

Podcast reflections from Group Twelve.

Everyone has deliberated again and again for this selection of skiing self media. Apart from my desire to gain a deeper understanding of this sport, there is also hope to give back to the sport, so more athletes who have retired for a wide range of reasons, can bring back their identity through self media.

We touch on the subject of former skiers moving from their days on the slopes to being their own independent content creators and why it's become more and more popular to do so. 2. Their skiing experience provides them with an authoritative position in content creation, and attracts ski enthusiasts. 3. Retired athletes, particularly, may already have an existing, built in fan base, a foundation upon which the development of their independent media can be based. Their content is both appealing and unique because they share behind the scenes stories, personal life, event recaps, and ski techniques. But producing content for independent media is not an easy path, there are so many challenges, abundance of similar videos, the struggle to be different, the pressures of technical editing, operational requirements, and the unstable income, etc.. This group collaboration opportunity has opened my eyes to how tough it can be being a successful self media outlet. At the 2022 Beijing Winter Olympics, the audience's attention is focused on the glamorous winners. But who would have imagined that even if they were to transform into self-media after an athlete retires, these athletes would need a solid foundation.

Despite the increasing number of young people who prefer using self media for its flexibility, diversity, creativity, only a few are able to maintain a solid foothold and make it to the top. There is no such thing as early income or early exposure, there is risk of creative depletion, and there is technical and operational pressure to deal with as well. I've also learned by this production that self media creation is a profession to have full capability, essential team collaboration is inevitable, and solid technical skills are also a plus. Data support should also be given more importance to

make the content more persuading. But during the group production process of this content planning and execution, I also discovered what worked and what did not. We have done a good job outlining the basics of how a ski athlete transfers over to self media, but not enough on the market research behind the data. The biggest problem was that there was a lot of division of labor that wasn't clear enough, and it wasn't balanced enough so there was going to be some chaos with this production, because of this and that. This is actually a wide problem for individual workers in self-media industry.

In short, this collaboration opportunity has helped me better understand self media and also that for skiers, it's not only a continuation of their passion, but also forward strategy performance. I wish these athletes who have won glory for the country can have a bright future in the self-media industry.