

The Value, Problems, and Strategies of Provincial Satellite TV Operating Official Douyin Accounts: Postprint

Authors: Li Xinxiang, Mohan Li

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

Abstract

Currently, the “Weibo, WeChat, and Douyin” model has become the standard configuration for media convergence and new media operations, playing a pivotal role in the new media transformation of traditional media. Nevertheless, academic research in this domain remains largely unexplored. To explore novel methods for provincial satellite television stations to develop integrated media via the Douyin platform, capture the highly fragmented attention of audiences, and satisfy viewers’ demands for new media usage, this study systematically analyzes the operational status of existing provincial satellite TV stations’ official Douyin accounts, identifies prevalent issues in their operations, and proposes operational strategies applicable to the majority of provincial satellite TV stations’ official Douyin accounts.

Full Text

The Value, Challenges, and Strategies of Provincial Satellite TV Stations Operating Official Douyin Accounts

Abstract: In the current media landscape, “Two Micros and One Douyin” (WeChat, Weibo, and Douyin) has become the standard configuration for media convergence and new media operations, playing a pivotal role in the transformation of traditional media. However, academic research in this field remains largely underdeveloped. To explore new methods for provincial satellite TV stations to achieve integrated media development through the Douyin platform, capture audiences’ increasingly fragmented attention, and satisfy their demands for new media usage, this study analyzes the current operational status of existing provincial satellite TV official Douyin accounts, identifies common problems in their operations, and proposes operational strategies suitable for most provincial satellite TV official accounts.

Keywords: Provincial Satellite TV; Douyin; Short Video; New Media

Authors: Li Xinxiang, Li Mohan

Douyin is a short-video social software focused on music-based creative content, allowing users to shoot 15-second videos and select music from its library to create their own works. Since its launch in September 2016, Douyin has surpassed 200 million daily active users and 450 million monthly active users. Confronted with declining overall viewership ratings and increasingly fierce competition, provincial satellite TV stations urgently need to proactively seize the opportunities of the internet era, clarify the value of operating official Douyin accounts, identify existing problems, actively cater to the evolving media needs of the people, and enhance their operational capabilities.

Fragmented communication refers to the phenomenon where complete information is disseminated in scattered descriptive forms through networks, radio, and print media, leading to the segmentation of information, audiences, and media channels. New media platforms have made this fragmentation even more prevalent. Short videos on the Douyin platform, with their 15-second duration, adapt to today's fast-paced communication environment and users' fleeting attention spans. During dissemination, coverage can be expanded through following, commenting, forwarding, private messaging, and @ mentions. Simultaneously, the discourse structure accompanying video releases exhibits fragmented characteristics, where words, incomplete sentences, or even just an emoji can constitute the explanatory information for a short video.

1. The Value of Provincial Satellite TV Stations Operating Official Douyin Accounts

Due to its massive user base and high activity levels, the Douyin platform has attracted numerous enterprises and institutions, including major provincial satellite TV stations. The value generated by provincial satellite TV stations operating official Douyin accounts can be categorized into several dimensions:

1.1 Strengthening Media Convergence and Enhancing Comprehensive Competitiveness

Media convergence refers to the erosion of the one-to-one correspondence between media and the services they provide. For provincial satellite TV stations, media convergence essentially involves the remediation of traditional television media—where one medium remediates the presentation of another. The goal of remediation is to reshape or reconstruct other media. Strengthening media convergence means not only providing programs through traditional television but also offering content that current audiences prefer through online media, such as public account articles, Weibo posts, and short videos. Short videos can be seen as a beneficial supplement to television media, compensating for the limitations of long program durations, fixed release times, and inconvenient dissemination.

By operating official Douyin accounts, provincial satellite TV stations can improve their communication shortcomings, satisfy people's growing demands for new media usage, adapt to audience preferences for fragmented browsing, and inject new competitive advantages into their overall media operations for the new media era.

