

A Study on Video Content Application Based on Mobile Device Platform in China

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중국의 Mobile Device Platform 기반 영상콘텐츠 Application 연구

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Abstract In this paper, the write analysis the application of basic video content of Mobil Device Platform in China and studies the future development scheme. According to the survey, as of 2019, 78% of Chinese total population is the Internet service users and application software users. Mobile Device Platform is independently developed to provide video content application services, which already have 640 million video application users from 2013 to the present. 65% of users install and use more than two video content applications. In China TikTok, Kuai Shou, MeiPai and other video content applications, not only can easily achieve simple user interface and users can directly shoot video content. These production functions is different from YouTube, a famous video platform in the United States. In the video platform market, the core competitiveness is content creation. In the future, the integration of video content of VR, AR and other video projects will expepte to further activate the video platform market.

Key Words : China, Video Content, Mobile Platform, Application, PGC, UGC

요 약 본 논문은 중국의 Mobil Device Platform 기반 영상콘텐츠 Application에 대해 분석하였으며 향후 발전 방향에 대해 연구하였다. 조사에 따르면 2019년 현재 중국의 인터넷 서비스 가입자와 앱 사용자는 전체 인구의 78%를 기록하였다. 독자적으로 Mobil Device Platform을 개발하여 영상콘텐츠 Application 서비스를 제공하고 있으며, 2013년부터 현재까지 동영상 앱 사용자 수가 6억 4천만 명으로 집계되었다. 이중 65%의 사용자는 두 개 이상의 영상 콘텐츠 앱을 설치해 사용하는 것으로 나타났다. 중국의 TikTok, Kuai Shou, MeiPai 등 영상콘텐츠 앱은 조작이 간편한 User Interface와 사용자가 손쉽게 영상콘텐츠를 직접 제작 가능하도록 촬영, 편집, 특수효과 등의 기능을 제공함으로써 10대, 20대, 30대 뿐만 아니라 40대 이상의 사용자까지도 끌어들이고 있다. 영상콘텐츠 제작기능 제공은 미국의 유명 동영상 플랫폼 You Tube와는 다른 차별화 된 특징이라 할 수 있다. 동영상 플랫폼 시장에서 핵심 경쟁력은 콘텐츠 창작에 달려있다. VR, AR 등의 영상공학을 융합한 영상콘텐츠는 동영상 플랫폼 시장을 더욱 활성화 시킬 전망이다.

주제어 : 중국, 동영상 콘텐츠, 미디어 플랫폼, 앱, PGC, UGC

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1. Introduction

1.1 Research Background

In the wake of developments in digital technology, mobile network technology, cloud computing, big data and other information technologies. People's sharing and acquisition of information have experienced blogs, micro-blogs, WeChat Subscription and instant short video. It is constantly refreshing the latest form of Internet media carrier. The emergence of mobile short video makes our food, commodities and scenic spots more vivid. With the rapid spread of mobile short video, a large number of internet sensation food, internet sensation scenic spots and internet sensation commodities have emerged. And these internet sensation commodities have become a new fashion for young people to pursue. Since 2013, the number of short video applications' users has reached 640 million. The utilization rate of internet applications is as high as 78%. Unlike overseas short video platforms, China's mobile short video platforms integrate shooting, production and sharing. Because of the simple production, the China's short video platforms' users is broader. It can be said that short video has been integrated into the life style of contemporary Chinese people[1,2].

1.2 Research Purpose

The upgrade of smart-phone, the popularization of wireless network and the decrease of mobile traffic. It is reducing the production cost of short video. However, the short video platform "Tik Tok" is appearing. It provides more professional editing technology for short video platform users. It reduces the difficulty of short video production. From then on, users are not only auditors, disseminators, but also creators[3,4].

Short videos not only represent the renewal of social media, but also create a lot of social topics. So that many average people enjoy the overnight popularity. Cyberstar, also say as 'Internet

celebrity', begins to attract people's attention. Each short video platform has its own cyberstar, which brings commercial value, so that many ordinary people hope to achieve their dream of overnight popularity through short video platform.

But in order to gain attention and cater to social topics, some users upload content curiosity, exaggeration, vulgar works, and even edit and upload other people's works. For a long time, vulgar, dull and content assimilation video content has increased. For users, the platform can not provide new and interesting short video contents. For short video platform, content loss will ultimately be their own users[5-7].

