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## Analysis of the Current Status of Original Short Video Dissemination in the New Media Era (Postprint)

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### Abstract

In the new media era, original short videos—as a product of their time—have substantially enriched the spiritual life of audiences during fragmented time periods. With the rapid development of the short video industry and related platforms in recent years, a massive influx of original short videos has continuously emerged. Whether in acquisition, editing, or sharing, these videos have profoundly impacted traditional video dissemination models, and this instant, fragmented mode of communication undoubtedly constitutes a major revolution for traditional media. However, beneath the thriving development of the short video industry, numerous issues have also surfaced. If these problems cannot be resolved in a timely and effective manner, the spread of negative effects will generate adverse social impacts, severely undermining the establishment of healthy values and lofty ideals and beliefs. This paper attempts to conduct an in-depth analysis of the current dissemination landscape of original short videos in the new media era, focusing on existing problems in contemporary short video dissemination, and proposes concrete and feasible development strategies, hoping to provide valuable reference for the stable development of the original short video industry.

### Full Text

## Analysis of the Current Status of Original Short Video Dissemination in the New Media Era

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## Abstract

In the new media era, original short videos—as a product of their time—have significantly enriched the spiritual lives of audiences during their fragmented time. With the rapid development of the short video industry and related platforms in recent years, a large number of original short videos have continuously emerged, posing a tremendous impact on traditional video dissemination models in terms of collection, editing, and sharing. This instant and fragmented mode of communication represents a major revolution for traditional media. However, beneath the thriving development of the short video industry, numerous problems have been exposed. If these issues are not resolved in a timely and effective manner, the diffusion of negative effects will create adverse social impacts and severely hinder the establishment of healthy values and noble ideals. This paper attempts to conduct an in-depth analysis of the current status of original short video dissemination in the new media era, focusing on existing problems in current dissemination practices and proposing specific and feasible development strategies, hoping to provide reference for the steady development of the original short video industry.

**Keywords:** new media; original short videos; terminal devices; dissemination status; development strategies

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Original short videos in the new media era refer to videos shot and edited using smartphones and other terminal devices, with a duration of less than five minutes. They can fully satisfy users' creative demands and represent an important content dissemination method in recent mobile internet development. Original short videos can be directly shared on social platforms, serving as an audio-visual supplement to previous text-and-image expressions and delivering more intense sensory experiences. In addition to being original and short, these videos exhibit characteristics such as fragmented content, simplified production, broad audiences, and personalized expression [1]. In 2011, the American company Viddy released its short video application product, recognized as the world's earliest mobile short video application. Looking at the development of domestic original short videos, although it started late, it coincided perfectly with the "window of opportunity" of China's rapid mobile internet industry growth, coupled with comprehensive reductions in data costs, widespread smartphone adoption, and the arrival of the 5G era. Consequently, the short video industry and platforms have developed with remarkable momentum in China. Nowadays, short video platforms such as Douyin, Kuaishou, and Li Video have emerged

prominently with their distinctive dissemination features [2]. The market size has reached 454.13 billion RMB, with short video users numbering 818 million, and short video applications have surpassed instant messaging applications like WeChat in daily usage time, averaging 110 minutes per person per day [3].

### 1.1 Rapid Industry Growth and Expanding User Base

Data shows that 2013 marked the inaugural year of short videos in China, with a user base of 38 million. By 2016, this figure first exceeded 100 million, reaching 153 million cumulative users. In subsequent years, the user base exploded, primarily due to China’s comprehensive network speed upgrades and fee reductions, as well as the widespread adoption of mobile smart terminals. According to the “2020 China Online Audiovisual Development Research Report” released by the China Netcasting Services Association, by June 2020, China’s online audiovisual user base had reached 901 million. In 2019, the online audiovisual industry scale reached 454.13 billion RMB, with short video users totaling 818 million. Short video applications have also surpassed WeChat-like instant messaging apps with an average of 110 minutes of daily usage per capita [3]. The rapid expansion of mobile user scale has attracted market favor, with increasing advertising investment further promoting the comprehensive scale of the industry. Led by the two major original short video platforms, Douyin and Kuaishou, more and more brokerage companies in the original short video field have emerged. As of September 2019, Douyin’s DAU exceeded 250 million, Kuaishou’s key account customers surpassed 1,000, over 200,000 Kuaishou original short video creators earned advertising revenue, and the number of active merchants exceeded 600,000.

