

Cost-Benefit Analysis of Content Production and Dissemination in the Economic Management of the Media Industry

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Abstract: This paper conducts an in-depth analysis of the cost-benefit relationship in content production and dissemination within the media industry, combining theoretical frameworks with empirical case studies. It begins by examining the current development status and trends of the media industry, highlighting the transformative shift from traditional to new media, technological-driven innovations, and globalization. The study then delves into the economic characteristics of media products, market structure theories, and the application of cost-benefit analysis in enterprise management. Detailed cost analyses cover both direct costs and indirect costs in content production, as well as channel construction costs and promotion costs in content dissemination. Key influencing factors, such as content type, production scale, target audience, and communication timing, are systematically discussed. The benefit analysis evaluates economic impacts and social impacts. A case study of ByteDance illustrates practical applications of cost control strategies and benefit enhancement measures. Finally, the paper proposes strategic recommendations for optimizing content production, innovating dissemination approaches, and strengthening cost-benefit evaluation mechanisms. It concludes with an acknowledgment of research limitations and outlines future research directions, emphasizing longitudinal tracking and global comparative studies.

Keywords: Media industry; Content production; Dissemination costs; Cost-benefit analysis; New media innovation

1 Introduction

1.1 Research Background and Significance

1.1.1 Development Status and Trends of the Media Industry

As a crucial field for information dissemination and cultural exchange, the media industry is undergoing unprecedented transformations. The shift from traditional media to new media has led to substantial changes in the media ecosystem.

In terms of traditional media, the circulation of print media such as newspapers and magazines has declined, and the audiences of radio and television have gradually been diverted. For example, with the popularization of mobile Internet, people are increasingly turning to news apps on mobile devices to obtain news and information. As a result, the subscription and reading rates of traditional newspapers have been continuously decreasing.

New media, on the other hand, is showing a booming development trend. Social media platforms like WeChat, Weibo, and Douyin have become important channels for people's daily communication and information acquisition. Emerging content forms such as short videos and live broadcasts have rapidly risen, attracting a large amount of users' time and attention. Take Douyin as an example, its monthly active users worldwide have reached billions, making it an important position for brand promotion and cultural dissemination.

The development trend of the media industry is also reflected in technology-driven changes. Technologies such as big data, artificial intelligence, and virtual reality are constantly being applied in the media field. For instance, through big data analysis of users' hobbies and browsing habits, precise content push can be achieved. Artificial intelligence is used in content creation, such as intelligent

writing and intelligent editing, to improve production efficiency. At the same time, the globalization trend of the media industry is becoming more and more obvious. Transnational media groups are emerging continuously, and cross-cultural content dissemination is more frequent.

1.1.2 The Importance of Analyzing the Cost-Benefit of Content Production and Dissemination

Content Production: The content production in the media industry involves inputs in terms of human, material, and financial resources. Take the production of a movie as an example. From scriptwriting, casting, shooting location rental, equipment procurement to post-production, it all requires substantial financial support. The cost varies greatly depending on different content production models and technological applications. For example, traditional film and television production requires a large shooting team and high-cost equipment rental, while some emerging short-video creation may only need a mobile phone and simple editing software. Through cost-benefit analysis, media enterprises can optimize the production process, choose the most suitable production method, improve resource utilization efficiency, and reduce production costs, thus gaining an advantage in market competition.

Dissemination: The diversity of dissemination channels also leads to differences in dissemination costs. The dissemination of traditional media relies on links such as printing, distribution, and signal transmission, which incurs relatively high costs. The dissemination of new media, however, depends more on online platforms. Although the cost of network traffic cannot be ignored, compared with traditional media, it has greater flexibility and a wider coverage. For example, the cost of posting a promotional message on social media may be much lower than that of placing

an advertisement on television, but the dissemination effect may vary greatly depending on the attractiveness of the content and the platform algorithm. Through the analysis of dissemination cost-benefit, media enterprises can reasonably select dissemination channels, formulate more effective dissemination strategies, achieve the maximum dissemination effect at the minimum cost, and enhance brand awareness and market influence.

1.2 Research Objectives and Methods

1.2.1 Research Objectives

This study aims to deeply analyze the cost-benefit relationship in the content production and dissemination process of the media industry, reveal the key factors affecting cost-benefit, and provide scientific decision-making basis for media enterprises. This helps them optimize resource allocation in a complex and changing market environment, and improve economic and social benefits. Specifically, by conducting a detailed accounting of the production and dissemination costs of different types of media content (such as news, film and television, short videos, etc.), analyzing their benefit output, and summarizing the optimal cost-benefit model. At the same time, it explores how to reduce costs and improve dissemination effects while ensuring content quality, so as to achieve the sustainable development of media enterprises. For example, for short-video content, it studies how to obtain high traffic and high user stickiness at a low cost through precise topic planning, efficient production processes, and reasonable promotion strategies, and then convert them into commercial value.

1.2.2 Research Methods

Literature Research Method: Extensively consult domestic and foreign academic literatures, industry reports, and policy documents on cost-benefit analysis in the media industry, content production and dissemination management, etc. Through the review and analysis of these literatures, understand the research achievements and shortcomings of predecessors in this field, and provide a theoretical basis and research ideas for this study. For example, refer to the cost-benefit analysis method of microfiche technology in technical information dissemination in "Microfiche for Technical Information Dissemination: A Cost-Benefit Analysis", and the analysis of the development status of the news media industry in "Discussion on the Development Status and Trends of News Media under Media Marketization", to obtain relevant research perspectives and data support.

Case Analysis Method: Select representative media enterprises and media projects as research cases. For example, take Huayi Brothers as an example to analyze its cost control and benefit realization in film and television production, distribution, and other links. Take some well-known short-video creators on the Douyin platform as examples to study their cost-benefit models of content production and dissemination. Through in-depth analysis of specific cases, summarize successful experiences and lessons learned, and provide practical references for other media enterprises.

Data Analysis Method: Collect financial data, operation data, and market research data of media enterprises. For example, collect the content production cost data, advertising revenue data, and user subscription data of a news media. Use statistical methods and cost-benefit analysis models to sort, analyze, and mine the data, and find out the internal relationships and laws between costs and benefits, providing quantitative support for research conclusions.

2 Theoretical Foundations Related to Content Production and Dissemination in the Media Industry

2.1 Basic Theories of Media Economics

2.1.1 Economic Characteristics of Media Products

Media products have unique economic characteristics different from general physical products. In terms of commodity attributes, they have the dual attributes of public goods and private goods. On the one hand, media products such as news and public programs are to some extent non-exclusive and non-rivalrous. For example, a piece of news can be received by many audiences at the same time without affecting others' access to the news because of one person's consumption, which reflects the public good attribute. On the other hand, some paid media content, such as paid videos and exclusive audio programs, can only be enjoyed by paying users, showing exclusivity, which reflects the private good attribute.

Media products also have the characteristics of joint products. In the digital age, media organizations often provide both online and offline products. For example, in addition to publishing printed newspapers, newspapers also launch electronic versions. Television stations not only broadcast on traditional TV channels but also simultaneously broadcast or provide replays on online platforms. This joint production makes the economic laws of media production more complex, and issues such as cost allocation and revenue synergy between different product forms need to be considered. At the same time, media product production is characterized by high fixed costs and low marginal costs. Take the production of a movie as an example. The upfront investment in scriptwriting, actor hiring, shooting equipment rental, and venue layout is huge, constituting high fixed costs. However, after the movie is produced, the additional cost (marginal cost) of each additional copy or each additional platform broadcast is relatively low.

2.1.2 Media Market Structure and Competition Theory

The media market structure mainly includes four types: perfect competition, monopolistic competition, oligopoly, and perfect monopoly. In reality, the media industry mostly presents a monopolistic competition and oligopoly market structure. In a monopolistic competition market, there are numerous media enterprises, and the products of each enterprise have certain differentiation. For example, there are news media with different styles and variety show production companies with unique characteristics. Enterprises can attract specific audience groups and gain a competitive advantage through product differentiation. For example, some news media focusing on in-depth reports form a difference from other comprehensive news media with their unique content positioning.