In this paper, first, the write will study the current development status, users and content of short video, and analyze the problems and causes of the current short video market. Hoping that through this study, more professional video content creators can pay attention to the short video platform, realize their own value, but also for the short video market to bring some new visual contents.

2. The Theory of Short Video

2.1 The Short Video Definition

It is different from YouTube and instagram, the short video platforms in China usually integrate shooting, creation and sharing. All content on the platforms is disseminated and shared in the form of short video. In China, we also can say it instant short video. It mainly relies on mobile intelligent terminals to achieve fast shooting and editing. Finally, it can realize real-time sharing on social media platform. The length of instant short video is divided into less than one minute, three minutes or three minutes[8].

2.2 The Characteristic of Instant Short Video

The development of short video can be said to be the result of technology and times.

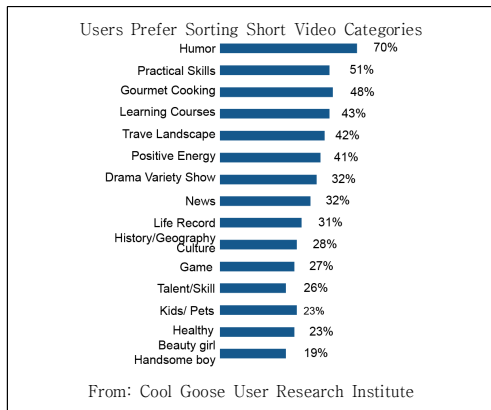


Fig. 1. Users prefer sorting short video categories[9]

From the development process, China's short video has gone through three stages. From the beginning of 2013 to 2015, short video applications such as Xiaokaxiu and Miaopai appeared as new entertainment products. Short video, as an entertainment content, began to be accepted by users. Current short video creators are mostly non-professional users. From 2015 to 2017, short video applications, represented by Kuai Shou, emerged as a new force and was favored by the commercial market. Current short video creators are mostly non-professional users. From 2017 to present, with the emergence of tremble, short video market is booming. Short video content classification is more refined, and short video has entered a new era of commercialization. At present, the number of short video applications' users has reached 640 million. In March 2019, the average daily use time was 349.6 minutes, which was much longer than that of other applications. Short video has become the most popular form of content expression in multi-dimensional scenes. Short video has become the most popular form of content expression in multi-dimensional scenes.[10,11]

Short videos are full of content and varied in length. But there are including the amount of information. And the speed of transmission is rapidly. So users can use the trivial time in their

lives for access to Information, leisure and recreation. A surveys show that in addition to humorous short videos, more users like to learn some basic life knowledge and cooking knowledge through short videos. From interesting to useful, short video content specialization upgrade will be the future development trend. (see Fig. 1)

3. Mainstream Short Video Application Classification

3.1 Mainstream Short Video Application

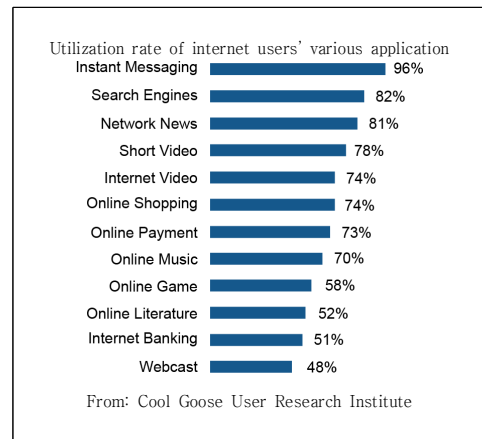


Fig. 2. Utilization rate of internet users' various application[9]

At present, according to incomplete statistics, there are hundreds of short video applications on the application store. Many traditional media companies have made their own short video platforms and invested in some short video platforms.

Table 1. The mainstream short video's media positioning

Positioning	Icon	Name
Social media		Dou Yin
		Kuai Shou

Information media		Mei Pai
		Xi Gua
SNS		MoMo
		WeChat
Tool		VUE
		Xiao Ying
News and information		Peat video
		ThePaper News
Film and TV		Haoduo video
		Shua Shuakan

The diversity of content in the platform is the key factor for leading users to choose the platform. In addition to content, users will also consider short video editing resources, social networking, KOL(Key Opinion Leader) and other preferential strategy packages provided by the platform. Fig. 2 will show you Utilization rate of internet users' various application. And The Table 1 will show you the positioning of the mainstream short video applications. The main users of short video applications can be divided into seven categories. And the categories and characteristics will be described in Table 1.

