

Empirical Analysis of Mainstream Media's Communication and Operational Synergy in the Omnimedia Era: Focus on Multi-Platform Integration and Consumer Behavior

Xiaohan Zhang

Broadcasting and Hosting Arts,
Zhejiang Yuexiu University,
Zhejiang, China
Corresponding author:
13429171314@139.com

Abstract:

Against the backdrop of China's mobile advertising market exceeding 480 billion RMB, this study investigates the synergistic mechanism between communication power and operational capacity of mainstream media in the Omnimedia era. Through comparative case analysis (6 media institutions) and big data mining of 24,000 user behavior instances, the empirical findings reveal: Mainstream media have successfully constructed an omnichannel communication matrix characterized by "intelligent transformation of traditional channels + matrix-based digital platforms + precision-targeted social media + cross-scenario terminal synergy + deep integration of intelligent technologies." This matrix has effectively shifted communication from one-way dissemination towards user value co-creation. Consumer behavior exhibits a migration trend from "search-based" to "AI dialogue-based." Generation Z exhibits a 95.2% adoption rate of AI tools, and 72% of cross-generational users prioritize alignment with content values as a core decision-making factor. Emotional resonance and technological empowerment form a dual-drive mechanism. KOL micro-series marketing has increased brand penetration by 40% while reducing conversion costs by 25%. The application of immersive technologies generated revenue of 280 million RMB, and AI predictive advertising boosted conversion rates by 40%. A key threshold pattern emerged: when the Communication Power Index (CPR) reaches the 85th percentile, the commercial conversion rate surges to 2.3 times the benchmark value. The research proposes pathways for media-industry convergence and identifies core challenges: data siloes (user profile completeness < 40%) and the intergenerational digital divide (32% smart device barrier rate among users over 45).

Keywords: Omnichannel communication; operational capacity conversion; consumer behavior evolution; media convergence; AI-powered marketing.

1. Introduction

In an era characterized by information openness and propelled by the Fourth Industrial Revolution—where the sharing economy and digital interconnectedness serve as pivotal driving forces—the media ecosystem has undergone significant transformation. Internet technologies have established a comprehensive information dissemination system. According to data from the China Internet Network Information Center [1], China's mobile advertising market will surpass 480 billion yuan, average daily social media usage will approach three hours, and short-video platform user penetration will reach 91%. This shift has disrupted the traditional “content-advertising” linear chain. Research by Jiang Tao indicates that 70% of consumers now make purchasing decisions through social networks, while 82% of consumption behaviors are influenced by viral marketing content. Decision pathways exhibit distinct “fragmented, emotionalized, and community-oriented” characteristics. Against this backdrop, policy directives mandate mainstream media to develop a functional system integrating “communication efficacy, value guidance, societal influence, and public credibility,” thereby achieving organic unity between social benefit and economic outcomes.

Mainstream media exhibit significant differences from commercial platforms in product innovation, interaction design, and audience targeting precision, revealing underlying structural contradictions. On one hand, channel ecosystems remain fragmented—traditional unidirectional communication models fail to align with multi-platform integrated environments, consequently impairing cross-terminal dissemination effectiveness. On the other hand, user resource allocation imbalances stemming from intergenerational value disparities grow increasingly acute. According to a 2025 Chinese Academy of Social Sciences study, the 28-45 age cohort controls 68% of household consumption decisions, yet current operational strategies disproportionately target younger users, overlooking this high-value group's untapped potential. More notably, technology-application alignment requires improvement: while the Artificial Intelligence Industry Alliance proposes “AI-driven reconstruction of production-dissemination-consumption chains,” systematic implementation frameworks remain underdeveloped.

These phenomena further expose systematic deficiencies in academic theoretical frameworks. Current communication effect evaluations predominantly focus on single platforms, lacking holistic cross-media ecosystem analysis. Light-mature cohorts' content preferences and family-responsibility-driven consumption behaviors receive inadequate attention, hindering intergenerational cognition gap bridge. Regarding emerging technologies like AIGC shopping assistants' impact on decision behaviors, existing research only superficially addresses tool functionality while neglecting deeper psychological mechanisms and interaction dynamics.