The oligopoly market is one in which a few large-scale media enterprises dominate the market. For example, in the television media field of some countries, several large media groups control most of the channel resources and advertising market share. These oligopoly enterprises not only compete with each other but also influence and restrict each other to a certain extent. They compete for market share through price strategies, content innovation, market expansion, etc. For example, in the streaming media market, several large platforms attract users and consolidate their market positions by investing a large amount of money to purchase

exclusive copyrighted content.

The media market competition theory emphasizes that in addition to content quality competition, enterprises also engage in brand competition and channel competition in market competition. In terms of brand competition, media enterprises with a good brand image are more likely to gain audience trust and loyalty. For example, the reports of some well-known news brands are often considered more authoritative. Channel competition is reflected in the control and expansion of dissemination channels by media enterprises. Enterprises with diversified and extensive dissemination channels can more effectively promote their products to the audience. For example, with the rise of social media platforms, media enterprises have flocked to them to broaden their dissemination channels.

2.2 Cost-Benefit Analysis Theory

2.2.1 Basic Concepts of Cost-Benefit Analysis

Cost-benefit analysis is a method to evaluate the economic feasibility of a project or decision by comparing all costs and expected benefits. In terms of costs, it not only includes direct production costs, such as raw material procurement, equipment purchase, and personnel salaries (explicit costs), but also covers opportunity costs and implicit costs. Opportunity cost refers to the maximum benefit that could have been obtained from other projects that are given up due to the choice of a certain project. For example, if a media enterprise decides to invest in shooting a TV drama, its opportunity cost may be the potential revenue from investing the funds in other projects (such as documentary production). Implicit cost is the cost of production factors that the enterprise owns but does not pay for. For example, if an enterprise uses its own site for office, although no rent is paid, the rent that could be obtained if the site is rented out is the implicit cost.

In terms of benefits, it includes economic benefits and social benefits. Economic benefits are usually measured in monetary terms, such as revenue from product sales, advertising revenue, etc. For media enterprises, the copyright sales revenue of TV dramas and the advertising sponsorship fees of programs all belong to the category of economic benefits. Social benefits are more difficult to measure accurately in monetary terms. It is reflected in the positive impact on social culture, values, public awareness, etc. For example, an educational documentary may have low economic benefits, but it has important social benefits in terms of enhancing public awareness of a certain field and spreading correct values. Cost-benefit analysis aims to judge whether a project or decision is worth implementing by quantifying costs and benefits. Generally, when the benefits are greater than the costs, the project is economically feasible.

2.2.2 Application of Cost-Benefit Analysis in Enterprise Management

In the management of media enterprises, cost-benefit analysis is widely applied. In content production decision-making, enterprises can use cost-benefit analysis to decide whether to invest resources in producing a certain program or product. For example, when planning a new variety show, it is necessary to estimate a series of costs such as program planning, shooting, post-production, and promotion, and at the same time predict the potential economic benefits such as advertising revenue, copyright sales revenue, and peripheral product development revenue, as well as the social

benefits such as brand image improvement and social influence expansion. If the expected benefits are greater than the costs after analysis, the program production can be promoted; otherwise, the project needs to be re-evaluated or abandoned.

In resource allocation, cost-benefit analysis helps enterprises to rationally allocate limited resources. Media enterprises have various resources such as human, material, and financial resources. Facing different business projects and development directions, they need to decide the proportion of resource input. For example, when an enterprise is developing online and offline businesses, by conducting cost-benefit analysis and comparing the expected revenues of different businesses at different input levels, it can determine the optimal allocation of resources between the two to maximize the overall benefits of the enterprise.

In marketing and promotion decision-making, cost-benefit analysis also plays an important role. Enterprises need to choose appropriate marketing channels and promotion strategies. Different marketing channels have different costs and bring different effects. By analyzing the costs of various marketing channels (such as advertising placement fees, marketing event organization costs, etc.) and expected benefits (such as brand awareness improvement, revenue from user growth, etc.), enterprises can choose the most cost-effective marketing plan and improve the utilization efficiency of marketing resources.

3 Cost Analysis of Content Production in the Media Industry

The content production in the media industry involves various costs. An in-depth analysis of these costs helps media enterprises better control costs, improve efficiency, and maintain an edge in the highly competitive market. The following discussion will be carried out from three aspects: direct costs, indirect costs, and factors affecting content production costs.

3.1 Direct Costs of Content Production

3.1.1 Labor Costs

Labor costs play a significant role in the direct costs of content production in the media industry. Media work highly relies on the creativity and skills of professional talents. Every link from content planning, creation, editing to dissemination requires the participation of professionals. For example, in film and television production, numerous professionals such as screenwriters, directors, actors, photographers, and editors each perform their duties. Their salaries, benefits, and training expenses constitute the main part of labor costs. The remuneration of a well-known director or actor may account for a large proportion of the cost of a film or television work. In addition, with the development of the media industry, the requirements for professional talents are constantly increasing. To attract and retain high-quality talents, enterprises need to pay high salaries, which further pushes up labor costs. In the new media field, emerging positions such as content operators and data analysts have also increased labor cost expenditures. These personnel not only need to possess professional media knowledge but also master cross-disciplinary skills such as data analysis and network operation, and the corresponding salary levels are relatively high.

3.1.2 Equipment and Technology Costs

The media industry has extremely high requirements for

equipment and technology, which also brings high costs. In the traditional media aspect, for example, the program production of a TV station requires professional shooting equipment, audio equipment, post-production equipment, etc. High-quality cameras, recording equipment, and advanced video editing software are all very expensive. Moreover, with the continuous upgrading of technology, this equipment need to be upgraded or replaced regularly to ensure the quality and efficiency of content production. For example, film production has transitioned from film shooting to digital shooting, and now pursues shooting technologies with higher resolutions and frame rates. Production companies need to continuously invest in purchasing new equipment. In the new media field, servers, storage devices, and cloud computing services are also essential cost expenditures. To ensure the rapid dissemination of content and user experience, enterprises need to invest a large amount of capital in building and maintaining a stable network infrastructure. At the same time, emerging technologies such as artificial intelligence, virtual reality, and augmented reality are being increasingly widely used in the media industry. To introduce these technologies, enterprises need to purchase relevant software and hardware equipment, as well as train or hire professional technical talents, which greatly increases equipment and technology costs.

3.1.3 Material and Copyright Costs

Material and copyright costs are an indispensable part of content production in the media industry. For many media contents, high-quality materials are the basis of creation. For example, news media need to purchase pictures and video materials to enrich their reports; film and television production companies may need to purchase the copyrights of novels, comics, etc. for adaptation. Purchasing the copyright of a novel by a well-known writer often requires a high fee. Moreover, with the continuous improvement of copyright awareness, the prices in the copyright market are also rising. In addition, even for self-created content, there may be copyright issues. For example, in music creation, there are copyrights for lyrics and music, and enterprises need to pay corresponding fees to the lyricists and composers. For some large media groups, in order to ensure the exclusivity and competitiveness of content, they will spend a large amount of money on purchasing high-quality material and copyright resources. For example, online video platforms will purchase the exclusive broadcast rights of popular TV dramas and movies at high prices to attract users, making copyright costs an important expenditure item.

3.2 Indirect Costs of Content Production

3.2.1 Management Costs

Management costs cover various expenses incurred by media enterprises in the process of organizing and managing content production. These include the salaries of management personnel, office space rental, and administrative office expenses. Media enterprises need an effective management team to coordinate the work of various departments to ensure the smooth progress of content production. From resource allocation in the project planning stage, to progress monitoring during the production process, and then to quality control in the later stage, the participation of management personnel is indispensable. For example, in a large-scale TV program production project, managers such as project managers and producers are needed for overall planning. Their

salaries and related office expenses belong to management costs. In addition, with the expansion of the enterprise scale and the diversification of business, the complexity of management will also increase. It may be necessary to introduce more advanced management systems and methods, which will also bring additional cost expenditures. At the same time, in order to improve management efficiency, enterprises may organize internal training or hire external consulting agencies, and these costs are also included in management costs.

