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Some Ideas on the Integration Development of webcast and Meteorological Services

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ABSTRACT. *Network live broadcasting technology is widely used in China. The integration of meteorological services and network live broadcasting technology with the characteristics of interaction and timeliness can draw more people's attention to meteorological services. It can not only promote the spread of meteorological services, but also supervise administrative affairs such as meteorological social management. Through the analysis of the characteristics of live network broadcasting, this paper hopes to serve as a trigger to achieve a good effect of brainstorming.*

KEYWORDS: *Webcast; Live broadcast of near weather forecast; Training live broadcast; Live broadcast of popular science; Live broadcasting platform*

1. The Characteristics of Network Live Broadcasting and the Development of the Industry

1.1 Characteristics of live network broadcasting

Live network broadcasting has both social and media attributes, but also related to entertainment, and has become an important expression on the Internet. Network live broadcasting absorbs and continues the advantages of the Internet, using video to conduct live broadcasting on the Internet. It can publish relevant meetings, project evaluation, dialogue and interviews on the Internet. The Internet has the characteristics of intuition, speed, good form of expression, rich content, strong interaction, unrestricted region, and divisible audience. After live broadcasting is completed, users can continue to provide replay and on demand at any time, which effectively prolonging the time and space of live broadcasting and giving full play to the maximum value of live content.

1.2 Current Situation of Network Live Broadcasting Industry

2015 is the year of the outbreak of the online live broadcasting industry, and it continues to be fanatical until 2016. Although the content of live broadcasting is mixed at present, it will fade away from fanaticism and develop into knowledge-

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based, educational, application-based and Payment-based in the future. Live broadcasting will be combined with vertical content such as tourism, e-commerce, sports, health care, education, finance and new media. This is the broader future of live broadcasting. The characteristics and demands of meteorological operation will also promote the rapid development of meteorological live broadcasting which will open up a broader space for meteorological services.

2. Integration of Network Live Broadcasting and Meteorological Services

2.1 Network Live Broadcast of Near Weather Forecast

For weather forecasters working on the front line of meteorological stations, in case of severe or special disastrous weather, the network live broadcasting platform can be used to realize the forecasters at the four levels of meteorological regional center, provincial, municipal and county bureaus to discuss a real-time weather process occurring, and make on-site weather prediction[1]. For example, strong convective storms generated in Beijing area, moving to Langfang Cangzhou area. Forecasters at all levels in the affected areas enter a live broadcasting room at the same time, using desktop sharing function to display various monitoring data, such as radar echo map, so as to achieve the superior's prediction explanation and guidance to the inferior, and everyone can interact with each other efficiently and quickly to discuss the forecast results. This will greatly promote the operational level of forecasters at all levels, and is more practical than summarizing the process afterwards.

2.2 Live broadcast of public meteorological service network

When the weather comes or occurs, weather forecasters and service providers use live network broadcasting to directly make proximity forecasts and services to the public. Just like sports hosts explaining a live football match, weather forecasters are transformed into weather commentators, displaying cloud images, radar and other monitoring pictures, explaining real-time weather facts and trends for the public, and analyzing the disasters that will occur and the affected areas. It can interact with the public in real time[2]. Showing pictures and videos of real-time weather taken by netizens everywhere, answering netizens' questions, explaining theoretical knowledge to weather perception, and displaying an all-round and three-dimensional weather process can shorten the distance between weather forecast and the public. In this process, not only the degree of public participation has been improved, but also the connotation and form of public meteorological services have been further enriched.

2.3 Network Live Broadcast of Meteorological Expert Training Lectures

At present, the operational training in meteorological system mainly relies on on

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on-site teaching and video transmission, but there are some limitations. With the development and maturity of the function of online live broadcasting in education and training scenarios, online education will become a major trend in the future. Meteorological training departments can invite meteorological experts to give lectures to relevant meteorological business training objects nationwide or even globally in webcasting booths, and pay attention to the interaction between teachers and students[3]. This kind of teaching method, which has high transmission efficiency, low cost and is not limited to geographical venues, has excellent prospects for development.

2.4 Network Live Broadcast of Meteorological Popular Science

Traditional methods of meteorological science popularization mainly depend on the distribution of popular science books, popular science videos and other forms. Network live broadcasting can bring a new experience in meteorological science popularization. For example, the professional experience of meteorologists can be shown directly to the public through live webcasting. The working processes and working conditions of weather detectors, weather forecasters, shadow operators, weather anchors and other posts can be broadcast live[4]. Live broadcasters interact with netizens to answer questions while working, so that the public can feel and understand our work more authentically and intuitively.

2.5 Network Live Broadcasting of Meteorological Film and Television Services

Although the traditional TV weather forecast program has developed maturely and steadily, it can not satisfy the public's access to real-time weather information in modern society. Even though some news programs have the content of live weather broadcasting, due to the factors of TV live broadcasting, such as the lack of autonomy, poor interaction and so on, the network live weather service has a broader development space. In addition to live broadcasting in studios, meteorological movies and TV programs can also try outdoor live broadcasting, and use VR and AR as new technologies to increase the multi-dimensional experience of live broadcasting. Let users feel the changes of various weather on their own. This approach is more interactive and diverse.

3. Discussion on Ways to Realize Live Broadcasting of Meteorological Operations

3.1 Making use of the existing network live broadcasting platform

In the past two years, there have been many popular online live broadcasting platforms, such as Yingke, Huajiao, Douyu, YY and so on. If direct broadcasting of meteorological public services is carried out on existing platforms, it mainly benefits from a broader user base. Meteorological service personnel produce content

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independently and have strong flexibility, but the disadvantage is that the population is too complex and lack of targeted user positioning, and there may not be many users who really need or are interested in weather information.

3.2 Embedding Network Live Broadcasting in Meteorological Service Client (Mobile App)

For the accurate positioning of service users, it is more effective and fast to add live meteorological network service on the professional meteorological service client, such as “Moji weather”, “weather home” and other APP with large user traffic.

3.3 Inventing independent Meteorological Live Broadcasting Platform

Meteorological departments should create their own independent live broadcasting platform, only carry out weather business related live broadcasting. If this is done, the above five categories of functional content can be achieved, but public users need to be re-accumulated. This platform has a limited audience, and it is time-consuming and labor-consuming to promote. However, in the long run, the meteorological system will eventually have its own live broadcasting platform.

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