Retraction

Retracted: Development and Performance Evaluation of Digital Technology and Radio and Television Integration Based on Big Data Model

Journal of Sensors

This article has been retracted by Hindawi following an investigation undertaken by the publisher [1]. This investigation has uncovered evidence of one or more of the following indicators of systematic manipulation of the publication process:

(1) Discrepancies in scope

(2) Discrepancies in the description of the research reported

(3) Discrepancies between the availability of data and the research described

(4) Inappropriate citations

(5) Incoherent, meaningless and/or irrelevant content included in the article

(6) Manipulated or compromised peer review

The presence of these indicators undermines our confidence in the integrity of the article's content and we cannot, therefore, vouch for its reliability. Please note that this notice is intended solely to alert readers that the content of this article is unreliable. We have not investigated whether authors were aware of or involved in the systematic manipulation of the publication process.

Wiley and Hindawi regrets that the usual quality checks did not identify these issues before publication and have since put additional measures in place to safeguard research integrity.

We wish to credit our own Research Integrity and Research Publishing teams and anonymous and named external researchers and research integrity experts for contributing to this investigation.

The corresponding author, as the representative of all authors, has been given the opportunity to register their agreement or disagreement to this retraction. We have kept a record of any response received.

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[1] J. Lv and Y. Tao, "Development and Performance Evaluation of Digital Technology and Radio and Television Integration Based on Big Data Model," *Journal of Sensors*, vol. 2022, Article ID 1843753, 11 pages, 2022.

Research Article

Development and Performance Evaluation of Digital Technology and Radio and Television Integration Based on Big Data Model

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In today's big data era, China's radio and television broadcast volume has reached an unprecedented height, and it is diversified in quality and content richness. The realization of big data model accelerates the transformation of radio and television and constantly reaches new movie-watching heights. In the era when TV dramas, movies, animation, radio stations, and We Media are prevalent, big data is being experimentally analyzed through professional digital technology and effective methods of media integration of radio and television. In order to make China's radio and television industry present a strong industrialization development trend, it is necessary to have a suitable network system to form a pillar, so as to play a substantial role in the development of this industry. Choosing the appropriate evaluation system to evaluate the broadcast volume, ratings, box office volume, and profit income of the mass media is also a breakthrough stage of today's technical ability. The experimental results of this paper show that (1) from the ratings of only 15% in 2010 to 75% today, the successful investment of radio and television in the market has been realized, and the efficient development of modern technology has benefited the people. (2) Department executives are mainly in charge of the economic lifeline of enterprises, and 70% of economic indicators is the embodiment of small workload and high voice of key tasks, which are the main roles in performance evaluation. (3) The accuracy of the old index is only 75 while the new index is 90, so selecting excellent performance indicators is also responsible for performance appraisal. (4) The development of radio and television from urban to rural areas, from 0% of the market to 12.23% of the rural areas, is a manifestation that the development of modern science and technology benefits the whole people. Only when performance evaluation is fed back to the market can it adapt to the next stage of reform and improve the enthusiasm of employees.

1. Introduction

With the advent of the information age, the emergence of mobile Internet makes radio and television have new development concepts and goals. In the era of Internet and new media, all TV stations have a strong market competition, and they are carrying out deepening reforms in order to achieve good economic benefits. The development of each TV station has a set of powerful color theory system, but the change can maximize the benefits and gain a foothold in the market. Nowadays, most city TV stations tend to develop private enterprises, and few enterprises have studied the development trend of state-owned enterprises, so that radio and television cannot develop comprehensively and efficiently. Therefore, the performance evaluation of radio and television media industry is the current reform road. This paper analyzes the demand of media industry for all-media talents under the background of media convergence and points out the problems existing in the construction of all-media talents [1]. Adopting principal component method

and clustering method in multivariate statistical analysis, this paper makes a preliminary study on the performance evaluation method of radio and television stations [2]. This paper analyzes and compares the company's operating performance and financial situation, puts forward the methods to optimize the film and television industry chain [3], constructs the financial competitiveness evaluation model of the company, and strengthens the content management and brand benefit measures to improve the current management mode of the company [4]. This paper analyzes how to evaluate the value of TV drama projects and puts forward how to establish a standard evaluation model [5]. This paper constructs the evaluation index system of TV drama project value and discusses the political standards of TV drama project [6]. This paper analyzes the advantages and disadvantages of developing 5G in radio and television and expounds the development goals and paths of 5G in radio and television [7]. The "signal-based method" is adopted to control the behavior of synchronous propagation of signals [8]. This paper describes the synchronous communication behavior implemented by the network, puts forward the legitimate interests of broadcasting organizations, and realizes the technology in legislation [9]. This paper analyzes the narrative method of documentary film and television and its value and probes into the related expression methods [10]. This paper discusses that technological innovation is driving TV media to accelerate the transformation to converged media, and three periods are follows: media convergence, converged media, and intelligent media [11]. This paper probes into the characteristics, motivation, and path of media convergence and provides reference for relevant practitioners to study and practice [12]. This paper introduces the importance of journalism professionals to the new development of media integration and analyzes the strategies for cultivating high-quality journalism professionals [13]. This paper deeply explores the path of integration and transformation of prefecture-level TV media and new media in China and provides some reference opinions for the sustainable development of prefecture-level TV media [14]. This paper studies the environment of media convergence and expounds the training methods of radio and television news professionals [15].