1.2 Enriching Program Formats and Adapting to Fragmented Communication

Traditional television programs are typically organized in long formats. The 15-second short video essentially fragments television content and allows for secondary processing to better align with Douyin's entertainment-oriented nature. Enriching program formats also involves breaking away from original broadcast content to add peripheral information related to programs, creating complementary content with television broadcasts. Fragmented communication, facilitated by networks, radio, and print media, presents information in scattered descriptive forms, segmenting information, audiences, and media channels. New media platforms have made this phenomenon even more widespread. Short videos on Douyin, with their 15-second duration, adapt to the current fast-paced communication environment and users' transient attention. During dissemination, coverage can be expanded through following, commenting, forwarding, private messaging, and @ mentions. The discourse structure accompanying video releases also exhibits fragmented characteristics, where words, incomplete sentences, or even emojis can constitute the explanatory information for short videos.

1.3 Satisfying Heterogeneous Needs and Enhancing Audience Stickiness

Operating official Douyin accounts effectively satisfies audiences' social and entertainment needs. The "Uses and Gratifications" theory explains audience behavior from the perspective of psychological motivations and needs, interpreting how people use media to achieve satisfaction. Douyin is essentially a social software, and its social nature is a key factor driving usage. Users immerse themselves by watching videos posted by similar groups, feeling as if they are viewing a friend's video, and engage with creators through comments or forward content to real-life friends to initiate conversations on shared interests, thereby satisfying their social needs. Videos posted by provincial satellite TV official accounts can create a sense of interaction between viewers and celebrities, while high-quality content can serve as material for real-life social interactions. Entertainment-oriented short videos constitute a large proportion of Douyin's content. Provincial satellite TV official accounts can appropriately increase the proportion of entertaining and humorous content to adapt to the platform's style, as this type of content most easily generates likes, comments, and shares. By sharing "visual jokes"—funny clips from programs or daily station operations—provincial satellite TV stations can satisfy audiences' entertainment needs.

By meeting audiences' needs for emerging media contact and diverse require-

ments, provincial satellite TV official accounts can naturally enhance the stickiness of existing viewers while attracting new Douyin users and even converting them into followers of the satellite TV stations and their television programs.

1.4 Expanding Communication Channels and Enhancing Interactivity

In the internet era, the technical barriers hindering the integration of “sender and receiver” have disappeared. The boundaries between senders and audiences have been broken down: senders are receivers, and receivers are senders. This integration leads to the fusion and unification of subject and object. Based on this integration, audiences who see an interesting video can immediately shoot a similar version or create a duet, instantly transforming from receiver to sender, and vice versa. For example, videos like the “Seaweed Dance,” “Jiong Jia Jia,” and “C 哩 C 哩” triggered a series of imitations and duets upon release, each achieving hundreds of millions of views. Traditional provincial satellite TV stations, limited by the nature of television media, find it difficult to interact directly with large audiences. However, operating official Douyin accounts enables them to enhance interactivity with viewers through initiatives like imitation challenges.

Overall, Douyin users demonstrate higher participation and expression desires compared to users of other platforms. When provincial satellite TV stations open official accounts and release relevant videos, users are more likely to comment on the short videos, allowing TV stations to understand users’ genuine thoughts and improve both programs and official account operations accordingly.

1.5 Breaking Temporal and Spatial Limitations to Achieve Personalized Communication

Traditional provincial satellite TV stations broadcast programs at specific times, and users can only watch through specific platforms. Douyin users, however, can reach audiences immediately after posting videos. When a followed account updates its content, the video is instantly pushed to its followers, with posting and reception occurring almost simultaneously. Douyin users can choose to post and watch any content at any time and any location. By operating official Douyin accounts, provincial satellite TV stations can release content anytime, satisfying different users’ viewing habits.

1.6 Expanding Influence Scale and Guiding User Attention

Douyin’s platform features strong user stickiness, and its 15-second short videos align with internet-era habits of fragmented consumption and reception. When a video achieves certain levels of views, comments, likes, and completion rates, the system recommends it to more users. If a video’s content can attract a small group’s attention, the result may be attention from an entire category of users. Content involving public interests or evoking strong emotions often

receives more dissemination, naturally expanding its influence scale at a faster rate than other new media platforms.