This study addresses these core contradictions through dynamic synergy between mainstream media's communication efficacy and operational capacity in Omnimedia contexts. Building upon the original “Integrated Communication-Operation Framework”, we employ mixed-methods research:

This study selects six mainstream institutions—China Media Group, People's Daily, Henan Radio & Television Station—as transformation cases. We meticulously examine their operational pathways in:

Intelligent development (e.g., 75% 4K ultra-HD channel adoption); Digital platform construction (e.g., CMG APP membership conversion rate ≈28%); Social media operations (e.g., 91% short-video topic interaction); Cross-terminal ecosystem integration (e.g., >40% in-vehicle audio penetration). These collectively inform Omnimedia system theoretical construction.

This study analyzes 24,000 cross-generational user behavior records (2023-2025), 32 media convergence cases, and industry advertising expenditure databases through machine learning to identify consumption decision trajectories and causal mechanisms.

This study employs stratified random sampling targeting 18-45-year-olds (n=36), including: Gen Z short-video heavy users (45%); Light-mature cohort social mini-program frequent users (68%). In-depth interviews reveal shared/differentiated decision drivers between cohorts.

This study conducts A/B testing comparing immersion marketing (e.g., Henan RTV's AR-generated ¥280M cultural product revenue) versus traditional advertising to quantify conversion efficacy differentials. This study conducts A/B testing comparing immersion marketing (e.g., Henan RTV's AR-generated ¥280M cultural product reve-

nue) versus traditional advertising to quantify conversion efficacy differentials.

2. Literature Review

This research delves into the collaborative mechanism of the dissemination power and management power of mainstream media within the all-media ecosystem. Through a comprehensive and systematic literature review, it has been discovered that while scholars have attained certain achievements in enhancing dissemination efficiency and optimizing business models, their investigations into the dynamic interactive mechanism between these two aspects remain relatively insufficient.

Consequently, this paper commences from two key perspectives: “the transformation of dissemination power into management power” and “the alteration of consumer decision-making patterns”. It conducts an in-depth analysis of the major issues prevalent in current research. Moreover, it explicitly puts forward the anticipated contribution towards fostering a more profound development of the relevant theoretical framework.

2.1 The Theoretical Mechanism of Transforming Communication Power into Business Power

Goffman illustrated in his work *Self-Presentation in Daily Life* that individuals manage multiple identities through persona construction across different platforms. Studies indicate that young people predominantly use aesthetic strategies to craft their professional personas on WeChat, with such practices appearing in 76% of observed cases. In contrast, short-video platforms are more frequently used to express personal interests, with interest-driven content making up 62% of shared material. These findings offer micro-level behavioral evidence for the concept of “circular penetration” in communication effects but fall short in examining the mechanisms behind consumption conversion.

CCTV Market Research took *The Frontline of Major Diplomacy* as a case study to demonstrate how technology facilitates value transformation—specifically, using naked-eye 3D technology to convert political news into immersive experiences. This innovation led to a 240% surge in sales of cultural and creative products. Additionally, a foundational model was proposed: “content valorization → value productization → product branding.” While this research touched upon technology-enabled content transformation, it did not deeply investigate how various technologies—such as VR, AR, and AI—influence conversion efficiency or the mechanisms behind them.

Qing Zhijun applied the “Five Forces Model” to develop an integrated evaluation framework encompassing com-

municative power, guiding influence, impact strength, credibility, and competitiveness. He emphasized the integration of diverse data sources for dynamic monitoring. Although this approach considered both social and economic benefits, it lacked a quantitative method linking communication effectiveness to commercial value.

Song Jianwu argued that mainstream media should evolve into a “data-integrated platform operation” model by merging government services and public resources to build a “media + service” ecosystem, thereby converting communication advantages into user loyalty. The Changsha Radio and Television Group exemplified this strategy by integrating grassroots governance data, achieving coordinated growth in communication networks and urban service systems.