2. Management Method Based on Performance Evaluation

2.1. Performance Evaluation Method.
Performance evaluation is based on the assessor corresponding to the corresponding assessment standards, and the implementation process needs the assistance and cooperation of the assessor. After the results are summarized and approved, the assessment report is formed, and finally, the performance evaluation is implemented. The process is shown in Figure 1.

2.1.1. Performance Evaluation Method of Printing Machinery Association

(1) DEA Method. DEA method [16] analyzes the market development situation according to the input resources to expand it and produce huge products. The relevant interest rate is calculated from the input and result data. DEA models are usually CCR and BCC models. The compressed input ratio is defined as DMU [17]. That is, as shown in

$$DMU = \frac{1/\text{Max}}{\text{Min}}. \tag{1}$$

Its Max and Min distributions represent output expansion ratio and input compression ratio.

(2) CCR Model. CCR model [18] is based on the static DEA method to carry out the actual efficiency value and compare it with efficiency 1. The model is shown in

$$\text{Max} \frac{\sum_{r=1}^{s} u_r y_{ro}}{\sum_{i=1}^{m} v_i x_{io}} \leq 1 \tag{2}$$

$$s.t \frac{\sum_{r=1}^{s} u_r y_{rj}}{\sum_{i=1}^{m} v_i x_{ij}} \leq 1, \quad j = 1, \cdots, n \tag{3}$$

$$u_r, v_i > 0, \quad r = 1, \cdots, s, i = 1, \cdots, m \tag{4}$$

Among them, the input index number is m, the output index number is s, x_{ij}, and y_{ij}, and the weight coefficient is v_i and u_r.

(3) Linear model. Linear model [19] is the transformation of CCR model. The formula expression is

$$\text{Max} \sum_{r=1}^{s} u_r y_{ro} \leq 0$$

$$s.t. \sum_{r=1}^{s} u_r y_{rj} - \sum_{i=1}^{m} v_i x_{ij} \leq 0, \quad j = 1, \cdots, n \tag{5}$$

$$\sum_{i=1}^{m} v_i x_{io} = 1$$

$$u_r, v_i > 0, \quad r = 1, \cdots, s, i = 1, \cdots m$$

(4) Dual Model. In dual model [20], the formula is as follows:

$$F = \text{Min} \theta_o$$

$$s.t. \sum_{j=1}^{n} \lambda_j x_{rj} \leq \theta_o x_{io}, \quad i = 1, \cdots, m$$

$$\sum_{j=i}^{n} \lambda_j y_{ij} \geq y_{ro}, \quad r = 1, \cdots, s \tag{6}$$

$$\lambda_j \geq 0, \quad j = 1, \cdots, n$$

where θ_O represents the production efficiency of DMU. X_{ij} and Y_{ij} are input vectors and output vectors, respectively. J represents the contribution rate.
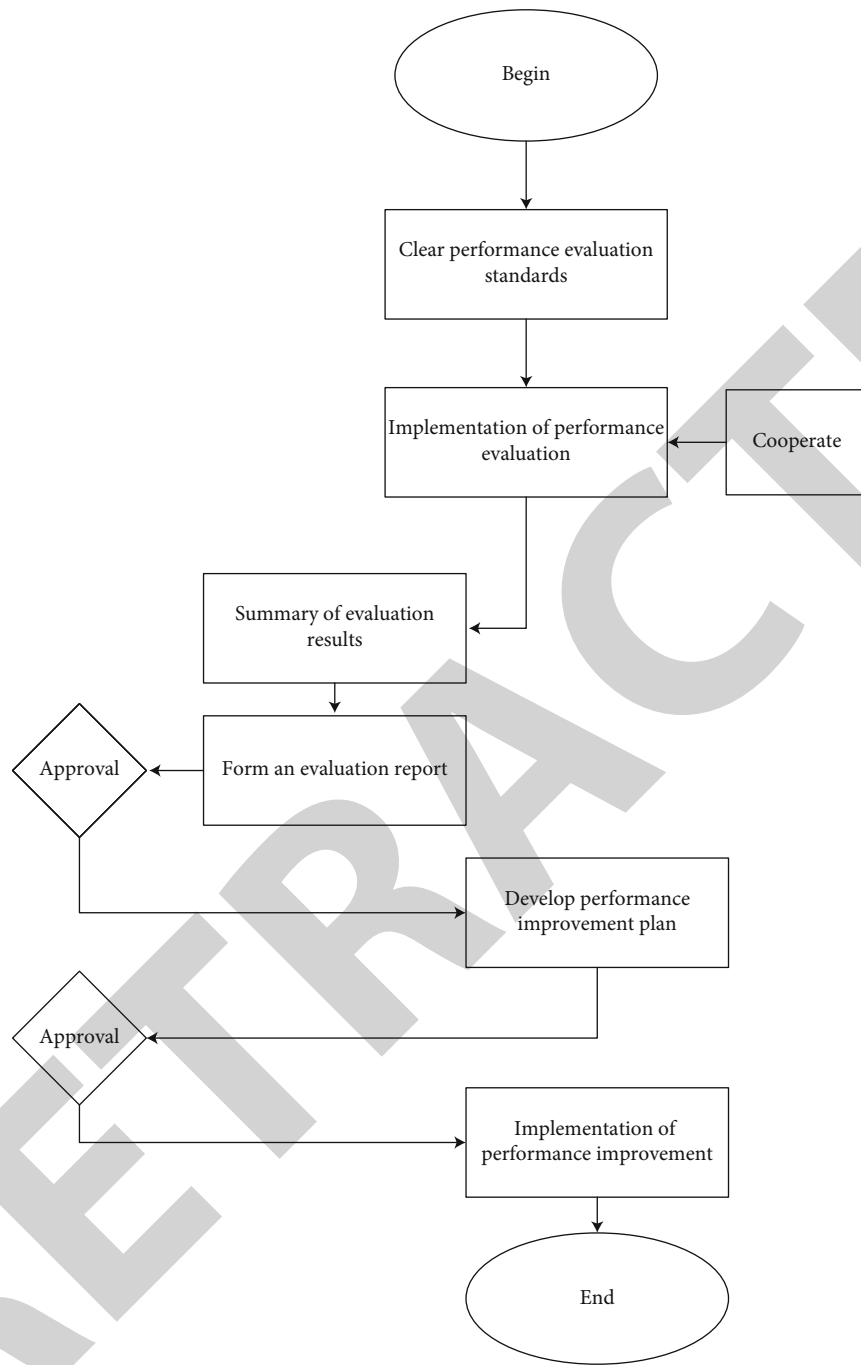
Figure 1: Performance evaluation flow chart.