3.2.2 Risk Costs

The content production in the media industry faces many risks, and the resulting risk costs are also an important part of indirect costs. On the one hand, the uncertainty of market demand may lead to the situation that the produced content is not popular and fails to achieve the expected revenue. For example, a movie has a huge investment, but due to inappropriate subject matter selection, fierce market competition, etc., it finally has a dismal box office, resulting in the inability to recover the investment. On the other hand, changes in policies and regulations may also bring risks to media enterprises. For example, certain content may be taken off the shelves or rectified because it does not meet the newly introduced policy regulations, which not only causes losses in the previous investment but also may face risks such as fines. In addition, technical risks cannot be ignored. For example, network security problems may lead to content leakage, server paralysis, etc., bringing huge economic losses to enterprises. In order to deal with these risks, enterprises need to invest a certain amount of costs in risk assessment, insurance purchase, and formulating emergency response plans. For example, film and television production companies will purchase film production insurance to deal with unexpected situations that may occur during the shooting process, such as actor injuries and damage to shooting equipment.

3.3 Factors Affecting Content Production Costs

3.3.1 Content Type and Quality Requirements

The production costs of different types of media content vary greatly. For example, the shooting of a documentary may require long-term on-the-spot research and follow-up shooting, involving a large amount of travel expenses, equipment rental fees, etc., so the cost is relatively high. While some simple online short videos may only require a mobile phone and simple editing software to complete, and the cost is relatively low. At the same time, quality requirements are also key factors affecting costs. High-quality content often requires higher-level professionals, more advanced equipment and technology, as well as higher-quality materials and copyright resources. Taking movies as an example, a Hollywood blockbuster that pursues high-quality images and realistic special effects will hire top-notch special effects teams and use the most advanced shooting and post-production technologies to achieve the ultimate visual and auditory effects, which will inevitably lead to a significant increase in costs. In contrast, some low-cost independent films, due to relatively low quality requirements, will have corresponding reductions in investments in labor, equipment, etc. Moreover, as the audience's requirements for content quality are constantly increasing, media enterprises often need to continuously improve content quality to meet market demand, which will also drive up production costs.

3.3.2 Production Scale and Efficiency

Production scale has a significant impact on content production costs. Generally speaking, large-scale content production can achieve certain economies of scale. For example, large media groups can reduce unit costs by centrally purchasing equipment and batch-buying material copyrights when producing multiple programs or film and television works. At the same time, large-scale production is also conducive to enterprises establishing a more complete industrial chain, realizing resource sharing and synergy effects, and further reducing costs. However, if the production scale is too large, it may lead to problems such as increased management costs and low efficiency, instead increasing the total cost. Production efficiency also has an important impact on costs. An efficient production process can shorten the content production cycle, reduce the occupation time of labor, equipment, and other resources, thereby reducing costs. For example, adopting advanced project management methods and technical tools can improve the coordination efficiency of each link in content production, avoiding delays and resource waste caused by poor communication and cumbersome processes. In addition, employees' professional skills and work enthusiasm will also affect production efficiency. Enterprises can improve production efficiency and reduce production costs by training to improve employees' skills and establishing effective incentive mechanisms.

4 Cost Analysis of Content Dissemination in the Media Industry

4.1 Cost of Dissemination Channel Construction

4.1.1 Cost of Traditional Media Channels

Traditional media channels have played a significant role in the development of the media industry. However, their construction costs are often high and complex. Take the newspaper media as an example. The purchase of printing equipment is a huge expense. A set of modern high-speed rotary printing presses can cost millions or even tens of millions of yuan. For instance, when the New York Times upgraded its printing equipment, it invested nearly \$8 million in purchasing new high-speed printing presses to improve printing efficiency and quality. At the same time, the cost of paper is also an important expenditure in daily operations. According to industry statistics, the daily paper cost of a broadsheet newspaper with a circulation of 100,000 copies is about 20,000-30,000 yuan. If the newspaper's circulation further increases, the paper cost will rise proportionally.

In terms of radio media, the construction and maintenance costs of transmission equipment cannot be ignored. The construction cost of a medium-wave radio transmitting station, including site rental, equipment purchase, installation and commissioning, is about 5-8 million yuan. In addition, hundreds of thousands of yuan are invested each year to ensure the signal coverage and quality for equipment maintenance and updates. Television media is even more complex. From program production equipment to signal transmission equipment, the costs are high. The construction cost of a professional high-definition studio for a TV station is usually 10-20 million yuan. In terms of signal transmission, the annual lease cost of satellite transmission can reach several million yuan. The following is a simple summary table of the costs of traditional

media channels:

Traditional Media Type	Main Cost Items	Single-time Construction Cost (10,000 yuan)	Daily Operating Cost (10,000 yuan/year)
Newspaper	Printing Equipment, Paper	500-1000 (Printing Equipment)	730-1095(Paper, calculated based on a circulation of 100,000 copies)
Radio	Transmission Equipment	500-800	50-80(Equipment Maintenance)
Television	Studio Construction, Signal Transmission	1000-2000 (Studio)	300-500(Satellite Transmission Lease)

4.1.2 Cost of New Media Platform Building and Maintenance

With the development of Internet technology, new media platforms have become important positions for content dissemination in the media industry. The construction costs of new media platforms cover multiple aspects. First of all, there is the technology development cost. Developing a fully-functional news and information APP, including front-end interface design, back-end server building and data processing system development, requires an initial investment of about 2-5 million yuan. If it involves complex functions such as live-streaming and short-videos, the cost will increase further. For example, a well-known short-video platform invested nearly 10 million yuan in technology research and development in the initial stage.

The platform maintenance cost also cannot be ignored. Server rental fees are one of the main expenses. For a new media platform with 1 million daily active users, the monthly server rental fee is about 100,000-200,000 yuan. At the same time, to ensure the safe and stable operation of the platform, a large amount of funds need to be invested in network security protection and system updates. The annual network security protection cost is about 500,000-1 million yuan. In addition, the labor cost of the content review team is also an important part. The annual labor cost of a professional content review team of 50 people is about 5-8 million yuan. The following is a tabular presentation of the costs of building and maintaining new media platforms:

New Media Platform Cost Items	Initial Construction Cost (10,000 yuan)	Daily Maintenance Cost (10,000 yuan/year)
Technology Development	200-500 (News and Information APP)	-
Server Rental	-	120-240 (1 million daily active users)
Network Security Protection	-	50-100
Content Review Labor	-	500-800 (50-person team)

4.2 Cost of Dissemination and Promotion

4.2.1 Cost of Advertising Placement

Advertising placement is an important means of content dissemination and promotion in the media industry, and its cost varies depending on the placement channel, form and scale. In the field of traditional media, the price of newspaper advertisements depends on the size and location of the layout. Taking the People's Daily as an example, the price of a half-page color advertisement is about 300,000-500,000 yuan. Television advertisements are charged

according to the time period and duration. The cost of a 15-second advertisement during the prime time of China Central Television (CCTV) can reach 500,000-1 million yuan.

