

## How Content Production Platforms Can Revitalize Mid-to-Lower-Tier Self-Media Users: A Post-print Interview with Wang Yu, Co-Founder of “Big Exposure”

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### Abstract

As major platforms compete for top-tier content and market share through big IPs and KOLs, Wang Yu, co-founder of the “Da Baoliao Co-Media Hot Topics Platform,” offers a different vision. While the sharing economy has enabled physical asset sharing through services like bike-sharing, knowledge monetization and recognizing the value of knowledge remain challenging. How to activate “tipping” mechanisms and user participation is still in an exploratory phase. Unlike platforms such as “Fenda” and “Z...”

### Full Text

#### Interview with Wang Yu: How Da Baoliao Engages Mid-to-Lower Tier Self-Media Users

##### Special Feature: Media Convergence Watchtower

As major platforms compete for top-tier content and market share through big IPs and KOLs, Wang Yu, co-founder of the “Da Baoliao Co-Media Hot Topics Platform,” offers a different vision. While the sharing economy has enabled physical asset sharing through services like bike-sharing, knowledge monetization and recognizing the value of knowledge remain challenging. How to activate “tipping” mechanisms and user participation is still in an exploratory phase. Unlike platforms such as “Fenda” and “Zhihu” that aggregate elite content, Da Baoliao democratizes the concept of valuable knowledge by closely integrating with everyday life. The platform aims to build an interactive ecosystem for ordinary people, using accessible content to foster a knowledge-sharing community in daily life.

### **Platform Philosophy: Blurring the Creator-User Boundary**

In Da Baoliao, the “Experience” column focuses on sharing personal feelings, “Interactive Fun” (互嗨) showcases more engaging content, and “Around Me” serves as a casual posting space for ordinary people—similar to social media feeds. The key differentiator is the platform’s reward mechanism. Each column features a “Related Exposures” section that connects self-media accounts, while comments and surveys aggregate interactions between users and creators. Wang Yu explains: “Da Baoliao doesn’t require professional self-media operators. It’s a lifestyle-oriented interactive service platform that transforms readers into self-media creators through active participation, dissolving the boundary between users and media professionals.”

### **The “Co-Media” Architecture: Building a Content Community**

Launched in a lightweight version in August 2017, Da Baoliao encompasses ten vertical sections including “Around Me,” “Experience,” “Interactive Fun,” and “Internet Celebrities,” covering daily life aspects from food and clothing to housing and transportation. Wang Yu explains that this column structure aligns with the platform’s “co-media” positioning—a concept that uses events as drivers to mobilize multi-dimensional, multi-angle user participation for collective content fermentation. While traditional self-media operates in isolation, Da Baoliao aims to create a content community that generates holistic impact through structural integration.

The platform’s content production structure places a “Related Exposures” section under each main post, allowing self-media accounts to publish follow-up discussions. This main-post-plus-comments format aggregates diverse perspectives around events. Wang Yu states: “By using content to connect fragmented self-media accounts, we cultivate a sense of community among creators. This isn’t just content aggregation—it’s also about providing relevant recommendations to users.” Unlike news websites, Da Baoliao incorporates a rewarded survey mechanism below content, which not only enhances user engagement and interactivity but also provides direct feedback to stimulate content improvement and event evolution.

### **Monetization and E-commerce Integration**

Currently, both posting content and participating in surveys on Da Baoliao offer monetary rewards. Wang Yu clarifies that tipping serves as an incentive mechanism to boost user interaction and participation. The platform’s reward system includes user tips, ad revenue sharing for core writing teams, and rewards for active survey participants. Regarding the business model, Wang Yu describes Da Baoliao as more of a comprehensive social service platform than a simple media aggregator. The current focus is on everyday life content in the “Around Me” section—for example, during heavy rain in southern China, the platform prioritizes relevant safety content. Future development will gradually introduce

online e-commerce services and offline local services.

### **Activating Lower-Tier Users and Building an Ecosystem**

Social business intelligence firm Kantar Media CIC identified “new platforms providing opportunities to leverage KOLs and celebrities” as a key 2017 trend. While premium content like the “Li Xiang Business Insider” on the “Dedao” knowledge-payment app targets elite audiences, Da Baoliao focuses on the masses. Wang Yu acknowledges that the platform is still in its early trial phase, and monetization is not the sole objective. The future direction lies in building a media ecosystem for lower-tier users, creating a platform that integrates content, services, and community interaction. How to activate mid-to-lower tier self-media creators and penetrated users through the platform’s mechanisms, and what new layouts await for content-service e-commerce integration, remains to be seen. For now, Da Baoliao positions itself as an “interactive fun” platform for ordinary people, prioritizing ecosystem development over immediate profitability.

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

*Source: ChinaXiv — Machine translation. Verify with original.*