(5) *Guided CCR Model.* In guided CCR model [21], the calculation formula is as follows:

$$F = \text{Max} \varphi_o$$

$$s.t. \sum_{j=1}^{n} \lambda_j x_{ij} \leq x_{io}, \quad i = 1, \cdots, m$$

$$\sum_{j=1}^{n} \lambda_j y_{rj} \geq \varphi_o y_{ro}, \quad r = 1, \cdots, s \tag{7}$$

$$\lambda_j \geq 0, \quad j = 1, \cdots, n$$

When $\theta_O = 1$, the DEA calculation is valid.

(6) *BBC Model.* BBC model is based on the assumption of DEA calculation method, which is divided into two parts: input model and output model of oriented BBC.

(6)1. *Input-oriented BBC Model.* In input-oriented BBC model [22], the formula is as follows:

$$F = \boldsymbol{Min\theta}_o$$

$$s.t. \sum_{j=1}^{n} \lambda_j x_{ij} \leq \theta_o x_{io}, \quad i = 1, \cdots, m$$

$$\sum_{j=1}^{n} \lambda_j y_{rj} \geq y_{ro}, \quad r = 1, \cdots, s \tag{8}$$

$$\sum_{j=1}^{n} \lambda_j = 1$$

$$\lambda_j \geq 0, \quad j = 1, \cdots, n$$

(6)2. *Output-Oriented.* In output-oriented [23], the formula is as follows:

$$F = \boldsymbol{Max\varphi}_o$$

$$s.t. \sum_{j=1}^{n} \lambda_j x_{ij} \leq x_{io}, \quad i = 1, \cdots, m$$

$$\sum_{j=1}^{n} \lambda_j y_{rj} \geq \varphi_o y_{ro}, \quad r = 1, \cdots, s \tag{9}$$

$$\sum_{j=1}^{n} \lambda_j = 1$$

$$\lambda_j \geq 0, \quad j = 1, \cdots, n$$

BBC model adds convexity hypothesis and realizes the efficiency calculation of reward. There are three kinds of efficiency evaluation: comprehensive efficiency, pure technical efficiency, and scale efficiency.

2.1.2. *Tobit Regression Method.* Tobit regression method [24] represents a large efficiency value between 0 and 1.

The regression model is as follows:

$$Y_i = \beta_o + \beta_t X_i + \mu_i, \tag{10}$$

where I denotes DMU, Y_i denotes the efficiency value of the ith DMU, X_i denotes the explanatory variable, β_t denotes the coefficient to be estimated, and μ_t denotes the error, obtained by Tobit model consistent estimator [25].

3. Performance Evaluation and Analysis of Radio and Television Development

3.1. Nature of Performance Evaluation Indicators

3.1.1. *Systematic.* In the road of developing radio and television, due to the influence of environmental and human factors, there are obvious differences in project progress. Therefore, enterprises should consider the engineering practicability of the whole system and remove unnecessary location factors when carrying out year-end performance evaluation. In the selection of evaluation indicators, the key indicators are conducive to analyzing the malpractice effects of evaluation indicators. Integrating the performance of multiple departments cannot be evaluated separately, which is not conducive to the fairness and justice of the assessment. Choosing the mode of seeking common ground and different existence at the same time of broadcasting assessment reflects the system characteristics of broadcasting system.