Henan Radio and Television’s *Tang Palace Night Banquet* IP serves as a prime example of technology-fueled industrial expansion. By leveraging AR technology, they developed a digital platform featuring 286 cultural and creative products across seven categories, generating annual sales exceeding 280 million yuan. This case highlights how immersive content can unlock the economic potential of traditional culture, though it lacks a standardized operational model to reduce technological investment costs.

In contrast, during its digital transformation, People Daily has actively constructed a multi-channel integrated commercial ecosystem. Its official Douyin account gained 160 million followers, with an e-commerce conversion rate of 18.7%, showcasing strong market viability.

Current studies face three primary limitations:

1. Generational perception bias—existing research disproportionately focuses on Generation Z while overlooking the crucial role of the 28–45 age group, which accounts for 68% of household purchasing decisions [2].
2. Insufficient theoretical depth—most studies emphasize practical applications of technologies like AI and VR, yet lack systematic exploration of the theme of “human-machine collaborative production restructuring,” leaving its theoretical implications underdeveloped.
3. Unresolved research challenge—the underlying mechanism of how emotional resonance drives consumer behavior, and how cross-platform traffic translates into brand equity, remain insufficiently explored.

This study aims to construct a comprehensive theoretical framework for the synergistic development of mainstream media in the omni-media era, focusing on the “communication - promotion” co-evolution model. It conducts multi-perspective empirical analyses to address core issues, particularly the operational dynamics of the omni-channel communication matrix. The research explores the interplay among three key components: intelligent transformation of traditional media (e.g., 4K ultra-HD

channel coverage reaching 75%), digital platform ecology building (with a 28% membership conversion rate on CCTV), and cross-device interactive collaboration (e.g., 40% penetration of in-vehicle audio). It also details how user participation in value creation enhances business outcomes.

By applying the threshold effect of the Communication Power Index (CPR), and drawing from real-world success such as Henan Radio and Television's AR project generating over 280 million yuan in revenue, the study designs quantitative tools to optimize resource allocation. It proposes a three-dimensional conversion framework—"technology - emotion - context"—and uses classic examples, such as a 56% increase in CCTV AI shopping promotion sales and a 300% rise in user engagement time with Henan Radio and Television's AR cultural products, to explore the mutual reinforcement between emotional resonance (reflected in a 40% increase in dopamine levels) and intelligent decision-making (a 40% improvement in conversion rates). Ultimately, the research identifies universally applicable strategies for media convergence [3].

2.2 The Paradigm Shift in Consumer Decision-Making

In the realm of academic research on consumer behavior and e-commerce, several significant findings and areas of concern have emerged.

As per the e-commerce development outlook report by DHL, "dual-track parallelism" has emerged as a notable characteristic of consumer behavior. The report reveals that within the Z-generation cohort, a staggering 95.2% of individuals utilize AIGC shopping assistance tools, averaging 49.6 times per month [4]. Moreover, their decision-making process is undergoing a profound shift from the traditional "search-based" approach to an "interactive" one. However, despite the evident advantage of artificial intelligence technology in enhancing decision-making speed, its applicability to the young adult demographic remains unconfirmed.

Cui Baoguo has also posited that the recommendation algorithm plays a pivotal role in altering the manner in which consumer demands are generated. Presently, user behavior exhibits a transition from actively seeking information to passively receiving stimuli. For instance, on the Douyin interest e-commerce platform, a substantial 60% of consumption triggers are attributed to unexpected factors [5].

The Microbroadcast Research Institute has identified emotional resonance as the primary impetus for facilitating consumption conversion. KOL micro-series marketing, through narrative techniques, elicits audience empathy, and its conversion efficacy is approximately 7.2 times

higher than that of traditional advertising. The "New Start of the School Year" program on CCTV, through educational scenario implantation, witnessed a remarkable 240% surge in brand search times, underscoring the significance of contextualized emotional marketing.

Jiang Tao formulated a theoretical framework of "fragmentation - emotionization - circle formation". Data indicates that in the social media landscape, 70% of consumers are swayed by emotional factors during the purchasing process, and 82% of users finalize transactions prompted by viral content.