3.2 The Main Users of Short Video Applications.




Table 2. The categories and characteristics of short video applications' users



Users categories	Characteristics
Viewers	Just the content consumers. Don't product short video. Simple consumption of short video contents.
UGC[12,13]	User Generated Content. They are not only the producer of video content, but also the consumer. Most of these users can be divided into two types. First, the users who like and want to shoot and share; second, their talents and skills are suitable for sharing on the short video platforms.
PGC	Professional User Generated Content. They are the quality content production team. Whether the performers in front of the scenes or the producers and editors. Most of them are professional media practitioners. Their short video content production has become a unique IP (Intellectual property).
Cyberstar	The content creator in platform native environment. They have a lot of attention and recognition on the internet platform.
MCN[14,15]	'MCN' is the abbreviation of 'Multi-Channel Network'. 'MCN' can be said to be a professional new media organization. Integration of UGC, PGC and cyberstars resources with development advantages in the market.
Advertiser	With the continuous popularity of short video industry, short video has become an important marketing tool, which is favored by major brands.
Enterprise	For corporate image promotion, short video is also the new media operation means of enterprises.

3.3 The categories of short Video

According to the short video content, there are 5 categories we can divide: cyberstar IP, sharing, entertainment, creative editing, information and reporting. (see Table 3)

Table 3. The categories of short Video

Cyberstar		Cyberstars have a high hotspot identifiability and a lot of traffic on the internet. Their short video content in closer to life, creative and entertaining.
Sharing		These short videos mostly focus on life, food, travel, skills, professional knowledge and so on. It closes to people's lives and has a wide audience.
Creative		Users can use the edited sources which is the platforms provided to edited their short videos. They also can add ideas to shoot, edit and create.

Entertainment	 <p>Including imitation shows, dubbing shows, comedy deducing, debunk. Many people use short video platforms to output a lot of funny content.</p>
Reporting	 <p>With the popularity of short videos, news and information has begun to be disseminated with the short video. At present, many mainstream news media have begun to use short video platform for news and informations dissemination.</p>

3.4 The problems of short video

Short video develops today, it has become the most popular product of mobile internet. It is not only a social way, but also a new form of media consumption. At the same time, with the development of short video and the rapid growth of traffic, new media companies, brands and even individuals are competing to enter the short video platforms. Short video platform is not only a platform for people to engage in social entertainment and obtain consultation, but also a commercial resource that the society is competing for.

The original purpose of short video platform development is to share and record the beauty of life. However, with the emergence of short videos with high traffic in the short video platforms, the creation of short video has gradually changed from recording to imitation creation following popular short video. Although this reduces the difficulty of short video creation, but it also causes the short video market has the same content. As a result, there are a large number of low-quality following short video in the short video platforms. For a long time, there is full of a large number of follow-up creations lacking interest and creativity on the short video platforms. Users cannot get effective information what they want. So that, short video platforms will loss their users.

At the same time, on the short video platforms, anyone can become the main propaganda. Although low cost brings freedom and efficiency

of information sharing in mobile internet. However, short video brings objective commercial benefits. It is inevitable that some users will spread some unreal and vulgar information in order to gain attention, cater to the market.

4. Conclusion

The establishment of short video market norms and the strengthening of content supervision by platform self-checking and related departments. It plays an important role in cracking down on the vicious competition of short video market and purifying the environment of short video platform. In the continuous optimization of the market environment, short video is still the most promising new media content.

In the future, the content of short video is the real core competitiveness of short video platform. With the advent of 5G mobile network, 3D technology, AR technology, VR technology and other technologies, more video technology will be applied to the short video market. For professional video creators, they should attach importance to the short video market, seize the opportunity, apply their professional skills to the creation of short videos. Not only needs to dig deep into the vertical domain content, but also needs to enrich the creative content to make the short video content more diversified. But also for the short video market to bring some new visual contents.

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