3.1.2. *Comprehensiveness and Orientation.* The object and subject of evaluation is the expenditure of diversified performance evaluation, and it is also the key point of development in the era of big data. Different evaluation objects choose different evaluation criteria, stand at different angles, and have different degrees of control over key points of performance. From the perspective of fiscal revenue, the assessment content of the ratio of expenditure to income is considered.; If it is an analysis angle on the technical level, it should be the assessment content of the technical level and the speed of completion progress; from the manager's point of view, the efficiency of work progress and economic income efficiency of the whole enterprise should be the assessment standard. Therefore, it is the qualitative and quantitative standard to analyze the assessment points from different angles. At the same time of assessment, there should be a degree of relaxation. Not all indicators are particularly important. It is necessary to judge whether the indicators meet the assessment requirements from the perspective of comprehensive consideration.

3.1.3. *Operability.* In the face of sufficient data to employees and the entire enterprise, performance appraisal is the right to determine the evaluation. The results of performance evaluation are the embodiment of achievements, rankings, and grades, and no matter what the results are, they are the evaluation of your labor results in a year. Reasonable operation while carrying out different evaluation types is

the correct choice, which is to follow the principle of operability. Visual analysis and convenience of a large amount of data are the basic principles of fairness and justice in the actual situation of examiners. Each enterprise has its own number of indicators, and invalid indicators are abandoned, effective indicators are evaluated, and the overall index system is convenient for efficient operation.

3.1.4. Validity.
The validity of the index needs to find the corresponding evaluation index according to the evaluation object and structure organization, so as to give full play to the validity of the data. In order to truly reflect the development trend of radio and television enterprises, we should follow the effective principle in order to clarify the development potential of television enterprises. The content of the index system followed by the effectiveness and the function of the evaluation subject are interrelated, so as to effectively analyze the evaluation results. Undertaking corresponding functions and work contents is an effective embodiment of the evaluator's ability, and the corresponding work scope indicators are the effective performance of functions.

3.2. Principles of Constructing Performance Evaluation Indicators

3.2.1. Principle of Integrity.
Analyzing the results of performance appraisal of TV enterprises, the selected evaluation index should be constructed according to individual labor achievements and market living environment: considering the development status of radio and television, taking into account the people's feelings and national conditions, and comprehensively considering the evaluation criteria, in order to fully reflect the activity characteristics, finance, and characteristics of radio and television.

3.2.2. Principle of Flexibility.
The performance appraisal of radio and television should be adjusted flexibly according to the change of environment. Different cities and regions have obvious characteristics, and seeking local characteristics is an effective measure for development. From the results of performance evaluation, we can know the development of each region, so as to make corresponding reform measures. Flexible evaluation indicators for local representatives in different regions can ensure high-quality performance evaluation results.

3.2.3. Operability Principle.
The subject and object of evaluation must be based on the index embodiment of radio and television, so as to realize the most basic operation. The setting of indicators is not only easy to use but also useful. Only by satisfying the most basic evaluation significance can the operability and significance of indicators be guaranteed. Only when the index is expressed effectively and the collected data is clear and standardized as far as possible can the index play its role.

3.2.4. Minimization Principle.
According to the criterion of assessment experience, half of the total input and output indicators can be selected to maximize the success of evaluation. Too many evaluation indexes will only cause the difficulty of work and reduce the effectiveness of evaluation. Therefore, on the premise of ensuring integrity and effectiveness, the selected indicators should try their best to minimize the number.

3.3. Weight Distribution of Performance Evaluation Indicators.
The weight distribution of performance evaluation is related to the selection of future indicators of the whole enterprise. The higher the weight index, the higher the importance in the index system. Therefore, the weight distribution given to the overall benefit index of the project should occupy an important position in the whole performance evaluation index system. The relevant weights of indicator classification are shown in Figure 2.

In the index system, the weight distribution of indicators should select the assessment angle of evaluation. Radio and television have its own personality indicators, which are direct indicators covered according to the characteristics of TV programs, and have more assessment significance than substantive indicators. In the performance appraisal, we should evaluate objectively and seek common ground and difference. The assessment involves various contents and situations, and the indicators are diversified and difficult to predict, with strong comprehensiveness. When we select indicators, we should make it clear that quantitative indicators, ordinary indicators, personality indicators, and result indicators will be given a large weight ratio.

3.4. Optimization Analysis of Performance Indicators.
Reasonable optimization of indicators has great advantages for enterprises and development, which improves the broadcasting rate of radio and television, and effectively improves the ratings. Facing the optimized index, the technical level of enterprises will be improved and the economic benefits will be maximized. The optimization feedback is shown in Figure 3.

From the beginning of collecting evaluation data of individuals or topics, employee performance appraisal forms can be formed according to the data, and performance evaluation can be carried out. The evaluation results are convenient to correct the problems of employees or enterprises in time, take the results for effective feedback of performance, and then apply them to the results analysis for in-depth analysis. After reaching the final adjustment, it can be analyzed and used cyclically.

3.5. Performance Evaluation Report.
Every performance appraisal reflects the results of personal efforts and the financial income of enterprises, which is a summary of the year. In radio and television, it is an important indicator of reform in the coming year, realizing the development pattern of improving ratings and expanding broadcasting range. The practicality of evaluation implementation is shown in Figure 4.