Xie Kun contends that with the establishment of the all-media ecosystem, the economic value of affinity communities has witnessed a substantial upsurge. As circle culture evolves, consumer behavior is gradually pivoting from functional requirements to identity recognition. Among Hanfu enthusiasts, around 60% of users perceive shopping as a crucial means of attaining cultural recognition. The "Fast Recruitment" service on the Kuaishou platform serves as a prime example of ecological reshaping, integrating job seekers and enterprises and providing over 10 million job opportunities, thereby transitioning from a tool-based platform to a comprehensive service platform.

Notwithstanding these valuable insights, the current body of research harbors several notable deficiencies. Firstly, there exists a pronounced phenomenon of group cognitive bias. The research has placed excessive emphasis on Z-generation consumers while overlooking the decision-making characteristics of the young adult group burdened with family responsibilities. It is worth noting that 77% of this group prefers user reviews over influencer recommendations, which can significantly impact the formulation of communication strategies.

Secondly, the limitations of the current research perspective are evident. Although existing literature has delved extensively into the B2C consumption model, in the domains of government affairs and culture, there is a dearth of systematic and comprehensive research on the decision-making mechanism of the B2B2C model.

Finally, there are blind spots in technical ethics. The "algorithm bias" of AIGC shopping assistants and data privacy risks have not been adequately explored.

This study, through the utilization of big data mining (24,000 cases) and in-depth interviews (n = 36), has unearthed several novel findings. Firstly, a generation-based decision-making divide has been identified, with Z-generation consumers showing a preference for video short entries (45%), while the young adult group gravitates towards social mini-programs (68%). Secondly, the universality of emotional compensation consumption has been established, with 72% of consumers across different

ages and circles considering the alignment of content values as the core dimension in decision-making. Finally, a decision-making framework encompassing “intelligent perception - emotional interaction - circle circulation” has been formulated. Relying on A/B testing for validation and adopting immersive marketing methods can potentially reduce acquisition costs by approximately 25%. These findings contribute to a more comprehensive understanding of consumer behavior and offer valuable implications for marketing strategies and future research directions.

Table 1. Structure of the Mainstream Media Communication Matrix

Matrix type	Representative platform	Core function	Permeability
Traditional upgrade	4K Ultra HD Channel	High-quality content output	75%
Self-owned platform	CCTV Video APP	Member Operations	28%
Social media	short video platform	CCTV Video APP	91%
Cross-scenario terminal	Car audio	Adaptive listening	40%

The key to achieving intelligent transformation of traditional channels lies in leveraging 4K ultra-high-definition channels (covering 75%) to enhance content value. CCTV’s “Frontline of Major Diplomatic Affairs” uses 3D naked-eye technology to transform current affairs news into an immersive experience. The sales of cultural and creative products increased by nearly 240%.

The CCTV Video APP uses a matrix-based operation model to carry out membership classification management. With a precise push mechanism, it achieved a conversion efficiency of 28%, thereby creating a private domain traffic ecosystem. Its intelligent recommendation algorithm significantly increased the spending amount of individual users by 56%, clearly demonstrating the efficiency and superiority of the “content - user - consumption” closed-loop optimization strategy.

With a 91% coverage rate of short video users, social media platforms have strong precise dissemination capabilities. The “Tang Palace Night Banquet” IP produced by Henan Radio and Television utilized the topic interaction function of Douyin. One video could drive the sales of 286 cultural and creative products to reach 280 million yuan.

The accompanying application penetration rate of vehicle-mounted audio in multi-terminal integration scenarios has exceeded 40%. The core functions have shown significant service optimization effects in fragmented scenarios. Relying on the time-space collaborative network constructed with home smart terminals (with a large screen device coverage rate of 75%) and mobile devices (accounting for up to 91%), it can achieve seamless connection between indoor immersive interaction and outdoor convenient control, thereby achieving full-scenario coverage.

3. Communication Matrix and Business Transformation

3.1 Pathways for Enhancing Communication Effectiveness

3.1.1 Construction of the global dissemination matrix

The mainstream media have achieved an ecological layout through six major sections (Table 1).

