

Development Trends of the Live Streaming Industry in the Post-Regulation Era — CLBC2017 Postprint of the 1st China Internet Live Streaming Conference

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Abstract

For a new media outlet, live streaming represents a transformation of content presentation. Previously, people mainly used text and images to express themselves. In this new era, we may use short videos or live streaming to convey our content. Within the broader live streaming industry, how news media should approach live streaming already constitutes a relatively vertical field. Regarding Jiemian's approach to video and live streaming, our short video content currently focuses primarily on pan-...

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Preamble

ChinaXiv Cooperative Journal: The Development Direction of the Live Streaming Industry in the Post-Regulation Era — CLBC2017 1st China Internet Live Broadcasting Conference | By Our Editorial Department

Conference Overview

On August 21, 2017, the CLBC2017 1st China Internet Live Broadcasting Conference was held in Beijing, hosted by Beijing Live World Technology Co., Ltd. and co-hosted by Sansheng and Suan Tao Data. The conference, themed “Returning Live Streaming to Authenticity” and guided by the keywords “regulation, transformation, upgrading, and win-win cooperation,” explored the development trends of the live streaming industry. Concurrently, the “Analysis Report on China’s Live Streaming Industry Development in the First Half of 2017” (hereinafter referred to as the “Report”) was released. The Report conducted multi-dimensional analysis of search popularity data from nearly 300

live streaming platforms, providing rational and constructive data indices for the industry's development.

Report Findings

The Report revealed that a giant-platform pattern has already formed in the live streaming industry. While talent show streaming remains mainstream, it has entered a “fatigue period.” Additionally, the Report listed the top 100 anchors nationwide by income. Among top-tier anchors, Yizhibo had the most entries on the list, YY Live's anchors had the highest overall average income, and Douyu became the platform with the most anchors on the popularity chart. Furthermore, the Report conducted in-depth sample analyses of platforms including Huya Live, Douyu Live, Yizhibo, and KK Live.

Roundtable Discussion

At the conference, the organizers invited Sun Qiyang, President of Zhixing Capital; Jin Jing, COO of Jiemian; Sun Jian, Deputy Editor-in-Chief of The Paper; Zhu Wei, Deputy Director of the Communication Law Research Center at China University of Political Science and Law; Li Yi, Senior Vice President of YY; Yuan Guobao, Founder of NewMedia Alliance; and Li Xiaoye, Founder of Yema Finance, to discuss the topic “The Direction of the Live Streaming Industry in the Post-Regulation Era” from the perspectives of scholars, platform operators, and media professionals. Below is an excerpt from the roundtable dialogue.

On Content Innovation Directions

Moderator Li Xiaoye: Where does the future of content innovation in the live streaming industry lie?

Li Yi: We've actually experimented with various approaches—underwater live streaming, microscopic live streaming, and many other forms. In reality, there's tremendous untapped potential. We pioneered the unique tipping model for internet celebrities. However, as Director Zhu will elaborate, numerous monetization methods are being explored across the industry. If a platform could truly master a distinctive monetization approach, it would certainly stand out. Yet in practice, this remains quite challenging. Various content formats are being tested, making it difficult to predict which direction will prevail.

Yuan Guobao: We've also been constantly reflecting on these questions. Taking Weibo as an example, it features five main entities: government, enterprises, celebrities, witty content creators, and KOLs. Regardless of the characteristics of their fan bases or the cultural expressions of the era, each must find the convergence point between their core content and the platform. Across the entire user population, very few truly gain platform advantages. The principle of good money driving out bad applies. In the mobile internet era, the key is breaking

through one's own limitations and achieving integration with the platform—this represents the next critical direction.

On Schools of Live Streaming: Social vs. Content Dissemination

Moderator Li Xiaoye: In the current live streaming industry, there are two schools: social dissemination and content dissemination. What are your views on these schools?

Sun Jian: I come from a traditional media background. Before joining The Paper, I worked at Oriental Morning Post. The Paper's involvement in video content began shortly after its official launch in 2014. We primarily focus on live broadcasting of news events. Our task is to locate where events are happening. We've experimented with many types of live streaming and are relatively adept at breaking news coverage. Our focus remains on news events.

Jin Jing: I don't think we can really talk about distinct schools yet. For news platforms, live streaming is currently just a form of content expression. In the entire live streaming ecosystem, different companies or players in the value chain play different roles. For instance, most participants today serve as platforms. I understand that live streaming platforms, including the major players, are primarily focused on building channels and brands. The boundary between content production and channels will gradually merge.

For a new media outlet, live streaming represents a transformation of content presentation. Previously, people mainly used text and images to express themselves. In this new era, we may use short videos or live streaming to convey our content. Within the broader live streaming industry, how news media should approach live streaming already constitutes a relatively vertical field. Regarding Jiemian's approach to video and live streaming, our short video content currently focuses primarily on pan-business topics, with less emphasis on news. Last year, investment in both video and live streaming was substantial. How do we find an entry point? We ultimately selected a direction: documenting contemporary Chinese stories from a unique perspective. The scope is very broad—we've covered topics such as Japanese people in Nanjing, feng shui masters on Wall Street, vinyl records, and more. This type of thematic exploration represents our direction.

On Diversified Profit Models

Moderator Li Xiaoye: Among future diversified profit models, which ones do you think are more reliable?

Li Yi: From the beginning until now, what we've been best at is talent show streaming and gaming. Monetization in these two areas is actually quite mature, and this is how everyone operates. As for e-commerce, it's actually not much different from Taobao's model, perhaps with a bit of tipping added.

Yuan Guobao: I previously made a rather extreme statement: “No social, no live streaming.” Now everything is trending toward socialization. Only with social elements can there be strongly associated traffic sources, which may be more important. However, regarding monetization methods, we are more optimistic about e-commerce. Live streaming is just a more convenient form—a presentation method that is simpler and more direct than television, with greater internet interactivity. For pan-entertainment and the mass market, e-commerce remains the best model in my view. The entire e-commerce industry is learning from this, so it may become a trend.

Zhu Wei: The era of “good wine needs no bush” is over. We must use internet thinking to express and demonstrate value. We need interaction. We need to let users understand, immerse themselves, and feel the quality.

Sun Qiyang: The new era is an era of fragmentation. Everyone has different labels, but in fact, each person carries multiple labels. From an investment perspective, first, positioning determines its market and its competitors—how excellent your positioning is within the field you’ve chosen. This is what we mean by core content: your positioning and your excellence level within that positioning. In reality, the labels on a person are very diverse. Fragmented communities must achieve perfection on a certain label, but product placement and advertising...

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On Content Payment Models

Moderator Li Xiaoye: For us media, can live streaming payment methods all be considered as content payment methods? Do you think so?

Jin Jing: Currently, in terms of business models for live streaming, one aspect comes from advertisers. For advertisers, live streaming is a form of content display or marketing display. Companies are quite interested in using this live streaming method to present themselves. As media, we naturally have many advertisers, and they will gradually become interested in this format. This is a trend we can observe.

On Industry Future

Moderator Li Xiaoye: Director Zhu, this year we’ve seen the live streaming industry crack down on many players. The industry has basically ended its past era of rapid, wild-west growth. Where will the industry go next?

Zhu Wei: From Darwin’s theory of evolution, we find that animals that have survived to the present are not necessarily the smartest or even the strongest, but those most adaptable to social development. So I believe that by next year, those who are still here attending this conference will not necessarily be those with the largest numbers today, but those who adapt best to the times.

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

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