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Research on the Business Model and Revelation of Douyin (Postprint)

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Abstract

Nowadays, with the proliferation and advancement of the Internet, the self-media industry has experienced substantial growth. The continuous upgrading of electronic devices, progressive development of network technologies, and expanding live broadcast audiences have collectively tapped into its multifaceted potential. As a new focal point in the media industry, the short video sector has developed rapidly in recent years. As a phenomenon-level application within this domain, Douyin has attracted numerous content creators who continuously seek feasible and stable monetization methods.

In recent years, research on industry development has produced notable achievements; however, studies focusing on different short video platforms remain relatively insufficient. Various platforms exhibit distinct developmental characteristics, necessitating context-specific analysis when examining monetization strategies. This paper synthesizes prior research and employs Douyin as a case study. By analyzing the factors contributing to Douyin's success, it aims to provide valuable references for other short video platforms and furnish academic support for the future development of the short video industry.

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