In the radio and television evaluation system, in order to meet the ultimate goal of enterprise operation and high income, there will be value orientation, control objectives, and feedback correction measures. Among them, the
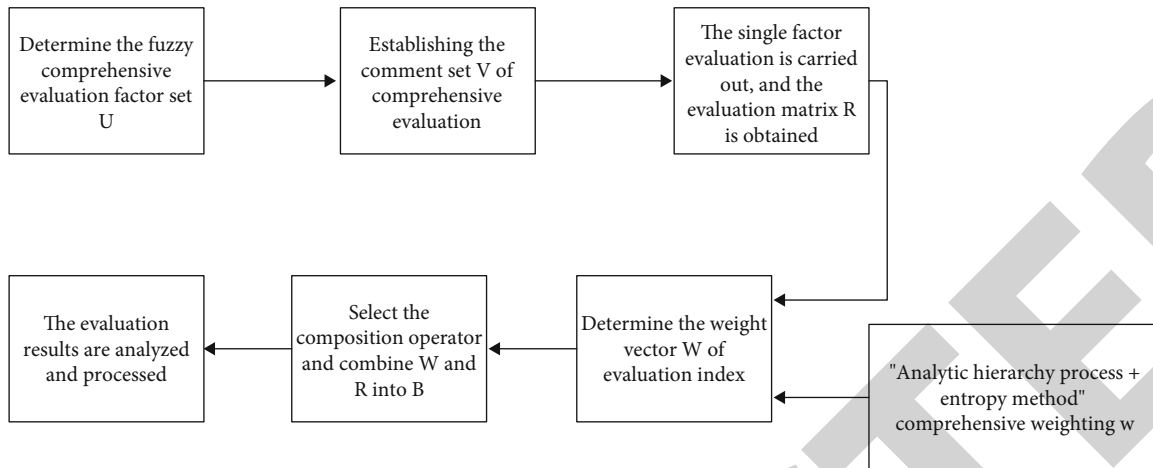
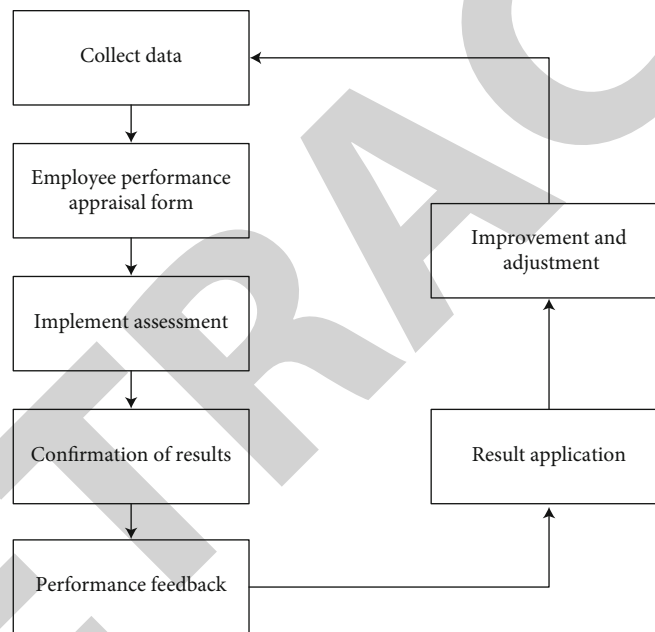FIGURE 2: Index weight distribution diagram.

FIGURE 3: Performance indicator optimization process chart.

evaluation value orientation has the characteristics of practicality, dynamics, and relevance. In the control objective, it is influenced by input factors, output factors, and efficiency factors.

4. Experimental Analysis of Radio and Television Performance Evaluation

4.1. Analysis of Input-Output Ratio. According to the quantitative analysis of enterprise ratings, input index, and output index in recent years, the development and future situation of radio and television in recent years will be observed. As shown in Figure 5.

According to the data in Figure 5, the lack of popularity of the Internet in 2012-2015 led to less than 40% of the audience rating, and most people still could not enjoy TV and film. Correspondingly, with the opening of the market and

the rise of Internet TV, it immediately caused the investment of merchants and made corresponding gains. This is also the embodiment of economic growth and efficient development of data visualization, which leads to the efficient development of radio and television.

4.2. Weight Analysis of Characteristic Indicators in Performance Evaluation. The rise of the era of big data confirms the efficient development of radio and television culture level and also actively promotes the realization of broadcasting reform system. On the premise of keeping objective performance evaluation, we use the weight ratio of multiple indicators to analyze the shortcomings of radio and television to provide reference objects. The performance evaluation weights are shown in Figure 6.