With the arrival of the 5G era, problems previously restricting the development of original short videos—such as mobile network speed, data limits, and costs—have been resolved. More and more user demands have shifted from text-and-images to video. Combined with China’s massive and annually increasing netizen base, as well as analysis of industry development data, market size, and investment trends, the short video “window” will persist for the coming years. Short video platforms will continue exploring and encounter more monetization possibilities, achieving market scale growth.

### 1.2 Diverse Production and Creation Models with Increasing Creators

In the new media era, China’s short video industry has continuously expanded with surging output. Following the past UGC (User-Generated Content) and PGC (Professionally-Generated Content) models, a new MCN (Multi-Channel Network) model has emerged, focusing on integrating content producer resources [4]. Specifically, the UGC model centers on social interaction, with low barriers to original content creation, making it accessible to all short video users and demonstrating strong user activity and stickiness. However, precisely because of its low threshold and universal participation, it cannot guarantee content quality, resulting in serious homogenization and low-quality content.

The PGC production model relies on professional platforms, where professional content producers ensure stable quality and processes through their expertise and deep industry credentials. As the short video industry develops, demand for PGC teams continues to expand, and their dedicated work in professional fields guarantees the output of high-quality original short video content. The MCN production model integrates various resources and concentrates high-quality content production forces, refining production processes through platforms. Under standardized division of labor and collaboration, it enhances production efficiency and reduces costs. In recent years, an increasing number of creators and short video platforms have moved toward the MCN model, with noticeably more support for this pattern [5].

Original short video creation models are similarly diverse. For instance, Douyin's slogan is "Record a Beautiful Life," encouraging ordinary people to share their beautiful lives. Its short video app features a simple interface and convenient operation windows, supplemented by the "CapCut" editing software, enabling many ordinary users to shoot, edit, and share anytime, anywhere. Li Video has also launched the "Citizen Videographer" campaign, encouraging users to upload interesting events happening around them to the Li Video platform. The platform then uniformly edits and publishes these videos and rewards creators based on a creator incentive mechanism tied to view counts.

Currently, more and more original short video production teams are moving toward industrialization and standardization, integrating resources for copywriting, filming, and post-production editing. With coordinated division of labor among various departments, they improve production efficiency while reducing costs and ensuring quality. For example, Weibo short video influencer "Er Geng" has multiple content segments besides the original Er Geng Video, including Er Geng Cafeteria, More Honest, and More Entertainment, establishing vertical product matrices in over 30 cities nationwide including Beijing, Xi'an, and Chengdu [7]. Similarly, original short video blogger "papi 酱" has her own set of rules for video updates, dividing content into multiple segments such as "papi 酱's Monday Relaxation" and "papi 酱's Big and Small Cats," following a basically regular update schedule. Both timing and content can satisfy different users' viewing needs, effectively improving user stickiness and cultivating targeted audiences while forming a standardized, process-oriented original short video production model.

### **1.3 Innovative Production Techniques and Rapidly Advancing Filming Technology**

Drones have arguably been the hottest video filming equipment in recent years. With their flexibility and portability, coupled with the ability to capture broader perspectives and more visually impactful footage, they have been widely applied in film and television production, primarily for large panoramic shots. As technology advances, drones have gradually become simplified in usage and filming, producing numerous products suitable for ordinary users and bringing more pos-

sibilities to original short video creation. In 2017, DJI launched a new drone product, “Spark,” which was widely welcomed upon release. It is not only portable and suitable for short-distance filming but can also shoot according to user-defined flight patterns, delivering extremely high-quality footage that greatly satisfies original short video producers’ needs.

