

The Construction of News Database in China

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THANKS TO

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I .Outline the News Database in China(1)

- Computer, Internet and database are elements making up modern information society today.
 - **sunrise industry**
 - an important indicator of a media's power
 - The indication mark
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I .Outline the News Database in China(2)

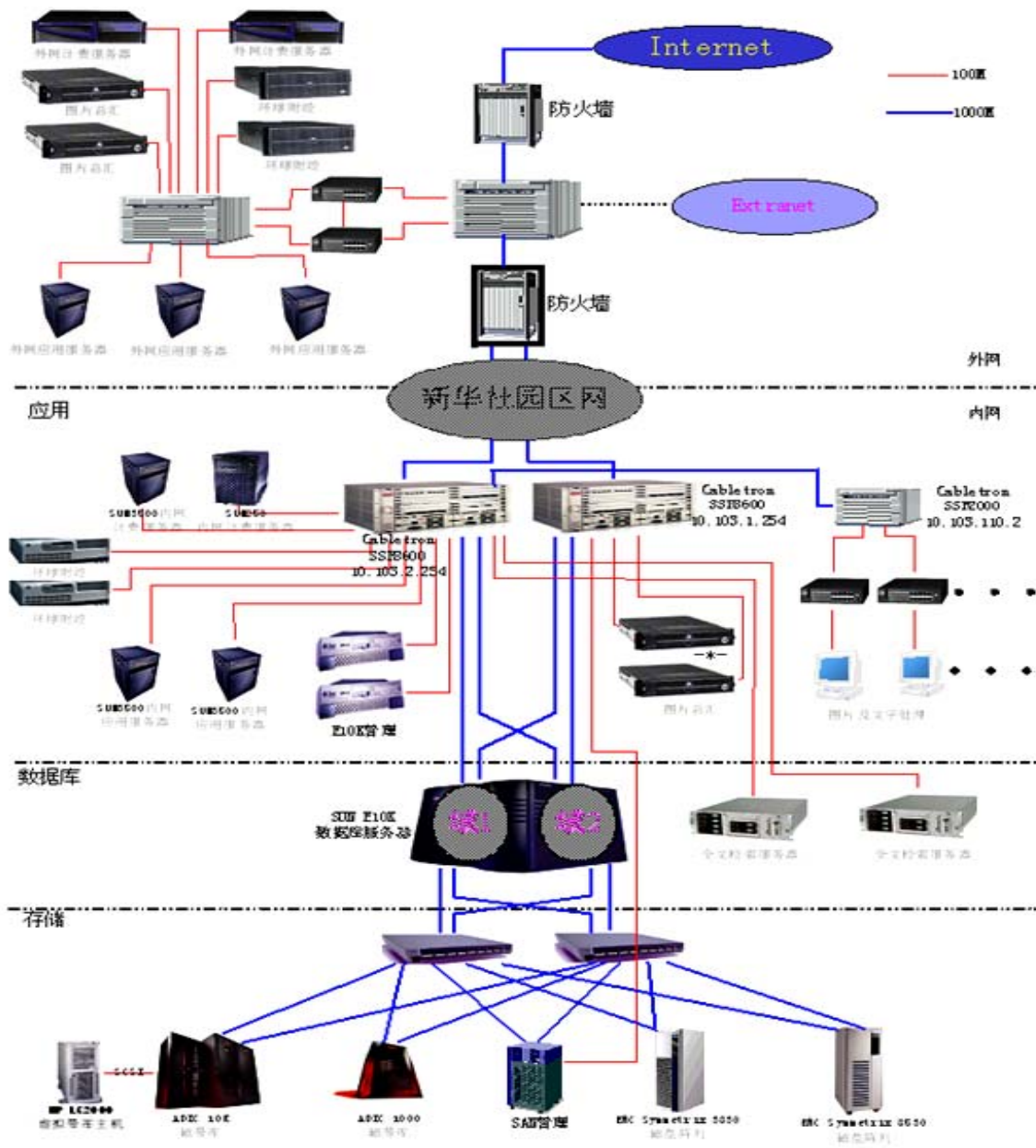
- online database is steadily increased
 - platform to integrate, share and optimize news information resources.
 - news database classify
 - news database technical
 - news database development
-