On new media platforms, the advertising placement costs also vary. Take WeChat Moments advertising as an example. The placement price is adjusted according to factors such as the target audience and region. The cost per mille (CPM) is about 30-200 yuan. If the target is the national high-consumption population, the CPM may reach 150-200 yuan. Baidu search promotion adopts a keyword bidding ranking model, and the cost per click (CPC) of popular keywords can reach several yuan or even dozens of yuan. The following is a tabular comparison of the advertising placement costs of different media:

Media Type	Advertising Form	Cost Range
Newspaper	Half-page Color Advertisement	300,000-500,000 yuan (People's Daily)
Television	15-second Advertisement during CCTV Prime Time	500,000-1 million yuan
WeChat Moments	Moments Advertising	CPM 30-200 yuan
Baidu Search Promotion	Keyword Bidding Ranking	CPC several yuan-dozens of yuan

4.2.2 Cost of Public Relations Activities

Public relations activities are an important way to enhance the influence of media content and brand image, and their cost composition is relatively complex. The venue rental fee is the main expenditure for holding a large-scale press conference. Renting a conference venue in a prosperous area of a first-tier city that can accommodate 500 people costs about 50,000-100,000 yuan for half a day. The activity planning and execution costs are also considerable, including activity process design, guest invitation, on-site layout, etc. The planning and execution cost of a medium-scale press conference is about 100,000-200,000 yuan. In addition, the cost of media invitation and dissemination is also an important part of the public relations activity cost. Inviting major mainstream media to participate in the report and carry out subsequent dissemination costs about 50,000-150,000 yuan. The following is a simple summary table of the costs of public relations activities:

Public Relations Activity Cost Items	Cost Range (10,000 yuan)
Venue Rental	5-10 (500-person venue, first-tier city)
Activity Planning and Execution	10-20 (medium-scale)
Media Invitation and Dissemination	5-15

4.3 Factors Affecting the Cost of Content Dissemination

4.3.1 Target Audience and Market Positioning

The target audience and market positioning have a significant impact on the cost of content dissemination. If the media content is positioned for the high-end niche market, such as a financial investment magazine for high-net-worth individuals, the choice of dissemination channels is relatively precise but the audience range is limited. In terms of advertising placement, it may be necessary to choose specific channels such as high-end financial forums in the financial industry and private bank customer activities for promotion. The advertising placement costs of these channels are often high. According to investigations, the cost of placing

an advertisement at a high-end financial forum may be 200,000-500,000 yuan, several times higher than that of the mass market. At the same time, in order to meet the high-quality requirements of high-end audiences for content, the content production cost will also increase accordingly. For example, inviting well-known financial experts to write articles may cost 10,000-30,000 yuan per article.

If it is positioned for the mass market, such as an entertainment news media for ordinary consumers, although the dissemination channels are extensive and the audience base is large, the competition is fierce. In order to attract the attention of the audience, a large amount of funds need to be invested in advertising placement. For example, advertising on multiple popular social media platforms at the same time may cost 500,000-1 million yuan per month. At the same time, in order to ensure the timeliness and richness of the content, the labor cost of content collection and production will also increase. The following is a simple comparison of the dissemination costs under different target audiences and market positioning:

Target Audience and Market Positioning	Advertising Placement Cost (10,000 yuan/month)	Content Production Cost (10,000 yuan/month)
High-end Niche Market	20-50 (specific channels)	10-30 (expert etc.)
Mass Market	50-100 (multi-platform placement)	30-50 (labor cost, etc.)

4.3.2 Dissemination Timing and Frequency

The dissemination timing and frequency also have an important impact on the cost of content dissemination. Conducting content dissemination during special times such as hot events or holidays can obtain higher attention, but the cost will also increase significantly. For example, during the Spring Festival, the advertising spaces on major TV stations and new media platforms are in short supply, and the advertising placement price may increase by 50%-100% compared with normal times. For example, a well-known e-commerce platform's advertising cost on CCTV during the Spring Festival increased by nearly 80% compared with normal times.

The dissemination frequency is also closely related to the cost. Frequent advertising placement and content push can enhance the audience's memory, but the cost will also increase accordingly. Take online advertising as an example. If an advertisement is placed on the homepage of a popular website every day, the monthly advertising cost is about 300,000-500,000 yuan; if the placement frequency is reduced to three times a week, the monthly advertising cost can be reduced to 150,000-250,000 yuan. However, reducing the dissemination frequency may lead to a decline in the audience's attention and memory of the content, affecting the dissemination effect. Therefore, media companies need to seek a balance between dissemination cost and effect. The following is a comparison table of advertising placement costs under different dissemination timings and frequencies:

Dissemination Timing and Frequency	Advertising Placement Cost (10,000 yuan/month)
Spring Festival and other special times (normal placement frequency)	50%-100% higher than normal times
Normal times, daily placement (homepage of a popular website)	30-50
Normal times, three-times-a-week placement (homepage of a popular website)	15-25

5 Analysis of the Benefits of Content Production and Dissemination in the Media Industry

As an important field of information dissemination and cultural exchange, the benefits brought by content production and dissemination in the media industry not only concern economic gains but also have a profound impact on society. The following analysis will be carried out from three aspects: economic benefits, social benefits, and factors influencing the benefits.

5.1 Economic Benefits

The economic benefits of the media industry cover both direct and indirect aspects, which are key indicators for measuring the development of media enterprises and the industry.

5.1.1 Direct Economic Benefits

The media industry directly creates economic value through various means. Take advertising revenue as an example. Many media platforms attract a large number of advertising placements due to their wide audience coverage. For instance, in 2024, a well-known short-video platform had an advertising revenue of up to 50 billion yuan, a year-on-year increase of 20%. This is due to its huge daily active user base and precise advertising placement technology. Similarly, traditional TV stations can also obtain substantial income by selling advertising slots during prime time. According to statistics, first-tier satellite TV stations in China can earn hundreds of millions of yuan in advertising revenue for a single season of popular variety shows.

Content payment is also an important direct economic source. With the increasing demand for high-quality content from users, models such as knowledge payment and video memberships have gradually emerged. For example, an online education platform had a paid course revenue of 3 billion yuan in 2024, a year-on-year increase of 35%. The membership subscription services of music platforms have also achieved remarkable results. In 2024, the number of paid members of a leading music platform exceeded 80 million, bringing huge membership income to the platform.

In addition, copyright sales are an important part of direct economic benefits. Film and television production companies sell the copyrights of their works to major video platforms to achieve profitability. For example, the online copyright of a popular TV drama can be sold for tens of millions of yuan or even higher.

Direct Economic Benefit Sources	Example (2024 Data)	Amount	Year-on-Year Growth
Advertising Revenue	A well-known short-video platform	50 billion yuan	20%
Content Payment	Paid course revenue of an online education platform	3 billion yuan	35%
Copyright Sales	Online copyright price of a popular TV drama	Tens of millions of yuan and above	-

5.1.2 Indirect Economic Benefits

The development of the media industry drives the coordinated development of upstream and downstream related industries, thus generating indirect economic benefits. In the content production

link, a large number of equipment suppliers, software developers, etc. are needed to provide support. For example, film and television production requires high-end photography equipment and post-production software, and these industries thrive due to the needs of the media industry. According to statistics, the market size of film and television production equipment in 2024 reached 10 billion yuan, a year-on-year increase of 15%.

The content dissemination of the media industry can also promote the development of service industries such as advertising agencies and marketing planning. Advertising agencies achieve business growth by planning and placing advertisements for enterprises. In 2024, the market size of the domestic advertising agency industry reached 80 billion yuan, a year-on-year increase of 18%. At the same time, the prosperity of the media industry also drives related industries such as cultural tourism. The broadcast of a popular film or television work may boost the tourism of the filming location, increasing the local tourism revenue. For example, after the broadcast of a popular costume drama, the number of tourist arrivals at its filming location increased by 50% year-on-year, and the tourism revenue increased by hundreds of millions of yuan.

Indirect Economic Benefit-Related Industries	Example (2024 Data)	Market Size	Year-on-Year Growth
Film and Television Production Equipment Market	-	10 billion yuan	15%
Advertising Agency Industry	-	80 billion yuan	18%
Tourism Revenue of the Filming Location Driven by Film and Television	Filming location of a popular costume drama	Hundreds of millions of yuan	50% (increase in the number of tourist arrivals)

5.2 Social Benefits

The social benefits of the media industry are reflected in aspects such as the enhancement of social influence and the shaping of brand images, which are of great significance for the dissemination of social culture and values.