From this development trend, more individual short video creators will use drone equipment for filming in the future, indicating that short video production techniques are gradually moving toward professionalization. The footage captured by drones can provide users with unique visual experiences and significantly enhance user engagement. Meanwhile, VR technology utilizes numerous sensing devices to simulate environments, perceptions, and nature, creating virtual information scenarios that give users an immersive feeling. With the vigorous development of virtual reality technology in recent years, its application in vertical segments such as medical care, education, film, television, and gaming has become increasingly profound. VR technology can fully mobilize users’ multiple senses, delivering more novel experiences.

Therefore, future original short video production will develop toward integrating aerial filming, VR, H5, and many other forms, with production techniques continuously being innovated [6].

#### **1.4 Innovation in Short Video Production and Manufacturing Forms Moving Toward Industrialization and Standardization**

With the development of the new media era and the short video industry, both users and advertisers have gradually increased their demands for original short video content. Short video production and manufacturing forms continue to innovate, gradually moving toward industrialization and standardization. By integrating copywriting, filming, and post-production editing resources with coordinated division of labor among various parts, production efficiency can be improved while ensuring cost reduction and quality maintenance.

Currently, an increasing number of original short video production teams are orienting their video production toward industrialization and standardization. For instance, original short video blogger “papi 酱” has her own set of rules for video updates, similarly dividing content into multiple segments such as “papi 酱’ s Monday Relaxation” and “papi 酱’ s Big and Small Cats,” following a basically regular update schedule. Both timing and content can satisfy different users’ viewing needs, demonstrating obvious effectiveness in improving user stickiness and cultivating targeted audiences, while also forming a standardized, process-oriented original short video production model. Weibo hosts numerous short video creators. After their follower counts increase, overly simplistic video types can no longer satisfy large-scale user demands. Therefore, to accommodate users’ diversified needs, they design multiple content segments to achieve personal positioning, matching filming content, editing styles, and language characteristics for each segment to ultimately find their target audience.

## 2. Problems in the Development of Original Short Videos in the New Media Era

Although domestic original short videos have achieved rapid development in terms of quantity, scale, and influence, many problems have been exposed during this growth.

### 2.1 Low-Quality Content and Insufficient Supervision

From the initial “Li Video” to later platforms like “Weishi,” “Kuaishou,” and “Douyin,” original short video production models have been fully covered by UGC and PGC modes. However, they still cannot satisfy users’ increasingly diversified demands, resulting in large amounts of homogenized, vulgarized, and overly entertaining content that causes user aesthetic fatigue. Some short video creators resort to vulgar means to gain traffic and satisfy audience curiosity, uploading lowbrow content such as violence, pornography, pranks, and absurd speech and behavior. Additionally, some short video platforms fail to conduct self-examinations, even selectively ignoring such behavior to quickly capture market share during early development stages. Insufficient supervision has led to the proliferation of low-quality content.

### 2.2 Vague Platform Profit Models

Examining current short video platform profit models, they basically consist of the following forms: (1) Live streaming tips: This conventional profit method involves platforms taking a percentage of user tips to hosts; (2) Transaction commissions: Short video platforms with shopping channels can provide more intuitive product displays and earn commissions from product transactions; (3) Membership value-added services: Platforms offer privileges to paying members and collect membership fees; (4) Advertising investment: Payments for promoting original short videos to trending status and increasing exposure. However, regardless of the profit model, short video platforms are still in the exploration stage, presenting a situation of vague positioning where they want to grasp all channels but lack sustainable monetization channels.