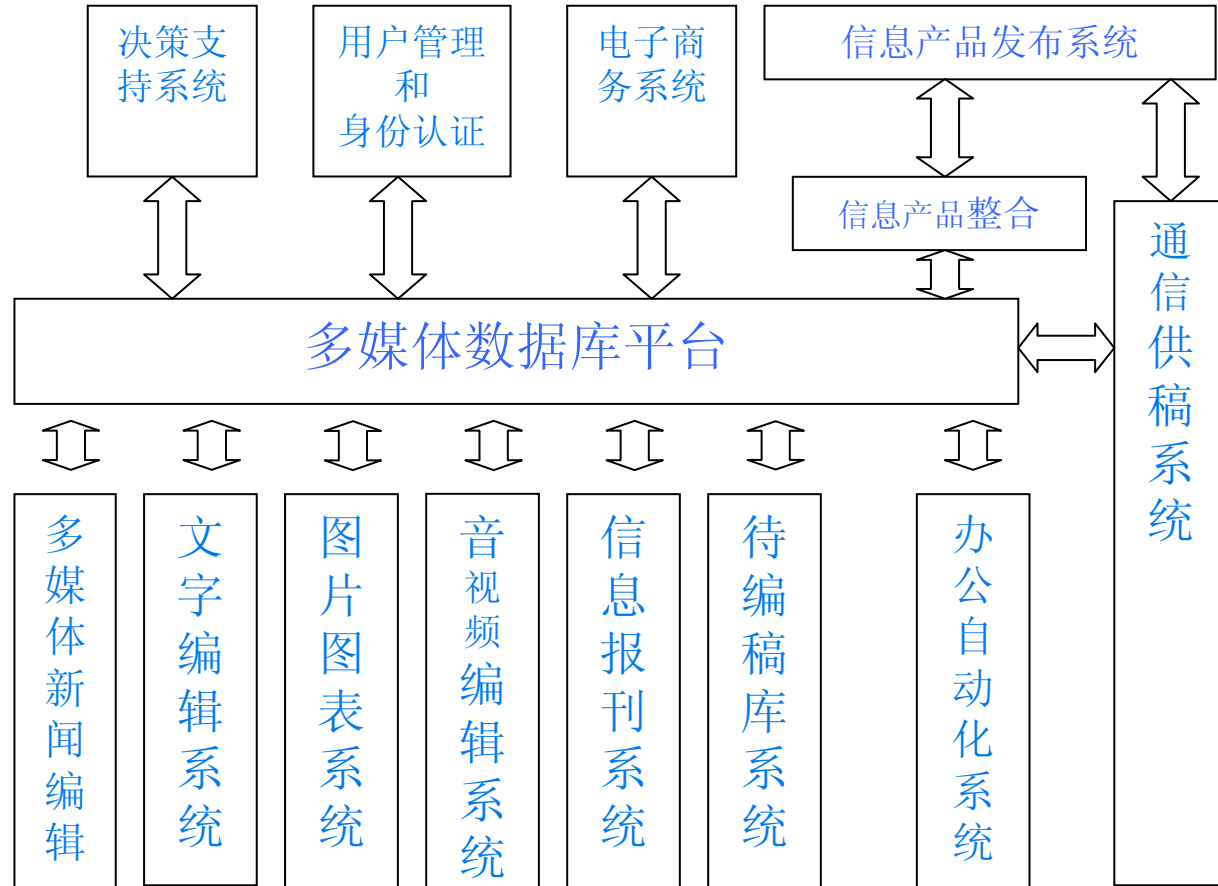
II .A. Database Construction of Xinhua News Agency(1)