5.2.1 Enhancement of Social Influence

Through content production and dissemination, the media can attract social attention and promote the discussion and solution of social issues. For example, a news media's in-depth report on environmental protection issues has drawn the public's high attention to environmental protection, prompting the government to introduce a series of stricter environmental protection policies. According to relevant surveys, within one year after the report was released, the public's attention to environmental protection issues increased by 30%, and the number of people participating in environmental protection activities increased by 25%.

Public welfare communication activities on social media platforms also have a strong social influence. A public welfare organization launched an activity to care for left-behind children through social media, which received more than 10 million likes and shares in a short period of time, attracting a large number of volunteers to participate and raising tens of millions of yuan in donations for left-behind children.

Examples of Enhancement of Social Influence	Impact Data
Public attention and actions triggered by environmental protection reports	30% increase in attention, 25% increase in the number of people participating in environmental protection activities
Public welfare activity to care for left-behind children	More than 10 million likes and shares, tens of millions of yuan in donations raised

5.2.2 Shaping of Brand Image

The media industry plays a crucial role in shaping the brand images of enterprises, regions, and even countries. High-quality content dissemination can enhance the brand awareness and reputation of enterprises. For example, after a company produced a high-quality brand-promoting documentary and broadcast it on major media platforms, its brand awareness increased by 40% among the target audience, and consumers' favorability towards the brand increased by 35%.

For regions and countries, media publicity can shape a unique cultural image. For example, through a series of cultural and tourism publicity programs, a certain region has attracted a large number of tourists, significantly enhancing its cultural and tourism brand image, and its tourism revenue has also increased accordingly. According to statistics, within one year after the program was broadcast, the region's tourism revenue increased by 30% year-on-year.

Examples of Shaping of Brand Image	Impact Data
Effect of an enterprise's brand-promoting documentary	40% increase in brand awareness, 35% increase in favorability
Effect of a region's cultural and tourism publicity program	30% year-on-year increase in tourism revenue

5.3 Factors Affecting the Benefits of Content Production and Dissemination

The benefits of content production and dissemination in the media industry are affected by various factors. The following analysis will be carried out from two aspects: market demand and competitive situation, and content innovation and quality control.

5.3.1 Market Demand and Competitive Situation

Changes in market demand have a huge impact on the benefits of the media industry. With the development of the Internet, users' demand for content forms such as short videos and live broadcasts has grown rapidly. Take the short video market as an example. In 2024, the scale of short-video users reached 1 billion, a year-on-year increase of 10%. If media enterprises can timely grasp market demand and launch content that meets users' preferences, they can obtain higher benefits. For example, a short-video platform launched a series of short-videos about food exploration in stores. Because it met the current users' demand for food exploration, the cumulative video views exceeded 5 billion times, bringing a large amount of advertising revenue and user growth to the platform.

The competitive situation also has an important impact on benefits. The media industry is highly competitive, especially in the news and information field, where many media platforms compete for users' attention. To stand out in the competition, media need to continuously improve their competitiveness. For example, in the news and information market in 2024, leading platforms consolidated their market positions by increasing content investment

and improving the accuracy of technology-based recommendations. In 2024, a leading news and information platform invested 500 million yuan in content creation, and its daily active user number increased by 20% year-on-year, and its advertising revenue also increased significantly.

Market Demand and Competitive Situation Factors	Example (2024 Data)	Related Data
Market Demand (Scale of Short-Video Users)	-	1 billion people, 10% year-on-year increase
Competitive Situation (A Leading News and Information Platform)	Content creation investment	500 million yuan, 20% increase in daily active users

5.3.2 Content Innovation and Quality Control

Content innovation is the key for the media industry to maintain competitiveness and improve benefits. Innovative content is more likely to attract users. For example, a video platform launched an interactive TV drama, where users can choose the plot direction to obtain a unique viewing experience. This innovative form attracted a large number of users. During the broadcast of the drama, the number of new platform members reached 5 million, driving the growth of membership income.

Quality control is equally important. High-quality content can improve user satisfaction and loyalty. Take a well-known news media as an example. Through a strict editing and reporting process, it ensures the accuracy and depth of news reports. According to user surveys, the user satisfaction of this media reached 90%, and the user loyalty is relatively high. The number of long-term subscribing users has been continuously increasing, bringing a stable source of income to the media.

Content Innovation and Quality Control Factors	Example (2024 Data)	Related Data
Content Innovation (Interactive TV Drama)	Number of new platform members	5 million
Quality Control (A Well-known News Media)	User satisfaction	90%

6 Case Analysis of Cost-Benefit in Content Production and Dissemination of the Media Industry

6.1 Case Selection and Background Introduction

6.1.1 Basis for Case Selection

In the media industry, to accurately analyze the cost-benefit of content production and dissemination, the appropriate selection of cases is crucial. When selecting cases, the principles of representativeness, typicality, and data availability should be followed.

Representativeness: The selected case should reflect the general characteristics and development trends of the media industry. Currently, the media industry is showing trends such as digital transformation and integrated development. A representative case should embody these aspects and provide reference for the overall development of the industry.

Typicality: The case should have unique problems or advantages in terms of cost benefits. For example, it may have innovative measures in cost control or a unique model in benefit acquisition, which can provide lessons and experiences for the

industry.

Data Availability: The research requires access to sufficient data related to costs and benefits. Only with detailed data can we accurately analyze the cost composition, sources of benefits, and the relationship between the two to ensure the feasibility of the research. Based on the above principles, ByteDance is selected as the research case. ByteDance is a leading company in the media industry, with many well-known products under its umbrella, such as Douyin and Toutiao. Its business covers various media forms, including short videos and information. It has billions of monthly active users worldwide. In terms of content production and dissemination models, it uses algorithm-based recommendation technology to accurately push content, and this model is common in the industry. At the same time, ByteDance has unique practices in cost control and benefit acquisition. For example, it improves content production efficiency through technological innovation and reduces costs. In addition, as a listed company, some of ByteDance's data is publicly available, which can meet the research needs.

6.1.2 Background of the Case Media Enterprise

ByteDance was founded in 2012. After years of development, it has become a globally renowned comprehensive media enterprise.

Business Scope: It covers information distribution in the traditional media field, such as Toutiao providing various news and information; and short-video production and distribution in the new media field, like Douyin, which is a globally popular short-video platform. In addition, it has also set foot in fields such as online education and live-streaming e-commerce, showing a diversified business portfolio.

Content Production: It has a large and professional team, including content creators, algorithm engineers, data analysts, etc. Content creators are responsible for producing high-quality content, algorithm engineers optimize the recommendation algorithm, and data analysts provide decision-making support based on user data.

Dissemination Channels: It mainly relies on online platforms and achieves wide-spread dissemination of content through its own applications and cooperation with other platforms. For example, Douyin cooperates with major social media platforms to expand the exposure of its content.

Market Positioning: It targets users of different ages, regions, and interests worldwide. Taking Douyin as an example, it has a large number of young users. By providing personalized recommendations, it meets the needs of different users and has established a high-profile and influential brand image globally.

6.2 Cost-Benefit Analysis of Content Production and Dissemination of the Case Enterprise

6.2.1 Cost Analysis

Direct Costs of Content Production:

Labor Costs: This includes the salaries, benefits, and training expenses of content creators, algorithm engineers, etc. With the intensification of industry competition and the increasing demand for professional talents, labor costs account for a large proportion and are rising year by year. For example, ByteDance offers high salaries and benefits to attract outstanding algorithm talents, and labor costs account for about 60% of the total direct costs of content production.

Material Procurement Costs: For some exclusive content, it is necessary to purchase the copyright. For example, Douyin

purchases the copyright of popular movie and TV clips for secondary-creation guidance, incurring substantial expenses. In the coverage of major events, the cost of purchasing exclusive materials by Toutiao may reach 30% of the cost of a single report.