This expanded influence manifests not only in widespread attention to a specific video posted by a provincial satellite TV official account but also in the amplification of impact when ordinary users post related videos. On other new media social platforms like Weibo and WeChat, although individuals have the right to express and disseminate content, only a few opinion leaders can generate broad impact. On Douyin, an individual's influence depends on other users' appreciation and participation in their creative content. Even without being an opinion leader or producing continuous short video output, one may still possess enormous influence.

Additionally, provincial satellite TV official accounts, leveraging their media status and short video dissemination advantages, can actively guide users to pay attention to social issues. Representing the image of provincial satellite TV stations, these accounts should consider social affairs, people's livelihoods, and cultural aspects when releasing content. They can publish related content during specific time periods and engage with short videos about other widely concerned social issues through comments and likes. Provincial satellite TV stations possess high media credibility, and their official Douyin accounts, as independently operated short video accounts, should play a guiding role, using the new format of short videos to guide users to care about social affairs and demonstrate the spirit and demeanor of provincial stations.

2. Problems in Provincial Satellite TV Stations Operating Official Douyin Accounts

2.1 Disparities in Operational Levels Among Official Accounts

As of November 1, 2018, 18 provincial satellite TV stations, including Guangdong Satellite TV and Jiangxi Satellite TV, had not opened officially verified accounts. Hubei Satellite TV and Guangxi Satellite TV had no official TV station Douyin accounts, though some television programs had their own accounts. This reflects that some provincial satellite TV stations have yet to recognize the role of short video social platforms.

Zhejiang Satellite TV's official Douyin account had posted 521 short videos, receiving 50.67 million likes and 6.84 million followers. Jiangsu Satellite TV's official account had posted 266 short videos, with 28.38 million likes and 2.875 million followers. Dragon TV had posted 228 short videos, receiving 12.962 million likes and 1.815 million followers. In contrast, Chongqing Satellite TV had only 20 likes and 89 followers, while Sichuan Satellite TV had 164 likes and 244 followers. These statistics reveal significant disparities in likes, follower counts, and video numbers among different provincial satellite TV official accounts. Stations like Zhejiang Satellite TV, Hunan Satellite TV, Jiangsu Satellite TV, and Dragon TV hold dominant positions, demonstrating that operational levels vary

dramatically across provincial satellite TV official Douyin accounts.

2.2 Video Content Primarily Consists of Program Clips

Most provincial satellite TV official Douyin accounts feature content that consists of television program clips, lacking innovation and interactivity. Taking Hunan Satellite TV' s official account as an example, its top ten short videos were all edited clips from popular variety shows like “Happy Camp” and “Dear Inn.” While editing exciting program clips can achieve significant dissemination, the proportion of such videos must be considered. Content migration should constitute only a small portion of a provincial satellite TV official account' s posts.

Douyin' s short videos are characterized by musicality, creativity, and sociality—unique attributes that distinguish the platform from other short video platforms. Content strategies focused primarily on program migration are not conducive to the long-term development of official accounts, as users will gradually lose interest.

Provincial satellite TV official Douyin accounts represent the overall image of the station on the platform, not a simple sum of individual programs. Many provincial satellite TV official accounts focus their content sources on existing programs, with short video content primarily derived from major variety shows while neglecting other station content and the social guidance function of provincial satellite TV stations.

3. Operational Strategies for Provincial Satellite TV Official Douyin Accounts

3.1 Strengthening Internet Thinking and Achieving Holistic Operations

Traditional operational logic for provincial satellite TV stations requires transformation in the internet era. The internet has changed communication rules, structures, and fundamental logic, requiring provincial satellite TV stations to strengthen internet thinking when operating official Douyin accounts. They must adjust their content production methods, operational concepts, personnel composition, and organizational structures to better adapt to internet-era demands.