- **Characters of Undertaking**
 - **Characters of Technology**
-

新华社多媒体数据库网络拓扑结构图



新华社多媒体数据库系统示意图





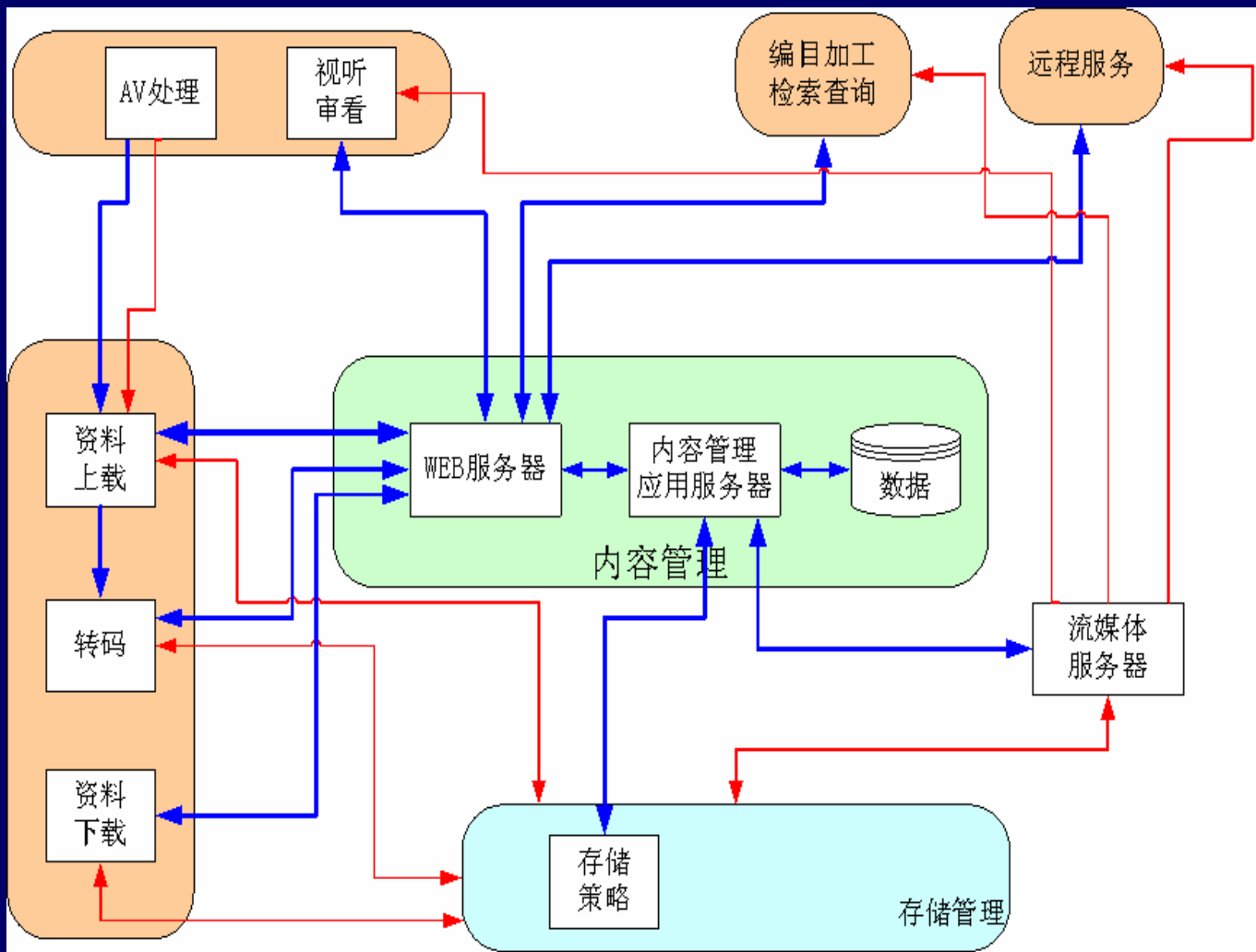
II .A. Database Construction of Xinhua News Agency(1)

- **Scale and Efficacy**
 - an advanced technology and tool
 - save resources
 - a confluent multimedia published system
 - a solid base
 - platform to world press
 - the reform of news product and organization
-



II B. The Database of China Central Television(1)

- **Characters of undertaking**
 - a history of near 50-years, building up an abundance of audiovisual materials.
 - **Characters of Technology**
 - collection, storage, produce, catalog, search and exchange
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音像资料馆系统逻辑图

数据

业务



II B. The Database of China Central Television(2)