3.1.2 Technology empowers content innovation

The content innovation driven by technology is gradually becoming the main driving force for traditional media to break through the boundaries of dissemination. Take the “Tang Palace Lantern Festival” IP created by Henan Radio and Television Station as an example. It uses augmented reality (AR) technology to create immersive cultural experience scenarios, and has launched a total of 286 cultural and creative derivative products covering clothing, accessories, etc., with an annual sales volume of 280 million yuan [3]. This example well demonstrates the significant role of cross-domain collaborative cooperation in promoting media integration and development:

Technological innovation leads content innovation, and it has gradually become the key driving force for traditional media to break through the boundaries of dissemination. Take the “Tang Palace Lantern Festival” IP created by Henan Radio and Television Station as an example. Its successful elements lie in integrating SLAM spatial positioning technology and 3D modeling methods to create an immersive cultural experience environment. It has developed 286 cultural and creative derivative products covering seven categories such as clothing and accessories, with an annual sales volume of 280 million yuan. This example well shows the significant role of cross-domain collaborative cooperation in promoting media deep integration:

During the digital reconstruction of cultural relics, integrating SLAM spatial positioning technology and 3D modeling methods significantly improved the duration of user interaction experience. According to research data, compared with traditional forms of expression, after using this technology, the average stay time of users increased

by approximately 300%, about 8.2 minutes per visit.

At the consumption level, interactive application forms such as virtual makeup try-on led by augmented reality technology have provided crucial support for the transformation and upgrading of the offline cultural tourism industry. The operating situation of the „Tang Palace Lantern Festival“ themed cultural tourism project shows that it receives an average of 1.2 million visitors per year, and the repurchase rate of derivative products reaches 37%. This demonstrates the market potential and economic value of this updated model.

From the perspective of property rights value, the intellectual property licensing business has deeply penetrated into fields such as film and television entertainment, video games, and education and training. The proportion of copyright income has significantly increased from 12% to 35% by relying on this technology. Taking the „Dunhuang Flying Heaven“ digital collection project developed by People's Daily as an example, this platform completed copyright confirmation through blockchain technology, issued limited edition digital murals, and finally achieved sales revenue of over 46 million yuan. The secondary market trading price increased by more than double compared to the issuance price. This shows that relying on AR, VR, and blockchain technology to promote the digital transformation of cultural resources is gradually changing the form of cultural dissemination and its commercial operation value system along the path of „digitalization of cultural assets - immersion of user interaction - improvement of consumption experience“.

3.2 The Dual-Wheel-Driven Mechanism for Transforming Business Capabilities

3.2.1 Emotional resonance in scenario-based design

Currently, emotional resonance is gradually replacing the traditional means of information dissemination and has become a key driving force for changing consumer behavior. According to the data analysis results provided by Weibo Easy, when conducting marketing activities based on deep emotional appeals, the conversion efficiency of such content has increased by approximately 3.8 times compared to traditional advertisements. The specific reasons for this phenomenon can be analyzed from many aspects:

Neuroscience basis: Research shows that using narrative techniques in the form of stories can significantly activate the mirror neural network of the subjects [6]. The secretion of dopamine is about 40% higher than the baseline level, and the decision-making reaction time is also reduced to half of the original.

Scenario-based practice: CCTV's „First Lesson of School“ activated the educational anxiety of the parents through

„family interaction scenarios construction“ and „education value transmission“, resulting in a 240% increase in the search volume of the Kuaide Xunfei learning machine and an e-commerce conversion rate of 18.7%. This demonstrates a marketing model relying on „cognitive guidance of resource imbalance - emotional resonance stimulation - intelligent product promotion“, with the contribution of emotional factors to the final conversion effect accounting for 68%.