Completing account information is the first step toward holistic operations. Nicknames should generally use the TV station' s name, and profile pictures should use the station' s logo, possibly with modifications. For example, Anhui Satellite TV' s official Douyin account uses a dolphin as its avatar, derived from Anhui Satellite TV' s famous Dolphin Theater. The bio section is important but often overlooked. Account bios appear in the following list and represent the most visible text content besides the nickname. However, they can only display 13 characters and require editing by operators, with the full version visible on

the account homepage. Beijing Satellite TV's official Douyin account has accumulated 635,000 followers but still lacks an edited bio, displaying the system's default message "This baby hasn't thought of a personalized signature yet," which affects user perception and impressions of the official account.

Content production is one component of operating provincial satellite TV official Douyin accounts. Equally important are content operations (including content planning and text editing), activity operations (including activity planning, implementation, and feedback), and user operations (including enhancing user participation and loyalty). All these components are interconnected and mutually influential. From a content operations perspective, videos posted by provincial satellite TV official accounts should be planned, with different content types published according to established ratios based on the station's needs. For example, Jiangsu Satellite TV's official account posting ten consecutive clips from the "Masked Singer" program represents a typical lack of overall operational logic. From a platform operations perspective, holistic operations include not only video posting but also timing, frequency, captions, comment replies, username selection, and bio editing—all crucial components that significantly impact operational success. From an activity operations perspective, provincial satellite TV official Douyin accounts have yet to launch influential campaigns or effectively conduct user operations.

3.2 Clarifying Positioning and Leveraging Professional Advantages

The positioning of provincial satellite TV official Douyin accounts must align with the positioning of the stations themselves, with short video content creation reflecting this positioning. For instance, Hunan Satellite TV's positioning of "Happy China," Jiangsu Satellite TV's positioning of "Emotional Channel," and Guangdong's positioning of "Wealth Channel" should all be reflected in their official Douyin accounts.

Provincial satellite TV stations possess professional video production teams—a technical advantage unmatched by many other Douyin account operators. Although short videos on Douyin are only 15 seconds long, they still require complete pre-production creativity, directing and planning, on-site shooting, and post-production editing and special effects. Improving short video content quality and production levels is a necessary prerequisite for enhancing dissemination quality and represents an important manifestation of operational excellence for provincial satellite TV official Douyin accounts.

3.3 Breaking Program Frameworks and Innovating Content

Short video content posted by provincial satellite TV official Douyin accounts should break away from complete reliance on original program clips and create content better suited to Douyin's audience. Provincial satellite TV official Douyin account operations should adhere to the principle of complementary advantages between traditional television media and emerging short video social

media, following the “new barrel effect” principle. This approach focuses on the barrel’s long planks, seeking external combinations, using one’s own long planks to cooperate with others’ long planks to form a new barrel through optimal collaboration.

3.3.1 Secondary Creation Based on Original Program Content Undeniably, some flagship programs of provincial satellite TV stations have strong public recognition, and using clips from these programs can enhance the visibility of official Douyin accounts. However, such videos are more suitable for newly established official accounts that urgently need to quickly gain attention, not as a long-term development strategy. Operators can use viewership analysis software to select the most popular program segments, preserving the original material’s characteristics for Douyin release. For other program segments, operators can select content related to hot events and trending topics for secondary editing in terms of subtitles, dubbing, and camera work.

3.3.2 Deriving Other Content Related to Programs Programs broadcast on satellite TV are carefully edited and processed. Behind-the-scenes content related to programs—such as warm-ups before filming, celebrities’ pre-show preparations, and on-site 趣事—are rarely seen by audiences. This content possesses freshness and can easily arouse Douyin users’ curiosity, representing short video content with distinctive station characteristics that provincial satellite TV official Douyin accounts can produce.

3.3.3 Leveraging Celebrity Resources to Create New Content Provincial satellite TV stations have access to numerous beloved celebrities during program recording. They can shoot short videos featuring these celebrities during breaks, either participating in trending challenges like the seaweed dance, gesture dance, or filming content related to program recording. On one hand, celebrities’ fan appeal attracts traffic to provincial satellite TV official Douyin accounts; on the other hand, it increases Douyin users’ affection for the celebrities.