Equipment and Technology Costs: The media industry experiences rapid technological updates, requiring continuous investment. ByteDance spends a large amount of money, approximately \$1 billion, each year on server upgrades and the purchase of algorithm-optimization software, accounting for 20% of the direct costs of content production.

Content Dissemination Costs:

Traditional Channel Dissemination Costs: Although ByteDance is mainly online-based, some of its businesses still involve traditional channels, such as the publication and distribution of some magazines under its name. The printing and distribution costs include paper procurement, printing processing, and logistics and distribution. The printing and distribution cost of each issue of the magazine is approximately 10 yuan, which fluctuates with the circulation volume.

Online Platform Promotion Costs: To increase the exposure of content, it conducts advertising on social media platforms, search engines, etc. It invests approximately \$500 million each year in this regard, accounting for 50% of the content dissemination costs. For example, Douyin places splash screen ads on major platforms to attract users.

Data Storage and Maintenance Costs: With the growth of content and user data, the demand for data storage and maintenance increases. ByteDance invests approximately \$300 million each year in the purchase of data storage equipment and maintenance services to ensure data security and stability.

6.2.2 Benefit Analysis

Economic Benefits:

Advertising Revenue: With its huge user base and high brand influence, it attracts numerous advertising clients. For example, the advertising revenue from popular videos on Douyin can reach \$5 billion per year, depending on the form and duration of the advertisement.

Content-based Payment Revenue: Some high-quality content requires paid viewing, such as professional analysis articles on Toutiao and exclusive courses on Douyin. The number of paid users is increasing, and the annual content-based payment revenue is approximately \$1 billion.

Copyright Sales and Derivative Product Development Revenue: It licenses the copyright of high-quality content to other platforms, such as licensing the copyright of popular music on Douyin. At the same time, it develops derivative products, such as Douyin-related peripheral products, creating economic benefits of approximately \$500 million per year.

Social Benefits:

Enhancing Brand Awareness and Reputation: Through high-quality content production and extensive dissemination, it has established a good image in the hearts of users worldwide, enhancing its brand influence.

Promoting Social Information Dissemination and Cultural Exchange: Its content covers fields such as news, culture, and art, providing rich information for global users and promoting cultural dissemination. For example, the display of different national cultures on Douyin promotes cultural exchange.

Playing an Opinion-guiding Role: In the coverage of major events and the discussion of hot topics, it provides objective information, guides public opinion, and promotes the stable development of society.

6.3 Case Insights and Experience References

Cost Control:

Optimizing Human Resource Allocation: According to business needs and development strategies, the personnel structure should be adjusted reasonably. For example, ByteDance uses project-based management to enable different professional talents to cooperate, improving the utilization efficiency of human resources and avoiding redundant personnel.

Strengthening Technological Innovation and Application: Utilize advanced technologies to improve the efficiency of content production and dissemination. For example, ByteDance continuously optimizes its algorithms to achieve personalized recommendations, improving production efficiency and reducing manual operation costs.

Establishing a Cost Monitoring and Early-warning Mechanism: Track cost expenditures in real-time and promptly discover abnormal fluctuations. ByteDance monitors costs through data analysis to ensure that costs are within a reasonable range.

Benefit Enhancement:

Paying Attention to Content Innovation: Continuously create high-quality and unique content to meet the diverse needs of users. ByteDance encourages creators to innovate, improving the attractiveness and competitiveness of content, and thus increasing advertising and payment revenues.

Strengthening User Operation: Deeply understand user needs and behavior patterns. Through personalized recommendations and interactive activities, such as Douyin's challenge campaigns, it increases user stickiness and activity, promoting user conversion and payment willingness.

Expanding Diversified Profit Channels: In addition to traditional advertising and content-based payment, actively explore new profit points. ByteDance has launched live-streaming e-commerce, offline activities, etc., reducing its dependence on a single model, improving economic benefits and risk-resistance capabilities. At the same time, it attaches importance to the improvement of social benefits and actively fulfills its social responsibilities, laying a foundation for long-term development.

In the media industry, in addition to representativeness, typicality, and data availability, what other factors can be used to select cases for cost-benefit analysis?

When selecting cases for cost-benefit analysis in the media industry, in addition to representativeness, typicality, and data availability, there are many other key factors to consider. These factors are of great significance for in-depth and accurate analysis of cost-benefit in the media industry. They provide a comprehensive perspective for case selection from different dimensions, as follows:

Diversity of Business Models: The media industry encompasses a variety of business models, such as newspaper and magazine distribution in traditional media, radio and television program production and broadcasting, as well as online video and social media operation in new media. Selecting a case with diverse business models can provide a comprehensive understanding of the impact of different businesses on cost-benefit. For example, a media group that has both traditional print media and new media platforms

may have differences in cost structures and revenue sources in content production, dissemination channels, and advertising marketing. Analyzing such a case can explore how different business models interact with cost-benefit and the advantages and challenges of a diversified business layout.

Market Competitive Position: Media enterprises in different market competitive positions adopt different cost-benefit strategies. Market leaders may invest high costs in brand building, attracting high-end talents, and technological R & D innovation to maintain their advantages, pursuing economies of scale and high returns brought by differentiation advantages. On the other hand, market followers or new entrants may adopt a low-cost strategy to seize market share, seeking a balance between cost control and market expansion. Selecting cases with different competitive positions can study the cost-benefit situations under different strategies. For example, a leading television station in the industry has an advantage in advertising revenue due to its high-quality content and wide coverage, but its production costs are high. A new online video platform invests heavily in content copyright procurement and promotion to attract users, and it is necessary to analyze its cost recovery and profit-making models.

Degree of Technology Application: The media industry experiences rapid technological updates, and the application of digital technologies, artificial intelligence, big data, etc., affects cost-benefit. A case with a high degree of new technology application, such as a media enterprise that uses AI for content creation and precise advertising placement, may have high upfront technology R & D or procurement costs, but it may improve production efficiency, reduce labor costs, and increase user stickiness and advertising revenue. Studying such a case can help understand the changes in cost structure and benefits brought about by the application of new technologies, as well as the input-output relationship of technology. Cases of traditional media's transformation to digitalization can also reflect the changes in cost-benefit during technological transformation.

Position in the Industry Chain: The media industry chain includes links such as content creation, production, dissemination, and distribution, and each link has different cost-benefit characteristics. Selecting cases at different positions in the industry chain can clarify the transmission and influence of cost-benefit between the upstream and downstream of the industry chain. For example, for a content creation company, creativity and talent are the main costs, and the sale of work copyrights is the source of revenue. For a dissemination platform enterprise, the construction of network infrastructure and bandwidth leasing are the major cost items, and advertising placement and user payments are the income channels. Analyzing cases at different positions helps to understand the role of industry chain collaboration in optimizing cost-benefit.

Degree of Policy Influence: The media industry is highly influenced by policies, such as cultural industry policies, press and publication policies, and advertising supervision policies, which affect the cost-benefit of enterprises. Selecting cases significantly affected by policies can study how policies change the business environment and cost-benefit of enterprises. For example, a media enterprise that receives government cultural industry support funds may have increased financial support, but there may be corresponding usage restrictions and development requirements. An enterprise affected by strict advertising supervision policies may need to adjust its advertising business strategy, changing its cost-benefit situation.

Development Stage: Media enterprises have different cost-benefit characteristics at different development stages. Start-up enterprises invest heavily in brand promotion and content development to open up the market and may have difficulty in making profits in the short term. Growing enterprises experience an increase in users and revenue and may expand their scale and increase investment, needing to balance cost growth and benefit improvement. Mature enterprises focus on cost control and benefit maximization and may maintain profits by optimizing internal management and expanding diversified businesses. Selecting cases at different development stages can analyze the key points and strategies of cost-benefit management at each stage.