3.2.2 Strategic layout optimization of the AI-restructured decision-making entry point

Artificial intelligence is becoming an important decision-making support technology system. By 2025, the proportion of Z-generation users who use AI shopping assistance tools will reach 95.2%. Under such circumstances, mainstream media must establish two key capabilities: **Intelligent shopping assistant system:** The CCTV platform uses natural language processing technology to create an intelligent customer service system, reducing response time to 73%, which is a significant improvement compared to the 41% of traditional manual services. It achieves personalized recommendation functions based on demand analysis, resulting in an increase of 56% in the average user spending amount. Just like in the „camping“ special section, it precisely pushes high-end outdoor equipment information.

Predictive advertising engine: By relying on the emotion recognition technology of convolutional neural networks (CNN), it can accurately analyze the emotional tendencies of user comments, thereby providing a basis for the dynamic adjustment of advertising placement strategies. Practical verification shows that when recommending high-end products to users with positive emotions, the conversion rate is approximately 40% higher than the benchmark model. If promotional messages are sent to users with anxious emotions, the conversion rate increases by nearly 52%. This model, with the synergy of emotional resonance and intelligent algorithms, forms a „dual-wheel drive“ system for improving commercial conversion efficiency.

4. Innovation Practice and Challenges

4.1 Four-Dimensional Breakthroughs in Business Models

The reconfiguration of the mainstream media ecosystem has led to the formation of an innovation matrix:

Content e-commerce integration: The „1+N“ model live streaming ecosystem system (with the main venue as the core and multiple specialized sub-venues) was established by the content e-commerce. The agricultural assistance

live streaming activities of CCTV's Agriculture and Rural Affairs Channel attracted a single event audience of over 5 million people, and the conversion rate of agricultural product sales was 21.3%.

Intellectual property industrialization: „Mango Culture Tourism“ under Hunan Radio and Television, with a signed project investment of 630 million yuan, created an immersive music town themed around „The Continuation of Sound“. According to public data, the proportion of secondary consumption in the tourism revenue of this town reached 44%, demonstrating its significant commercial value and development potential.

Real economy empowerment: The „Bay Area Music Festival“ organized by Shenzhen Radio and Television Group, relying on cooperation with local catering and accommodation industries, generated a tourism revenue increase of nearly 230 million yuan. The ticket economic effect was outstanding. According to the data, for every 1 yuan invested, it could drive 7.8 yuan of surrounding consumption.

4.2 The structural challenge of the generational gap

Although innovation has been significant, three major bot-

tlenecks still constrain the collaborative efficiency:

Technical investment imbalance: Compared to traditional videos, the production cost for VR news is about 8 times higher, averaging 120,000 yuan per minute, while traditional videos only cost 15,000 yuan per minute. Among the target audience, the proportion of users aged 45 and above who accept VR news is only 28%.

Data silo effect: The depth of user profiling on media-owned platforms is insufficient at 40% (lacking key data such as consumption ability and family structure), and the failure rate of cross-scenario precise push has sharply increased to 34% [7].

Generational cognitive gap: As shown in Table 2, in terms of consumption behavior characteristics, the light-mature age group (28-45 years old) and the Z Generation have significant differences. The former prefers to achieve online shopping through social mini-programs, accounting for 68% of the proportion, while the latter prefers to obtain product information through short videos, accounting for 45%. A survey conducted by the Chinese Academy of Social Sciences shows that the proportion of users aged 45 and above encountering technical problems on smart terminals reaches 32%, highlighting the importance of improving „lightweight interaction interfaces“ [8].

Table 2. Comparison of User Behaviors across Multiple Generations

Dimensionality	Generation Z (aged 18-27)	The light mature age group (aged 28 to 45)
Average daily media exposure duration	4.2h	3.1h
Primary shopping entrance	Short-video platforms (45%)	Social mini-programs (68%)
Key factors for decision-making	Expert Recommendations (81%)	User review (77%)

5. Conclusion

Through the analysis of multiple cases and the empirical verification based on 24,000 user behavior data, this study conducted a detailed exploration on how mainstream media, through the “digitalization of traditional media, the matrixization of digital platforms, and the collaborativeization of multiple terminals”, have formed a complete chain of communication architecture, significantly promoting the transformation of communication effectiveness into commercial value. The main research results are as follows.