It can be seen from the chart that different positions have different proportions in job performance evaluation.
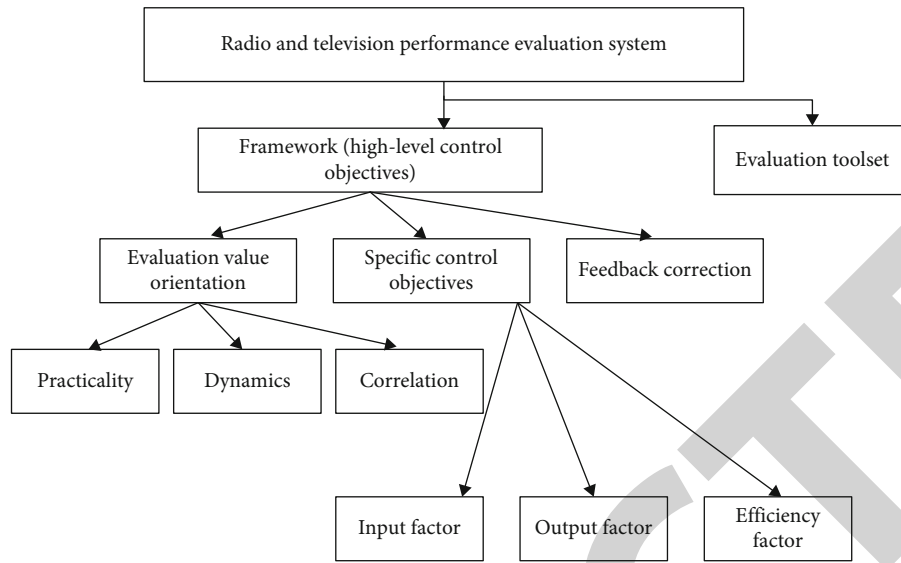
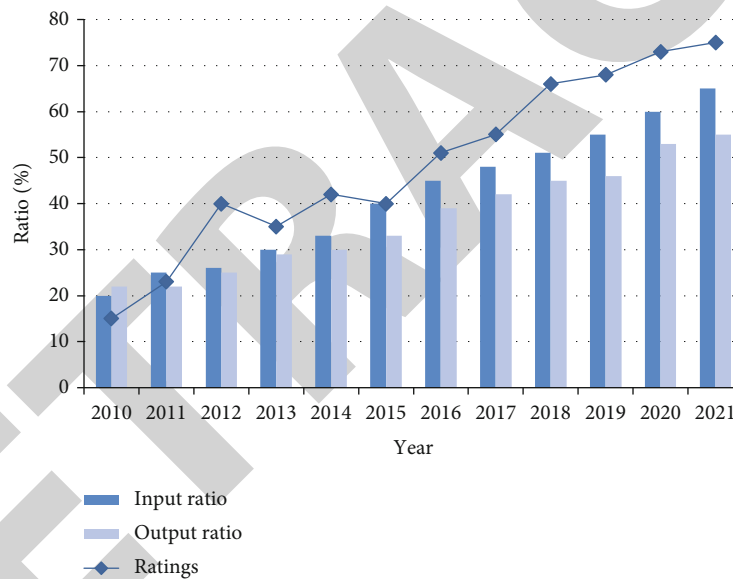Figure 4: Performance evaluation system diagram.

Figure 5: Analysis chart of TV broadcasting market in recent years.

Economic indicators account for the highest weight ratio, which also shows that economic promotion is the first development purpose of enterprises. With the corresponding increase in the tasks of basic employees, there is also an improvement in basic functional indicators. It can also be known from the figure that in the index embodiment, the sum of the performance evaluation weight ratios of relevant personnel is equal to 1.

4.3. Comparative Analysis of Index Optimization. The indicators selected for radio and television performance evaluation directly affect the trend of assessment results. According to the characteristics of different varieties, different trading periods, and different profit models, the high effi-

ciency indicators are specially selected. The comparative analysis of optimized data is shown in Figure 7.

Obviously, it can be seen that the success of the new index in different assessment items is obviously improved, which makes the assessment results more accurate. However, the combination and fitness need to be improved, so as to make the assessment more smooth and successful. No matter what position there are suitable assessment indicators to match, which not only improves convenience but also makes it smoother.

4.4. Analysis of Asset Operation Efficiency. Combined with the assets invested by GAC media before and after and some liabilities, it is known that the investment and success of radio and television assets have been significantly improved.
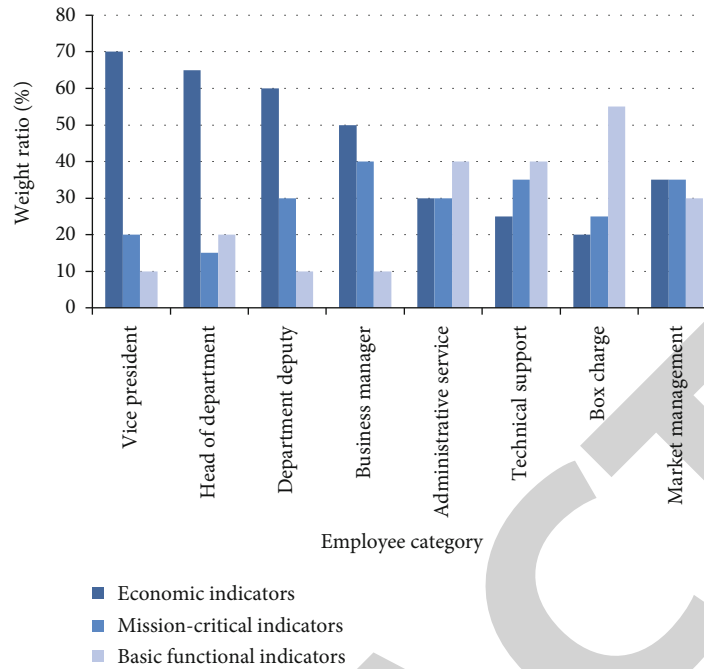
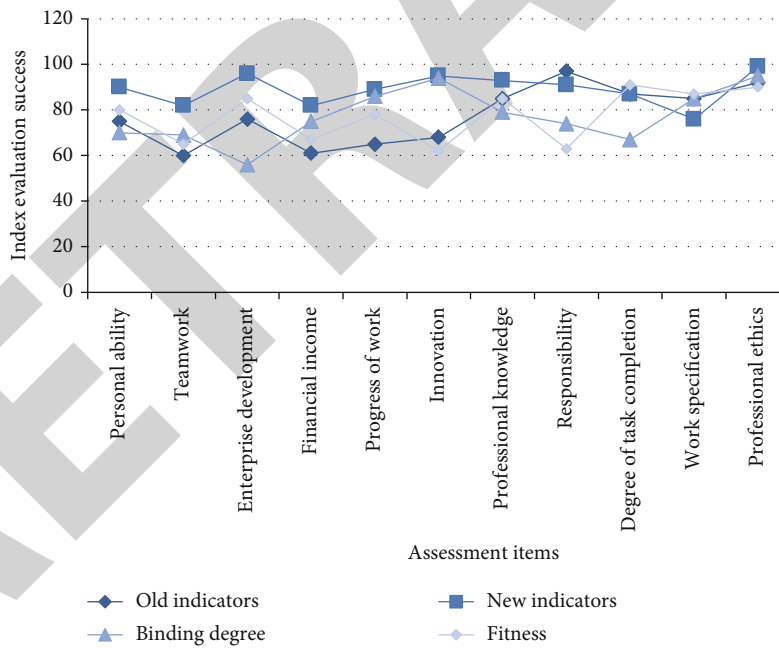Figure 6: Weight ratio chart of employee performance evaluation index.