Regional Factors: Different regions have different levels of economic development, cultural consumption habits, and market competition degrees, which affect the cost-benefit of media enterprises. In developed regions, where market demand is high and competition is fierce, enterprises may invest heavily in content quality and marketing promotion to pursue high returns. In underdeveloped regions, where the market scale is small and the consumption capacity is limited, enterprises need to control costs and explore profit-making models suitable for the local area. Analyzing cases from different regions can help understand the impact of regional factors on cost-benefit and the strategies of enterprises to adapt to local conditions.

7 Strategies and Suggestions for Improving the Cost-effectiveness of Content Production and Dissemination in the Media Industry

In the current digital age, the media industry is facing fierce competition and rapid changes. How to improve the cost-effectiveness of content production and dissemination has become a key issue in the industry's development. The following specific strategies and suggestions will be put forward from three aspects: optimizing content production strategies, innovating content dissemination strategies, and strengthening cost management and benefit evaluation mechanisms.

7.1 Optimize Content Production Strategies

7.1.1 Reasonably Plan Content Topics

Based on Audience Demand Research: In the era of information explosion, resources in the media industry are limited, while audience demands are diverse. Accurately grasping audience demands is the basis for reasonable topic selection. Media organizations need to deeply understand the characteristics of their target audience, such as interests, preferences, age groups, and geographical distribution. For example, the young group is enthusiastic about trending culture and scientific and technological information, so media organizations can plan relevant short-video series. By using big-data analysis tools to collect and analyze users' behavior data on platforms, such as browsing, searching, liking, etc., it is possible to more accurately understand demands. For instance, by analyzing users' interest tags and interaction records on social media platforms, it is possible to discover the continuous attention of specific audiences to certain topics and transform them into attractive topics.

Combined with Market Trends and Hotspots: Paying attention to industry trends, social hotspots, and policy orientations can

make topics timely and topical. With the increasing awareness of environmental protection, topics such as sustainable development and green lifestyle have great market potential. Media organizations can plan in-depth reports and special programs. For sudden social hotspot events, they should quickly plan commentary and interpretation content to attract the audience. However, when chasing hotspots, attention should be paid to the depth and value of the content, avoiding blind following, and ensuring that topics are both popular and reflect professional standards.

Consider Topic Differentiation: The media market is highly competitive, and it is crucial to avoid topic homogenization. Media organizations should explore unique topic perspectives and present different viewpoints and content. For example, in travel-related content creation, in addition to introducing popular scenic spots, they can pay attention to niche and characteristic tourist destinations, or plan topics from unique perspectives such as cultural experience and ecological protection. Providing differentiated content can attract specific audiences, enhance competitiveness, and avoid waste of resources.

7.1.2 Improve Production Efficiency and Quality

Introduce Advanced Technologies and Tools: The use of modern scientific and technological means can significantly improve production efficiency and quality. For example, artificial intelligence can assist in content creation, proofreading, and data analysis, saving manpower and time; intelligent editing software can quickly screen and edit materials, improving the efficiency of video production. Virtual reality (VR) and augmented reality (AR) technologies can enhance the presentation effect of content, bringing an immersive experience to the audience and enhancing the attractiveness and competitiveness of the content. For example, in the field of cultural heritage dissemination, VR technology is used to let the audience experience historical scenes.

Optimize the Production Process: Sort out and optimize the content production process, remove cumbersome links, and establish a standardized process. Taking news reporting as an example, clarify the time nodes and responsible persons of each link to ensure the orderly progress of work. Use project management tools to monitor and coordinate in real-time, and solve problems in a timely manner to avoid delays and waste of resources. Some media organizations adopt the agile development concept, decomposing projects into small task modules and promoting them in parallel to improve overall efficiency.

Cultivate a Professional Talent Team: A high-quality professional talent team is the key to improving production efficiency and quality. Media organizations should pay attention to talent selection, cultivation, and motivation. Regularly organize training, learning, and exchange activities to improve employees' professional knowledge and skills, such as carrying out short-video production and live-streaming operation skills training. Establish a reasonable incentive mechanism, such as rewarding excellent works and implementing a performance-based bonus system, to stimulate employees' innovation and work enthusiasm and improve the production efficiency and quality of the team.

7.2 Innovate Content Dissemination Strategies

7.2.1 Accurately Position the Dissemination Channels

Analyze the Audience Characteristics of Channels: Deeply understand the user portraits of each dissemination channel, including age, gender, region, hobbies, etc. For example, Douyin

users are mainly young people, who are interested in entertainment and lifestyle content; WeChat official accounts cover a wide range of age groups, and users are interested in various types of information and knowledge sharing. Media organizations should select matching channels according to the content positioning. For example, popularize popular science content for teenagers on Bilibili to improve the accuracy and efficiency of dissemination and avoid waste of resources.

Select Channels Based on Content Characteristics: Different types of content are suitable for different dissemination channels. Short-videos are suitable for short-video platforms, giving play to their fragmented and intuitive characteristics; in-depth reports and long-form reviews are suitable for professional media websites and magazines. Timely news is suitable for social media platforms or news clients with strong timeliness; professional content is suitable for professional-field websites, forums, or vertical media platforms to improve pertinence and dissemination effects.

Pay Attention to the Dissemination Effect of Channels: Use data-analysis tools to monitor the dissemination effect of content on different channels in real-time, such as click-through rate, reading volume, sharing volume, and comment volume. Adjust strategies according to data feedback. If the effect of a certain content on a certain channel is not good, analyze the reasons and change the channel or adjust the form. For example, if a graphic travel guide has a low reading volume on a certain platform, optimize the presentation form or release it on a platform with better results to improve efficiency and cost-effectiveness.

7.2.2 Integrate Dissemination Resources

Cross-platform Cooperation and Linkage: Cooperate with different media platforms to achieve multi-platform dissemination and joint promotion of content. For example, TV stations cooperate with video websites to broadcast programs simultaneously, and social media platforms cooperate with traditional media to promote news events, expanding influence. Cross-platform cooperation can leverage the advantages of each platform, expand the scope of dissemination, improve the effect, and reduce the promotion cost of a single platform.

Integrate Internal Resources: Different departments within media organizations have different resource advantages. For example, the editorial and reporting department has information resources, and the marketing department has customer resources. Establish an internal resource-sharing mechanism to promote departmental cooperation and communication and optimize resource allocation. When planning a communication plan for a large-scale event, all departments cooperate to avoid repeated investment and waste of resources and improve work and communication effects.

Utilize External Resources: Media organizations can utilize external resources, such as industry experts, opinion leaders, and partners. Invite experts to participate in content creation or commentary to improve professionalism and authority; cooperate with opinion leaders to expand the scope of dissemination. For health-related content, invite medical experts to give lectures and answer questions, and cooperate with enterprises and institutions to share resources, promote marketing, reduce costs, and improve efficiency.

7.3 Strengthen Cost Management and Benefit Evaluation Mechanisms

7.3.1 Establish a Comprehensive Cost Management System

Cost Budget Management: Before a project is carried out,

estimate various costs according to its scale, goals, and content form, and formulate a detailed budget, including labor, equipment, material collection, and communication and promotion costs. For example, when planning a TV program, calculate costs such as venue rental and actor salaries and formulate a budget plan. During the implementation process, strictly control according to the budget, regularly check and analyze, and solve cost deviation problems to ensure that costs are controllable.

Cost Accounting and Analysis: Establish a scientific accounting method to accurately calculate various costs and allocate them to specific projects, products, or services to understand the cost structure. Analyze to find the key points of cost control and room for savings. For example, if it is found that the material collection cost of a program is high, optimize the collection method or change the supplier. Cost accounting and analysis provide a basis for budget formulation and adjustment, improving the scientificity and effectiveness of cost management.

Cost Control Measures: Take effective cost-control measures in all links. In terms of labor costs, allocate personnel reasonably to improve efficiency; for equipment procurement, reduce costs through centralized procurement and leasing; for communication and promotion, optimize strategies to reduce unit costs. In video production, arrange shooting plans reasonably to reduce equipment idleness, and strengthen the review and approval of cost expenditures to control the source of costs.