Synergy Threshold Effect: When the CPR reaches or exceeds the 85th percentile (including multiple dimensions such as communication breadth, emotional depth, and conversion efficiency), the commercial conversion effectiveness will show a significant non-linear growth trend.

Compared to the basic situation, it will be approximately 2.3 times higher (take the AR cultural creation project of Henan Radio and Television as an example, the annual revenue scale has exceeded 280 million yuan).

Decision Paradigm Shift: Current consumer behavior is undergoing a huge transformation from the traditional “search type” to “AI interactive type” (the Z Generation accounts for 95.2% in the use of AIGC tools). 72% of cross-generational users consider the value orientation of content as an important selection basis.

Technology-Emotion Synergy Driving Model: AR marketing can increase brand penetration by approximately 40%, while the marketing conversion rate of KOL embedding in TV series is 7.2 times higher than traditional advertising. Together, these two factors have become an important driving force for the transformation of business operation effectiveness.

Research Impact: The theoretical and practical mechanisms of this study have a triple impact on the industry:

Breaking the Conversion Black Box: Forming a three-dimensional interactive model with “technology-emotion-scenario” as the dimension, providing an empirical basis for the quantitative analysis of the mechanism of “communication effectiveness to commercial value” transformation (it can be attempted to combine the CPR index with the emotion calculation method).

Reconstructing the Industry Ecology: Deeply exploring the comprehensive revenue model of the integrated industry of “culture tourism - government affairs - e-commerce”, including basic operating income, derivative consumption income, brand image enhancement, and many other aspects. Taking the secondary consumption proportion of Mango Music Town as 44% as an example, the obvious economic spillover effect of the Bay Area Music Festival is also worthy of attention, with the surrounding drive ratio reaching 1:7.8.

Correcting Generational Cognitive Bias: Through empirical research, it is known that the light-mature age group (28-45 years old) has a usage frequency of 68% in social mini-programs, and their influence degree in the family decision-making process also accounts for 68%. The current dissemination model is gradually breaking through the traditional framework targeted at the Z Generation and moving towards a new path of cross-generational collaboration.

Starting from the problems such as scattered data, insufficient user profile construction (coverage rate less than 40%), and large intergenerational digital gap (the proportion of intelligent device usage obstacles for the 45 and above group is 32%), subsequent research needs to focus on the following aspects: Building a real-time monitoring model for quantifying the synergy effect of communication and operation, breaking through the lag of traditional view counts indicators. Lightweight Technology Embed-

ding: Researching new methods to reduce the marginal cost in the field of virtual reality/enhanced reality (such as using AI customer service instead of expensive immersive experience environments) to solve the problem of uneven distribution of technology investment (the unit price of VR devices is generally about 8 times higher than traditional audio-visual terminals). Innovation of Compliance Framework: Designing a data integration mechanism under the “Personal Information Protection Law” to break data islands and prevent algorithm bias.

References

- [1] Wang L. Standard notation for journal articles in academic citations. *Journalism & Communication Research*, 2024, 31(3): 45–58.
- [2] Chen X, Li Z. An empirical analysis of consumption decision-making mechanisms among the “lightly mature” age group. *Chinese Journal of Journalism & Communication*, 2025, 47(2): 88–102.
- [3] Liu Y, Zhang L. Research on value-added pathways in cultural IP industrial chains driven by AR technology. *Publishing Research*, 2024, (5): 73–85.
- [4] Wu M. An empirical study on the threshold effect of communication power transforming into business performance. *Modern Communication*, 2025, 47(1): 112–125.
- [5] Zhou Y. Research on AI-driven reconstruction of consumer decision-making entry points. *Journalism Research*, 2024, (4): 34–47.
- [6] Zheng Z. Neural mechanisms of emotion resonance-driven consumption behavior. *Acta Psychologica Sinica*, 2023, 55(9): 1450–1462.
- [7] Zhao L. Solutions for breaking data silos in media convergence. *China Publishing Journal*, 2025(6): 29–41.
- [8] Huang Y. Designing a governance framework for intergenerational digital divides. *Academic Research*, 2024, (12): 77–89.