Figure 7: Comparison chart of evaluation completion of old and new indicators.

From the financing structure of short-term loans, notes payable, and long-term loans, we can know that the overall debt ratio of enterprises has been greatly reduced and the income has increased significantly. The analysis of fiscal revenue combined with operational capability is shown in Figure 8.

Account receivable turnover rate is equal to the ratio of operating income to account receivable, which indicates the number of account receivable turnover in one year. From the experimental data of radio and television, it can be seen

that compared with the annual turnover times, there is an obvious increase, but there will also be a downward trend in the economic period. For example, 12.65 times in 2014 decreased by 2.9 times compared with 15.55 times in 2013, which depends on the economic environment.

Inventory turnover is the ratio of operating costs to inventory, representing the number of inventory turnover during the year. The number of inventories is not the more the better, but according to the turnover needs of
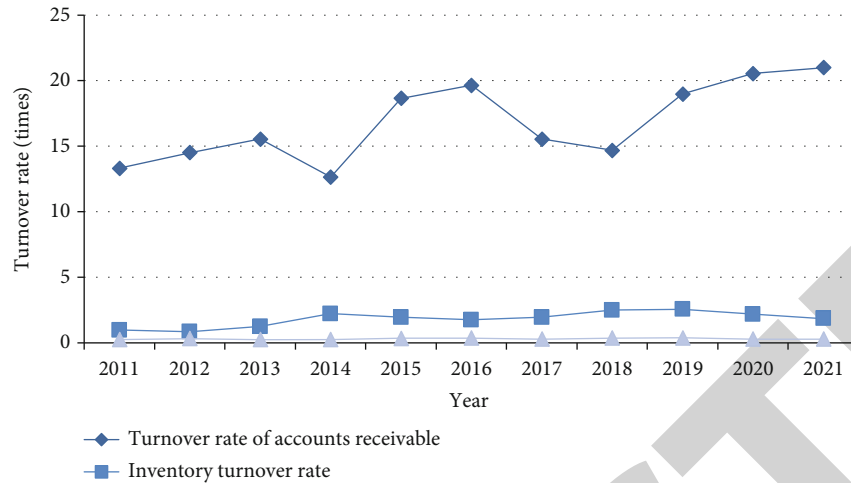
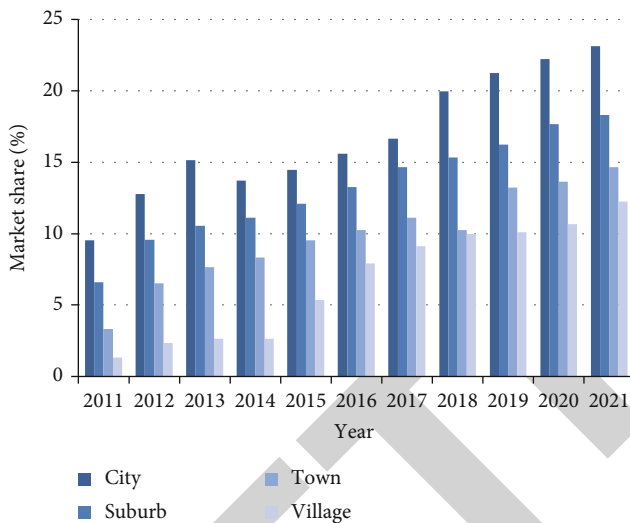FIGURE 8: Operational capability indicators of radio and television assets.

FIGURE 9: National market share.

FIGURE 10: Customer satisfaction measurement system.

enterprises, too much waste and too little turnover cannot be opened. Since 2011, the inventory quantity has obviously increased, but it has always maintained a relatively high level, which proves the improvement of inventory capacity and management level. From 0.97 in 2011 to 2.56 in 2019, the quantity has increased, that is, a historical high level has been produced.

