV, audiences like to watch programs with novel themes, innovative forms and high technology, and watch things they have never seen before, so as to satisfy their sense of experience and obtain a new experience^[1]. In recent years, TV cultural variety shows have presented diversified communication, new technology-driven production and innovative program styles to meet the needs of audiences.

2.3.2 Intellectual curiosity

Thirst for knowledge is a relatively stable cognitive need, which is manifested in TV cultural programs. Audiences watch such programs in order to meet certain cultural needs, understand cultural knowledge, improve their personal quality, or to be influenced and infected by traditional culture, so as to truly achieve the function of “teaching through entertaining”.

2.3.3 Aesthetic psychology

Aesthetic psychology refers to people’s subjective reaction to the beauty of objective things. Empty entertainment programs are often unable to be recognized by the audience because of the lack of core values. However, CCTV integrates into cultural communication with the help of new technological means. Both the stage and the real scene, the pictures presented are more exquisite and meet the audience’s aesthetic psychology.

3. The impact of audience market segmentation on the future development path of TV cultural variety shows

3.1 Integrated development of media and diversified communication channels

“Traditional media + emerging media” will integrate and develop with each other to broaden communication channels. According to CNNIC statistics, by the end of 2021, the number of Chinese netizens has exceeded 1 billion, accounting for about one-fifth of the world’s total netizens. Therefore, we should actively promote the communication mode of “multi-screen coexistence and cross-screen communication”, actively promote the multi-screen linkage between TV terminal and new media terminal, integrate and achieve mutual achievements between short and long videos, innovate and upgrade industries, and di-

versify communication channels.

3.2 Innovate content marketing and extend the industrial chain

The specialty of the production team and the quality of the program are the core of innovative TV programs. Therefore, with content and IP as the core, we integrate product content, upgrade marketing content, and realize a new marketing mode of multimedia platform to help brand value. In addition, TV programs have carried out in-depth development of new media platforms, developed derivative variety shows, short videos and other content products to realize diversified program content realization and extend the industrial chain^[2].

3.3 Make technological breakthroughs to enhance the core competitiveness of media

5G, artificial intelligence, VR and other virtual digital ecosystems continue to break through and upgrade. Through the use of AR, hologram and other virtual reality production technologies, innovative program content production and stage presentation forms can enhance users' loyalty, satisfaction and experience of the mainstream media, thereby enhancing the core competitiveness of the media^[3].

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