

## Research on the Current Status of Short Videos in the Context of Mobile Internet (Postprint)

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### Abstract

With the development of China's economy and societal progress, mobile internet technology has been evolving rapidly, giving rise to a continuous emergence of novel applications. In recent years, short video applications have emerged as the most popular category of mobile applications. Short video platforms operate as free and open environments, enabling users to upload original personal creations or entertaining content. The exponential surge in user base on short video platforms has substantially increased the challenges associated with platform governance. Owing to the substantial advantages of mobile short videos in user acquisition, combined with vigorous investment and support from major corporations, mobile short videos are experiencing rapid development, heralding a new trend.

### Full Text

#### Research on the Current Status of Short Videos in the Context of Mobile Internet

**Abstract:** With China's economic development and social progress, mobile internet technology is advancing rapidly, giving rise to a constant stream of new applications. In recent years, short video applications have emerged as the most popular category. Short video platforms operate as free and open spaces where users can upload original personal content or entertaining clips. However, as user numbers on these platforms have surged, management challenges have intensified significantly. Leveraging their substantial advantages in attracting users and backed by heavy investment from tech giants, mobile short videos are developing rapidly and leading a new wave of trends.

**Keywords:** Short Videos; Challenges; Opportunities

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Short videos have achieved rapid development and gained increasing popularity because they offer brief playback durations and are designed for mobile-based content dissemination. Since the emergence of Kuaishou in 2012, China successfully entered the era of short video communities. Following Kuaishou, short video apps such as Meipai, Miaopai, and Douyin appeared, with Douyin currently being the most popular among the general public. This article primarily investigates the current status of short video apps in China, proposes corresponding strategies during the research process, and makes bold predictions about their development trajectory.

## **1.1 Social Development and Media Environment Promoting the Emergence and Iteration of Short Videos**

### **1.3 Mobile Short Video User Usage**

Recent survey reports indicate that during June 2018, the user base across all popular short video apps reached 594 million, accounting for 74.1% of all internet users. Demographically, users show a trend toward younger ages, with the majority concentrated in the 25-35 age group. Through mandatory national requirements for numerous software platforms, the state has constrained violations and chaotic content in mobile short videos online, which has promoted the healthy development of the short video industry and fostered 良性 competition and sustainable business development.

## **3.2 Technology as a Driving Factor in Mobile Short Video Development**

With the advent of the 5G era, internet costs have been greatly reduced while network speeds have increased substantially. Continuous upgrades to smartphone hardware and software have provided a solid technical foundation for both the production and consumption of mobile short video content. Rapid technological development has enabled short video platforms to integrate more conveniently into public life, lowered the barriers to content production, increased user engagement rates, and allowed users to share their lives anytime and anywhere, providing consumers with more choices.

### **2.1 Persistent Management Deficiencies**

China's relevant legal systems remain incomplete in terms of network management, leading to frequent practical problems. Short video platforms have massive user bases and consequently vast quantities of videos, creating numerous challenges in backend processing. Because short video apps contain many interfaces, regulatory authorities cannot conduct comprehensive supervision, resulting in significant management deficiencies.

## 2.2 Further Spread of Pan-Entertainment Tendencies

While short video platforms offer rich content covering entertainment, education, culture, technology, current affairs, and other areas, some users resort to producing vulgar, negative-energy entertainment content to gain popularity, creating a detrimental online environment.

## 2.3 Monetization Challenges and the Need for Business Model Exploration

Currently, short video platforms rely primarily on advertising, e-commerce, and user payments for revenue, using subsidies to encourage users to produce content extensively. However, as user numbers increase, subsidies alone can no longer sustain team operations. Regarding user payments and membership systems, relevant institutional frameworks remain incomplete, and copyright awareness is insufficient. In terms of user tipping, the chaotic state of platforms makes it difficult to distribute earnings to content creators. Mobile short videos must further reform and explore sustainable revenue models.

## 3.1 Increased Policy Supervision

As the economy develops and technology advances, the short video industry has gradually formed large-scale operations, prompting intensified government supervision. Since 2016, the government has strengthened oversight of online short videos, with the State Administration of Radio and Television, the Ministry of Culture, and other departments collaborating on regulation, providing opportunities for standardized development.

Recent cases demonstrate that businesses in the internet sector should comply with laws and regulations issued by the State Administration of Radio and Television. In June 2017, the state issued explicit regulations to Sina, Ifeng, and other platforms, requiring non-compliant news platforms to suspend operations for rectification. In January 2018, authorities summoned the responsible persons of Huajiao Live to conduct comprehensive rectification of illegal activities on the platform. In April 2018, the National Radio and Television Administration summoned the responsible persons of Kuaishou and Jinri Toutiao, ordering Jinri Toutiao to permanently shut down its “Neihan Duanzi” section.

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

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