## 3. Development Strategies for Original Short Videos in the New Media Era

### 3.1 Continuously Improve the Regulatory System for Original Short Videos

To ensure the healthy development of the short video industry, coordinated efforts from government, platforms, and creators are required. First, from the government perspective, it is necessary not only to formulate relevant laws and regulations to constrain vulgar content in original short videos and reduce negative social impacts but also to actively summon platforms and users for disciplinary talks. Second, from the short video platform perspective, platforms

must play a regulatory role to ensure national policies are implemented, using measures such as banning and account suspension to crack down on negative information and illegal users, while improving reporting, supervision, and complaint mechanisms to enhance processing efficiency and perfect real-name registration and blacklist systems. Third, from the user perspective, individuals should emphasize improving their media awareness and information literacy, particularly enhancing their ability to distinguish right from wrong, avoiding blind conformity to rumors, and bravely fighting against unhealthy tendencies in the short video industry.

### **3.2 Optimize the Ecosystem Through Social Media**

Most short video users watch original short videos directly through mobile clients of short video platforms. These platforms share common characteristics, all possessing strong user aggregation capabilities. Through liking, commenting, and sharing videos, they enable communication and interaction with friends, forming a fission effect that brings increases in user numbers and activity, directly generating more traffic for short video platforms. However, having traffic does not guarantee business model success; short video platforms must also optimize their ecosystems. Therefore, original short video platforms should rely on internet social media to achieve seamless connection between content production and audience consumption. By integrating social media, e-commerce, information, and original short videos, they can leverage each other's strengths and complement each other, jointly building a healthy ecological closed loop and achieving multi-win outcomes.

### **3.3 Platforms Should Strongly Support High-Quality Content**

Analyzing original short video production models reveals that the difference between OGC (Occupationally-Generated Content) and PGC modes lies in whether corresponding remuneration is accepted. The PGC model is more interest-driven, completely sharing knowledge for free to create content, while the OGC production model means that original content is the creator's occupation. For platforms, the OGC model is essential for precise traffic attraction, demonstrating platform characteristics and expanding market share. Relevant data shows that in the original short video field, vertical content accounts for over 60% of total video traffic, indicating that this content more easily gathers specific groups and thus better facilitates advertisers' precise ad placement, achieving remarkable results in commercial monetization and brand marketing [8]. Amid the current proliferation of content on original short video platforms, Douyin has become the top short video application in China and even worldwide through precise user profiling for personalized recommendations, continuously launching personalized features, and online-offline promotion. As the saying goes, "With great power comes great responsibility." Having seized the "window" and grown into a "giant," short video platforms must adhere to the "quality is king" principle when facing short videos of varying quality, intensifying

crackdowns on vulgar and overly entertaining content while strongly supporting high-quality premium content to benefit the healthy development of the industry.

### 3.4 Use Big Data to Identify Profit Directions and Business Models

Currently, profits for most original short video platforms and creators mainly come from advertising and brand cooperation, gradually integrating with e-commerce channels in the past two years. However, for the industry's long-term development, it is necessary to actively build a diversified business model integrating advertising revenue, brand cooperation, content charging, e-commerce, and industry financing. Today's short video industry has a massive user base and holds large amounts of precise user data. Platforms must increase their emphasis on utilizing this aspect in future development. By recording user account activity, content preferences, real needs, and purchasing behaviors, platforms can comprehensively analyze multi-party information to build new business models, ensure marketing precision, and achieve a virtuous cycle in business models.

## Conclusion

In summary, original short video dissemination in China's new media era presents several characteristics: rapid industry development momentum with gradually expanding user scale; diverse production and creation models with increasing numbers of short video creators; innovative production techniques and rapidly advancing filming technology; and innovation in production forms moving toward industrialization and standardization. Simultaneously, examining the current situation reveals problems such as imperfect management systems and vague profit models. Therefore, future development requires strategies including continuously improving regulatory systems for original short videos, optimizing ecosystems through social media, strongly supporting high-quality content, and using big data to identify profit directions and business models. These measures will promote the healthy development of the entire short video industry and bring audiences more high-quality video content.

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