

Current Operational Status and Countermeasures for Short Video Platforms Under Media Convergence: Postprint

Authors: Chen Qiao

Date: 2023-10-08T00:00:00+00:00

Abstract

Against the backdrop of continuous technological advancement and the information era, contemporary preferences for observing external phenomena have become increasingly fragmented and superficial. Consequently, short videos have garnered growing favor among audiences. An examination of the current operational status of short video platforms reveals that, due to the rapid development of the short video format, most platforms have relatively brief operational histories, with various operational segments remaining comparatively immature. However, the operational process involves multiple components, including video dissemination, promotional marketing, and market expansion. Therefore, certain interfacing issues exist between different operational stages. Thus, the effective addressing of operational challenges constitutes the principal focus of this discussion.

Full Text

Preamble

An Analysis of Current Operations and Countermeasures for Short Video Platforms Under Media Convergence Development

Abstract: Against the backdrop of continuous technological advancement and the information age, audiences increasingly favor fragmented and superficial ways of observing the outside world. Consequently, short videos have gained widespread popularity. An examination of current short video platform operations reveals that, influenced by the rapid development of the short video format, most platforms have relatively short operational histories and underdeveloped operational processes. However, since operations involve multiple components—including video dissemination, marketing, and market expansion—interconnection issues between these segments frequently arise. This paper therefore focuses

on how to effectively address the challenges encountered during platform operations.

Keywords: short video; platform operation; countermeasure analysis

CLC Number: G206

Document Code: A

Article ID: 1671-0134 (2019) 11-026-03

DOI: 10.19483/j.cnki.11-4653/n.2019.11.004

Author: Chen Qiao

2. Operational Direction of Short Video Platforms Under Media Convergence

In the information age, the media industry has experienced rapid development, diversifying the ways in which people access content and watch videos. Consequently, traditional and new media must appropriately integrate their presentation methods and audience experience optimization to achieve long-term collaborative development. For short video platforms to operate efficiently, they must align with the core concept of diversified integration in new media development while accommodating current audience preferences, which have shifted from traditional television to more convenient mobile terminals such as smartphones and tablets. Moreover, as 生活节奏 accelerates, audiences increasingly prefer concise content with shorter durations. Platform operators must prioritize customer viewing experience and platform development, focusing on optimizing presentation formats for handheld mobile devices. This approach effectively integrates resources from traditional media with those disseminated through mobile terminals, delivering richer experiences to audiences. However, problems persist in the operation, integration, and optimization of short video platforms, which will be discussed in detail below.

1. Conceptual Explanation and Operational Characteristics of Short Video Platforms

With the continuous development of internet technology, short videos have emerged as a new video format. Their brief duration and concise content cater perfectly to audiences' preference for fragmented, superficial content in the self-media era, prompting many short video platforms to launch and operate. To understand these platforms comprehensively, we can deconstruct them into "short videos" and "operational platforms."

Regarding "short videos," these are defined as videos with relatively brief durations. While often confused with micro-videos, the two have distinct differences. Micro-videos refer to videos filmed and uploaded through various terminals, with durations ranging from 30 seconds to 20 minutes, primarily covering educational,

news, and scientific content that demands greater professionalism and validity. Short videos, by contrast, specifically denote brief-duration videos created primarily for social purposes—essentially a popular method for social interaction and life sharing.

Short video operational platforms are those focused on rapid short video creation, publication, and sharing. Since their operational content consists mainly of videos, these platforms exhibit characteristics of intuitiveness and entertainment.

3.1 Entertainment Content Concentration Hindering Long-Term Healthy Operations

Unlike traditional video formats, short videos face strict duration constraints, with most not exceeding five minutes. Consequently, to create highly attractive content within such limited time, entertainment-oriented videos become the optimal choice. Investigations of current mainstream short video content reveal that most videos focus on celebrity and comedic entertainment. Data from major platforms show that popular videos consistently ranking at the top are predominantly entertainment-focused, featuring humor, celebrity content, and self-deprecating pranks. While entertainment content effectively optimizes user experience and attracts large audiences quickly within short timeframes, excessive entertainment content leads users to define the platform as an “entertainment short video platform.” Such appeal is often short-lived, and concentrated entertainment content easily bores audiences, making it difficult to maintain stable long-term stickiness. Moreover, when entertainment content dominates a platform, it restricts creative space for other video formats, hindering long-term healthy operations.

3.2 Excessive Content Volume Increasing Review and Supervision Difficulty

Driven by the short video boom, numerous users participate in video creation and publication. However, individual ideologies and qualities vary, resulting in vulgar, pornographic, violent, and even anti-social content. Unrestricted dissemination of such material would exert extremely negative influence on audiences, necessitating robust content screening and removal processes during platform operations. This requires intensified content review and supervision efforts. Currently, most review processes employ AI robots for preliminary screening followed by targeted manual review. Relying entirely on this approach significantly increases operational costs.