Total asset turnover rate is the ratio of operating income to total assets, which indicates the number of total asset turnover in the middle of the year and reflects the average time required for enterprises to convert total assets into cash. Under the average level of 0.33 turnover times of total assets, there are still ups and downs in different years. It is higher than the average value, and it also expresses the increase of asset scale and sales revenue.

4.5. Market Share of Radio and Television. City, suburbs, towns, and rural areas in the process of realizing network integration are obviously uneven progress, which also shows
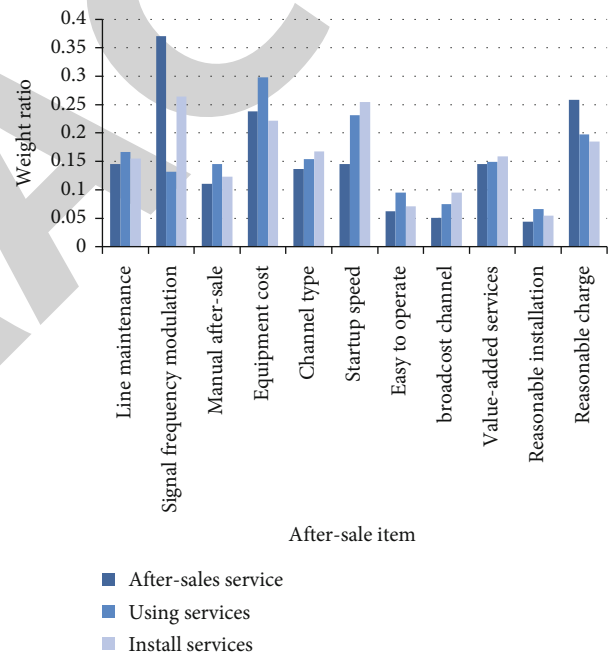
that the growth of market share in different regions is obviously different. Realizing the integration of urban and rural network is an important strategy for future development. Only by continuously improving the layout of wired network can we achieve market share, combined with market area analysis, as shown in Figure 9.

Facing the economic development of different regions, the economy of big cities is obviously higher than that of other regions, that is, the number of people with modern facilities will be higher than that of other regions, and there is a primary market. With the improvement of economic level, people's willingness to enjoy life is enhanced, and the universality of television is increasing. From 0 market in rural areas to 12% market today, it shows the success of Internet and the efficient development in the era of big data.

4.6. Research on Measurement System Based on Customer Satisfaction. Customer satisfaction is an effective evaluation of enterprise development, which reflects the reputation image of enterprise development in the crowd. The index analysis of radio and television on customer satisfaction measurement system is shown in Figure 10.

Enterprises get feedback problems according to the feedback analysis of users' satisfaction and then adopt the corresponding after-sales service to solve the problems. Being a user is the core of the first service gradient, which requires not only user satisfaction but also user perception as the ultimate service goal. This is the key practice to gain a foothold in the market and have good market praise. Let consumers feel at ease and be willing to buy many times in order to maximize the benefits and expand the market.

5. Conclusion

During the decades of Internet revolution, radio and television are developing rapidly. In these decades, radio and television are more specialized and have more people-friendly channels, which have been deeply loved by people. Through the effective analysis of digital technology of big data model, the market development of radio and television is known, which is beneficial for enterprises to realize comprehensive and in-depth reform. Using the effective analysis of data, we can know the market demand and the services that should be provided in the future in time. According to the future demand and industry development, it is an effective plan for the construction of radio and television, and it is also a challenge for the industry in the future. With the limited combination of "triple play," China's media industry will make unprecedented progress and achieve a high-quality leap. In order to better provide broadcasting products to the public, a good platform and channel support will be needed to achieve good services.

According to the analysis of the research results of this paper, the following points are summarized: (1) the development of radio and television is a practical change based on the analysis and assessment of modern data, which makes a profound analysis of adapting to the changes of the times and the development of modern enterprises. (2) Reasonable evaluation of performance is not only the responsibility of managers, but also the performance results are a powerful embodiment of the development of the enterprise in one year. Effective assessment reflects the advantages and disadvantages of the assessor, thus guiding the next stage of work of employees. (3) The development of radio and television is to determine the actual sales situation of the market through the feedback of customer satisfaction. Service is the first, which plays a vital role in the construction of media industry. (4) Economic investment is the performance of paying attention to enterprises, and high capital must be invested in order to obtain high returns. Radio and television is a necessary road for the development of service industry and mass market.

This research content and lack of items: (1) There is no consideration of human factors in the performance evaluation, which leads to the fairness of some assessors, and

should be strictly standardized. (2) With the diversity of big data products, that is, the data is generalized and false, so the evaluation is strictly based on the experimental data. (3) There is a single index that cannot evaluate the performance of the assessors, and all-round indicators will be used to effectively evaluate the evaluation index of the enterprise collective. (4) From the perspective of the managers of performance evaluation, the quantification of evaluation will approach equality, and ignoring the understanding of the purpose of evaluation will be an invalid evaluation.

Data Availability

The experimental data used to support the findings of this study are available from the corresponding author upon request.

Conflicts of Interest

The authors declared that they have no conflicts of interest regarding this work.

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