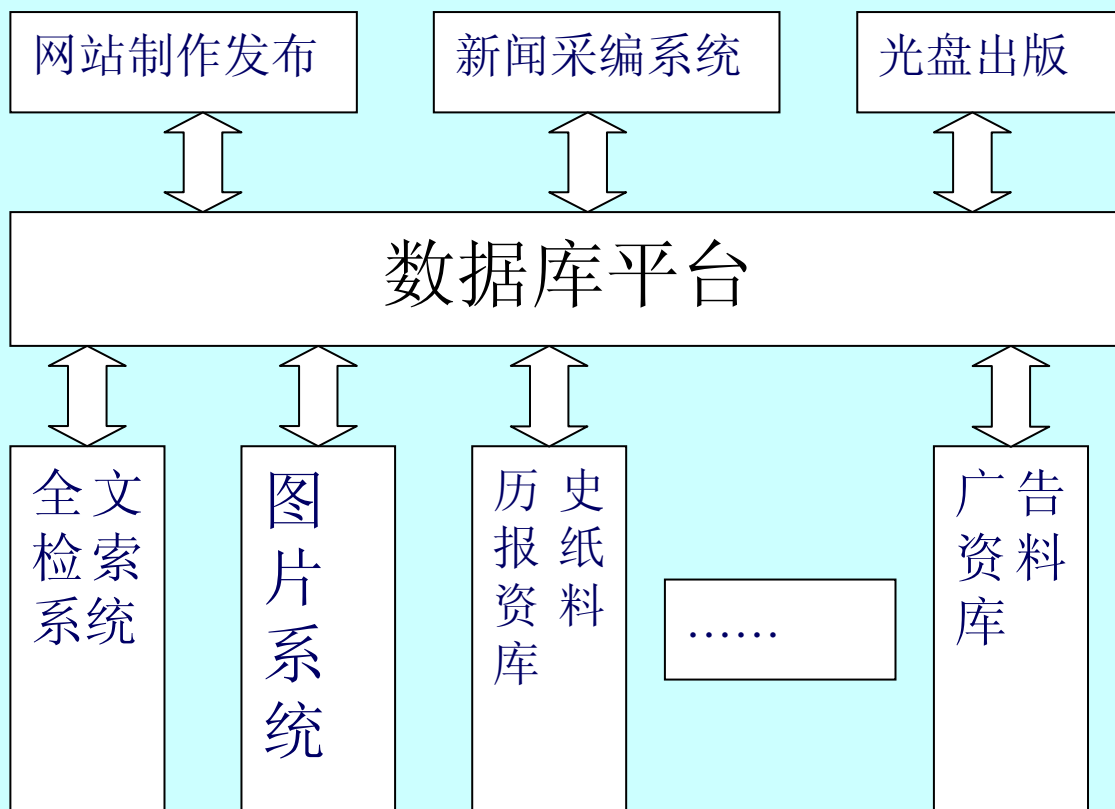
- **Scale and Efficacy**
 - 118 thousand hours digital data
 - six basic functions
-



II .C.Beijing Daily Group Database

- **Characters of Enterprise**
 - 10 newspapers, 1 publishing house and 1 network
-

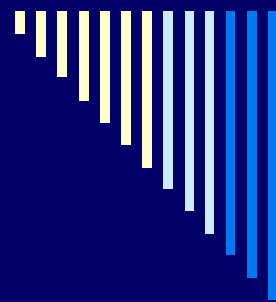
北京日报报业集团数据库系统发展示意图





III. Enactment and implementation of Chinese news technology standards

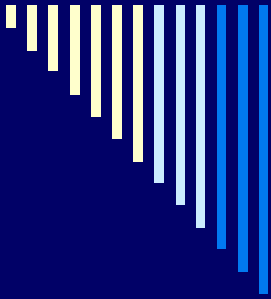
- **Chinese news markup language (CNML) and Chinese-language news classification and code (CNCAC)**
 - **Enactment of CNTS**
 - **Significance of the Standard**
-





IV. Countermeasures for Construction of News Database in China

- **Orient to the standardization**
 - **Face to the development of new media**
 - **Attach importance to the innovation of traditional news production mode**
 - **Meet the market**
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THANK YOU !

