

The Characteristics of Chinese Media and Audience in the Background of Mobile Internet

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In recent years, with the rapid development of the Internet in China, the number of Internet users has exceeded 750 million, the penetration rate has reached 54.3%, of which more than 724 million mobile internet (mobile phone and pad) users, constitute the world's largest mobile Internet group. So China is the world's second-largest economy, is also the world's largest Internet country.

In the mobile Internet environment, many new media with new Characteristics make media users' behavior has undergone tremendous changes: new media replaces traditional media, new content replaces traditional content, new users replace traditional audiences, new industry pattern replaces traditional pattern. These phenomena are caused by our thinking about media convergence and coping strategies. This report aims to elaborate the various impacts and changes the mobile Internet brings, discuss the media convergence and audience changes caused by the "Internet plus", analyze the transformation from media production relationship to user consumption relationship based on media convergence, and probes into the strategy of communication industry in mobile Internet world.

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