

The Application Study on Block Chain in the Media Field

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Abstract

In the development of our own science and technology, China will also quote some foreign advanced technologies, such as block chain technology. Block chain technology is mainly distributed accounting technology, which can play the role of decentralization, multi-person sharing and encryption. Block chain technology has three attributes: decentralization, non-tampering and traceability. Therefore, the application of block chain technology in the field of media has a strong advantage. Because of the high transparency of the block field, low input cost, no need for intermediary and other factors, It can effectively improve the operation quality of media companies. Therefore, this paper will analyze the specific content of block chain in media field.

Keywords

Media Field; Blockchain Technology; Media Neighborhood.

1. Introduction

Block chain technology is a popular new technology, and has the advantages of decentralization, non-tampering and traceability, and because of these three attributes, it can make the block chain technology have the advantages of high transparency, low input cost and no intermediary consumption in the media industry. However, there are still problems in the media industry at this stage. If the block chain technology can be used reasonably, these problems can be solved easily. Therefore, this paper will analyze the application of block chain technology in the field of media, hoping to promote the development of media field more steadily.

2. Issues in the Media Industry at this Stage

Due to the rapid development of Internet technology in China at present, the media has gradually become the mainstream of the market, but it is precisely because of the impact of the Internet on the development of the media industry, there are some thorny problems in the media industry.

First, the Internet platform is an open platform, for the dissemination of data content on the media platform, copyright owners can not get all the benefits. Taking music resources as an example, according to relevant statistics, on the network resource platform, music authors can only get 80% to 50% of the income, of which 20% to 50% of copyright holders can not get it. Moreover, because the media platform also wants to get benefits from it, it has launched the micro-payment model, which allows consumers to pay a certain fee for the content they need, which can protect the interests of copyright owners and platforms. But reduces the user's stickiness.

Second, in the media era at this stage, the ratings of TV can be counted, and the media platform can be improved according to the results of statistics. However, because the diversification of the media at this stage is in the form of open media, the platform can not count the reading

viewing rate, which is not conducive to the effective market analysis of the media platform and the formulation of more improvement tasks.

Third, the traditional media platform is mainly controlled by the government, and there will be supervision and supervision by relevant departments. When examining the content of communication, it can ensure the authenticity of the content of communication. However, at this stage, the media platform has changed the control subject. Because of the diversification of the media platform, it has caused the diversification of the communication subject, so it is impossible to carry out targeted supervision and supervision work. Therefore, the authenticity of communication content can not be guaranteed, resulting in the credibility of communication platform further reduced.

3. Impact of Blockchain on the Media Industry

3.1. Increased Number of Media Companies Introducing Blockchain Technology

Because block chain technology is a new technology, only some small start-up companies use block chain technology. However, by analyzing these companies using block chain technology, we can see that their development of block chain technology has also played a role in promoting it. For example, CMCSA cable companies in the United States took the lead in using blockchain technology in 2017, using blockchain technology to set up advertising sites for advertisers, and the move also brought high returns.

With the continuous development of block chain technology, the effect brought by it in the process of practical application is also showing, so more media companies have adopted block chain technology to further bring fresh blood to the media industry. Although many companies have introduced block chain technology, it will also bring more complex problems in the actual development process. For example, it will lead to homogeneous competition among companies, and because of the small space for the development of block chain technology, many media companies have a single business model and do not have the ability to compete in the market. So that smaller companies can not survive, in the industry has a serious situation of survival of the fittest. It is not conducive to the harmonious development of the media industry.

3.2. Protection of Content Dissemination

Because of the influence of Internet technology, the media industry is in an open state at present. Therefore, there are still large loopholes in some communication content, which makes the content vulnerable to attack in the process of communication. Hackers attack one or more targets, which affects the security performance of the audience's access channels. Greatly reduces the platform stability. Therefore, media companies can make use of the advantages of block chain technology to improve the protection ability of communication content. According to the advantages of decentralization, the communication content can be spread point-to-point, and the defense ability to attack can be further improved. Ensure the security of communication content.

3.3. Better Protection of Audiences

Because the security, transparency and traceability characteristics of blockchain technology are very good, it can better protect the audience. It can also strengthen the privacy protection function of spreading content. Moreover, because block chain technology can have high tracking and transparency, it can improve the audit of content to communication, so as to ensure the authenticity of content dissemination and reduce the influence of false information on audience.

4. Application of Block Chain in Media Neighborhood

4.1. Protection of Copyright

Block chain technology can protect copyright according to its own bit. When media enterprises use block chain technology, they can track the copyright of communication content by using digital signature method or hash algorithm, and record the authorization and use of communication content. Therefore, communication companies can combine block chain technology with artificial intelligence technology to maintain copyright. If the infringement is found, it will report and maintain, appeal and other service functions, further improve the copyright income, reduce the copyright owner's loss of interest in copyright income.

4.2. Examining the Authenticity of the Content Disseminated

According to the block chain technology, the resource platform is an open resource dissemination database. And block chain technology can provide audit function for the main body, solve the single problem of audit in the process of audit, improve the audit of the content of communication, and further ensure the authenticity of the content of communication. According to the traceability of block chain technology, in the process of reviewing the content, the source and modification of the communication content are traced back, and the complete information of the communication content is comprehensively grasped, and the authenticity of the communication content is judged according to the complete information of the communication content. Further improve the credibility of the media platform.

4.3. Enhancing the Credibility of Media Platforms

In the media industry of our country at present, some media companies are mainly economic benefits, but because the media platform and audience are an unequal relationship, the audience can not intuitively see the true information of the content of communication. If the media company only pays attention to the economic income, spreads some false content in large quantities, cajole the audience to watch, after the audience watches the false content, causes the question to the platform, therefore the platform credibility greatly reduces. However, when media enterprises use block chain technology, they can further solve this problem according to the high transparency of the technology, so the audience can intuitively understand the true situation of the communication content. In order to solve the problem of low credibility of media platform, the transparency and credibility of media platform are further strengthened.

5. Conclusion

Although the research on block chain technology in China is not very deep, because some companies use block chain technology to show the results can be clearly seen that block chain technology is very conducive to the development of media companies. And can effectively solve some contradictions at this stage. However, in order to develop the potential of block chain technology and adapt to the work of media enterprises, it is necessary to strengthen research and learning in order to further develop the potential of block chain technology. So that the media industry can better develop.

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