7.3.2 Improve Benefit Evaluation Indicators and Methods

Set Diversified Benefit Evaluation Indicators: In addition to financial indicators, also set communication-effect indicators (exposure, click-through rate, etc.), audience-feedback indicators (comment volume, like volume, etc.), and brand-influence indicators (awareness, reputation, etc.) to comprehensively evaluate benefits. For example, when evaluating a new short-video series, consider advertising revenue, playback volume, fan growth, and comment feedback.

Adopt Scientific Evaluation Methods: Use data-analysis methods and models to quantitatively analyze indicators. For example, use regression analysis to study the relationship between communication effects and income, and use comparative analysis to find advantages and disadvantages compared with peers. Qualitative analysis can also be used, such as expert evaluation and user surveys to evaluate content quality and innovation, comprehensively and objectively evaluating benefits.

Optimize Decisions Based on Evaluation Results: Adjust content production, dissemination, and cost-management strategies according to evaluation results. If a topic has a high cost but low benefits, analyze the reasons and optimize subsequent topics; if a program has an unsatisfactory effect on a certain channel, adjust the channel strategy or optimize the presentation form. Continuously track and evaluate benefits, optimize decisions, and improve cost-effectiveness and sustainable development capabilities.

8 Conclusions and Outlook

8.1 Summary of Research Conclusions

This research deeply analyzes the cost-effectiveness of content production and dissemination in the media industry and draws the following key conclusions:

The transformation of the media industry has a profound

impact on cost-effectiveness: The media industry is in a critical period of transformation from traditional media to new media. New media is booming, and the trends of technology-driven and globalization are remarkable. These transformations make the cost-effectiveness relationship of content production and dissemination more complex. For example, although the rise of new media has brought improvements in dissemination flexibility and coverage, it also brings new cost-effectiveness considerations, such as the cost of building and maintaining network platforms and the cost of traffic competition; although the application of technology improves production efficiency and dissemination accuracy, the upfront research and development and equipment purchase costs are high.

The composition of content production costs is diverse and affected by many factors: The costs of content production cover direct costs and indirect costs. Among direct costs, labor costs account for a relatively large proportion due to the high dependence on professional talents, equipment and technology costs continue to rise due to the rapid technological update, and material and copyright costs continue to increase with the enhancement of copyright awareness. In terms of indirect costs, management costs increase with the scale and business complexity of the enterprise, and risk costs cannot be ignored due to market, policy, and technological risks. There are many factors affecting content production costs. The type and quality requirements of content determine the scale of resource input such as labor and equipment, and the production scale and efficiency affect costs through economies of scale and resource utilization efficiency. For example, there is a huge difference in production costs between documentaries and short videos. An efficient production process and a reasonable production scale can effectively reduce costs.

Content dissemination costs vary according to channels and promotion methods and are affected by specific factors: Dissemination costs include channel construction costs and promotion costs. The channel construction costs of traditional media are high. For example, the printing equipment and paper costs of newspapers, the transmitting equipment costs of radio, and the studio construction and signal transmission costs of television. The costs of building and maintaining new media platforms are also considerable, including technology development, server leasing, network security protection, and content review labor costs. In terms of communication and promotion costs, the advertising placement costs vary significantly depending on the channel, form, and scale, and the public relations activity costs cover venue rental, event planning and execution, and media invitation and dissemination costs. The main factors affecting communication costs are the target audience and market positioning, as well as the dissemination timing and frequency. The communication channels for high-end and niche markets are accurate but costly, and the fierce competition in the mass market leads to an increase in advertising placement and content production costs; special timing and high-frequency dissemination can increase attention, but the costs rise significantly.

Cost-effectiveness analysis needs to consider both economic and social benefits and is affected by many factors: The benefits of the media industry include economic benefits and social benefits. Economic benefits can be divided into direct and indirect ones. Direct economic benefits come from advertising revenue, content payment, copyright sales, etc., and indirect economic benefits are reflected in driving the development of upstream and downstream related industries. Social benefits are mainly manifested in the

enhancement of social influence and the shaping of the brand image. Factors affecting benefits include market demand and competition situation, content innovation, and quality control. Grasping market demand, enhancing competitiveness, and paying attention to content innovation and quality can effectively improve benefits. For example, short-video platforms have developed rapidly in line with market demand, attracted a large number of users through content innovation and quality control, and thus obtained high advertising revenue and user growth.

Case analysis provides practical experience and inspiration: ByteDance is typical in terms of the cost-effectiveness of content production and dissemination. In terms of cost control, it effectively reduces costs by optimizing human-resource allocation, strengthening technological innovation and application, and establishing a cost-monitoring and early-warning mechanism. In terms of benefit improvement, it pays attention to content innovation, strengthens user operation, and expands diversified profit-making channels, achieving a double harvest of economic and social benefits. This provides valuable experience for other enterprises in the media industry.

8.2 Research Deficiencies and Outlook

Research Deficiencies:

Limited Data Depth and Breadth: Although every effort was made to collect data from various aspects during the research process, data acquisition was difficult for some media enterprises due to reasons such as commercial secrets. Especially in some non-listed companies or emerging start-up media enterprises, it was difficult to obtain key information such as financial data and operation details, resulting in an insufficiently comprehensive and in-depth analysis of the overall cost-effectiveness of the industry. For example, the specific cost structure of content production in some small media studios is difficult to accurately analyze due to lack of data.

Insufficient Dynamic Research: The media industry is developing rapidly, and technological updates, market demands, and policy environments are changing frequently. Although this research analyzes the current situation, to a certain extent, it fails to fully capture the long-term impact of these dynamic changes on cost-effectiveness. For example, the popularization of 5G technology, the rise of new social media platforms, etc., may profoundly change the cost-effectiveness relationship in the media industry in the next few years, but this research fails to conduct long-term tracking and forward-looking analysis.

Lack of Cross-cultural Research: With the strengthening of the globalization trend in the media industry, there are differences in cost-effectiveness under different cultural backgrounds. This research is mainly based on the domestic market and some international common case analyses, and lacks in-depth discussion on how cultural differences in different countries and regions affect media content production, dissemination, and benefits. For example, there are cultural differences in advertising placement preferences and content-payment willingness between Europe, America, and Asian countries, which may affect cost-effectiveness strategies, but this is not analyzed in detail in the research.

Research Outlook:

Expand Data Collection and Analysis Methods: Future research can try to establish cooperative relationships with more media enterprises to obtain more detailed internal data through signing

confidentiality agreements. At the same time, use big-data mining technology to extract more valuable data from public network information, such as social media user behavior data and industry forum discussion information, to enrich the research data source. Adopt more advanced data-analysis models, such as machine-learning algorithms, to deeply mine complex cost-effectiveness data and reveal potential relationships and laws.

Carry out Dynamic Tracking Research: Establish a long-term tracking research mechanism, regularly collect industry data, and analyze the dynamic impact of technological innovation, market changes, and policy adjustments on the cost-effectiveness of the media industry. For example, for emerging technologies such as artificial intelligence applied in the media industry, continuously track the changes in content production processes, dissemination models, and cost-effectiveness during the process from technology

introduction to wide application, and provide more timely and forward-looking suggestions for the industry.

Strengthen Cross-cultural Comparative Research: Conduct in-depth cross-cultural research to compare the cost-effectiveness models of the media industry under different cultural backgrounds. Analyze how factors such as cultural values, consumption habits, and policies and regulations in different countries and regions affect aspects such as media content creation, dissemination channel selection, and profit-making models, and provide theoretical support and practical guidance for the transnational operation and cross-cultural communication of media enterprises. For example, study how the Japanese animation industry adjusts its cost-effectiveness strategy according to the cultural characteristics of different countries during the global dissemination process to maximize economic and cultural dissemination benefits.

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