3.4 Adapting to Platform Characteristics and Emphasizing Topic Interaction

Douyin is a music-based creative short video social software, and the essence of users posting videos is public expression in the self-media era. As professional television media, provincial satellite TV official Douyin accounts should stand at the forefront of this trend of public self-expression, providing not only content input but also encouraging users to actively participate and share their lives.

Musicality is one of Douyin’s distinguishing features. In addition to content innovation, provincial satellite TV official Douyin account operations should also emphasize audio richness. Douyin’s hot search list is divided into trending

topics and trending music. An audio clip widely used by users can achieve broad dissemination, representing an important aspect of operational strategy.

Cross-platform sharing convenience is another Douyin characteristic. Any Douyin video can be directly forwarded to one's own account, shared with in-platform friends, or sent to WeChat and QQ contacts, as well as shared to Moments, QQ Zone, Weibo, and other platforms via email. This convenience encourages users to share Douyin short videos on other commonly used social platforms, broadening dissemination scope and cultivating users' habits of sharing short video content. Provincial satellite TV official Douyin accounts can initiate topics to attract user-generated content and maintain interaction with users. Topic selection should fully consider the operability for ordinary users, with themes staying close to public life.

3.5 Enhancing Operational Levels and Building Douyin Account Matrices

A Douyin account matrix refers to the organic combination of multiple Douyin accounts to increase brand exposure for the same entity. Given Douyin's large user age span and significant demand differences, an account matrix meets segmented user needs through different account arrangements. Provincial satellite TV stations can build their Douyin matrices by operating official station accounts, individual program accounts, and host influencer accounts. They can choose between a "one main, multiple supplementary" or "multiple parallel accounts" matrix structure based on their circumstances and needs. For example, Hunan Satellite TV's official Douyin account forms a matrix with accounts for "Hunan Satellite TV Youth Talk," "Hunan Satellite TV Singer," "Hunan Satellite TV I Am the Future," and "Hunan Satellite TV News Party."

Multiple Douyin accounts of different types related to provincial satellite TV stations create multiple exposures, which can not only drive traffic to other new media platforms of the stations and accumulate precise followers but also provide new monetization forms. The Douyin platform with its massive user base offers various monetization methods, including publishing information stream advertisements for brands and enabling shopping cart functions that redirect to e-commerce platforms.

Operating provincial satellite TV official Douyin accounts requires developing platform awareness and conducting holistic operations. The operational process is one of continuous creativity and exploration of user psychology, with content relying on the development of the Douyin platform. Therefore, provincial satellite TV official Douyin account operations must monitor Douyin's development trends, find integration points with the platform, continuously monitor data, and adjust operational directions according to platform developments to enhance comprehensive competitiveness in the new media era.

References

- [1] MEIKLE Graham, YOUNG Sherman. Media Convergence: Networked Digital Media in Everyday Life[M]. New York City: Palgrave Macmillan, 2012(6).
- [2] BOLTER Jay David, GRUSIN Richard. Remediation: Understanding New Media[M]. Boston: The MIT Press, 2000(45).
- [3] BOLTER Jay David, GRUSIN Richard. Remediation: Understanding New Media[M]. Boston: The MIT Press, 2000(56).
- [4] 华汉泽. 网络时代的碎片化传播 [J]. 新闻世界, 2015(12).
- [5] 胡翼青, 张婧妍. 功能主义传播观批判: 再论使用满足理论 [J]. 新闻大学, 2016(1): 44-50, 86-147.
- [6] 莫梅锋, 刘欣. “传受合一” 传播模式的实证分析 [J]. 新闻界, 2007(4): 14-16, 43.
- [7] 喻国明, 姚飞. 强化互联网思维推进媒介融合发展 [J]. 前线, 2010(10): 54-56, 58.

(Author Affiliation: Zhejiang University of Media and Communications)

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

Source: ChinaXiv –Machine translation. Verify with original.