3.5 Excessive Operational Costs and Insufficient Commercial Profitability

Given that video content constitutes the primary operational focus, short video platforms must bear substantial bandwidth costs during operations. Since bandwidth costs are closely tied to user volume, platforms cannot reduce these expenses if they wish to expand their scale. Currently, most short video platforms rely on advertising within video content for revenue. While this model generates relatively high per-transaction profits, the decision to invest in advertising rests with advertisers, making it difficult for platforms to achieve stable profitability. Consequently, this revenue model cannot guarantee the stable development of short video platforms.

4.1 Providing Creative Incentives to Promote Platform Content Innovation

As analyzed above, the most critical challenge facing short video platforms is content homogenization across platforms, low user innovation activity, lack of distinctive features, and inability to establish stable user stickiness. Therefore, innovating video content types and quality represents the core issue in platform operations. To address this, operators can incentivize users to actively shoot and upload videos by offering rewards. These incentives can be structured hierarchically: minimal rewards for simple, entertainment-focused videos that currently dominate the platform; moderately increased rewards for news-oriented short videos with substantial cultural content and complex production; and maximum rewards for original educational short videos with strong appeal that effectively foster user stickiness. This tiered approach can be widely applied to enhance user participation while promoting platform content innovation.

4.2 Optimizing Review Mechanisms to Effectively Filter User Content

A platform's video review and supervision process directly determines the healthiness of its content. Therefore, operators must not only strictly implement relevant regulatory requirements and establish comprehensive management systems to review all content, promptly removing videos involving pornography, violence, illegality, or harmful information, but also reduce review costs. This can be achieved by raising the threshold for user participation. Specifically, users could be required to bind valid phone numbers and complete platform handbook reading during registration to qualify. Additionally, a convenient reporting function could be added to the video playback interface, empowering all viewers with partial supervision authority and enabling timely reporting of misreviewed or unreviewed content. This approach reduces review costs while

effectively screening user-uploaded content and maintaining a safe platform environment.

4.3 Building Operational Distinctiveness to Enhance User Stickiness

Given the proliferation of short video platforms and content homogenization, constructing a distinctive operational model becomes crucial for effective user attraction. When building video architecture, operators can develop unique operational features by referencing other platforms' models while establishing their own characteristics. Research on current platform operations indicates that the "short video + live streaming + social interaction" model exhibits the strongest distinctiveness and optimal operational effectiveness. This model leverages short videos' brevity and conciseness for initial user attraction, utilizes live streaming for in-depth communication and platform culture dissemination, and employs social features to facilitate effective interaction and relationship maintenance among users and between users and creators, thereby significantly enhancing user stickiness.

4.4 Creating Topic Activities to Drive User Interaction

User research during platform operations reveals that most users are passive viewers rather than active content contributors. Furthermore, influenced by short video duration, users typically prefer watching content rather than creating videos or interacting with others online. This results in users quickly consuming superficial content before jumping to the next video or exiting the platform, making long-term attraction difficult. To address this, platforms can regularly create topic-based activities, inviting influencers or celebrities as initial participants to attract their followers. Based on topic guidance and popularity, users can be encouraged to actively participate in related video production or interaction. Additionally, operators can implement incentive mechanisms such as "rewards for forwarding to friends" or "physical prizes for videos reaching certain view counts" to effectively motivate user participation and interaction.

4.5 Leveraging the Influencer Economy to Expand Platform Revenue Channels

Platform profitability is critical for maintaining normal operations and long-term development. To generate revenue effectively, platforms must not only continuously update service quality and video tool performance to attract users but also cultivate platform-based influencers to efficiently increase traffic. By

collaborating reasonably with these influencers through advertising insertion or e-commerce traffic diversion, platforms can help influencers build loyal fan bases while leveraging the influencer economy's commercial monetization advantages. This creates win-win situations, expands revenue channels through advertising and e-commerce operations, and effectively diversifies platform profitability.

References

- [1] Jian Yuhong. Research on the Operational Strategies of Mobile Short Videos in China [D]. Lanzhou: Lanzhou University of Finance and Economics, 2018.
- [2] Liu Xiaoxiao. Analysis of the Development Status and Countermeasures of Short Video Apps [D]. Nanchang: Jiangxi Normal University, 2017.
- [3] Ling Hao. Research on Short Video Development in the Mobile Internet Era [D]. Guangzhou: Jinan University, 2018.
- [4] Jiao Yujia. Analysis of the Communication Value of Douyin Short Videos [D]. Beijing: Beijing Institute of Graphic Communication, 2019.
- [5] Deng Chang. Research on Short Video Apps in the New Media Era [D]. Beijing: Beijing Institute of Fashion Technology, 2019.
- [6] Pei Cheng. Research on College Students' Use and Gratification of Short Video Apps [D]. Guangzhou: Guangdong University of Foreign Studies, 2018.
- [7] Tian Bin. Research on Content Production and Dissemination Models of Mobile Short Video Applications [D]. Shijiazhuang: Hebei University of Economics and Business, 2018.
- [8] Chu Junjie. Analysis of Profit Models for Domestic Short Videos [D]. Shanghai: Shanghai Normal University, 2018.

(Author Affiliation: Hunan Broadcasting System)

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv – Machine translation. Verify with original.