

Analysis of the Survival Mechanism of Network Homemade Program

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Abstract: Under the context of new media, various portal platforms have invested funds and enthusiasm in exploring self-made program content, seeking to get rid of the shackles and constraints of traditional media content production. For new media platforms, how to find a reasonable way to survive for self-made programs, how to find the value of self-made audiovisual content in the market, and finally find the unique survival mode and profitable means of self-made programs are all platforms Still exploring. This article attempts to clarify this issue through the current mainstream new media platform involving self-made content promotion cases.

1. Introduction

With the rapid development of Internet technology and mobile communication networks in the new century, emerging media platforms are playing an increasingly important role. For example, the early rise of portal sites such as Sina, Sohu, and NetEase, and the rapid spread of social networking sites and video platforms as rising stars. From the beginning, traditional media became the only one for me to gradually maintain the leading position in content production. Nowadays, it is also facing the challenges of emerging media, especially emerging video platforms, in content production. The operating costs of video websites are relatively high, and the single advertising revenue alone cannot make up for the funding gap. Of course, bandwidth upgrades and the high price of popular movies and TV series are also the source of the video platform crisis. Moreover, the platform value of the video website will also rapidly decrease as the hot period of film and television works ends. Therefore, more and more new media video platforms have begun to focus on the research and development and production of self-made programs, which has also become the best choice for video websites to reduce operating costs, develop revenue channels, and continue to be competitive. However, the emerging video platform is not smooth in the process of producing media content, but has experienced this ups and downs and repeated ups and downs.

2. Resource advantages for paid viewing and downloading

Although most Chinese netizens are still in the psychological expectation of watching online video resources for free, with the increasing quality and cost pressure of more and more new media platform content resources, coupled with the participation of well-known personalities, paid viewing or paid downloading has been Gradually get the recognition and acceptance of the majority of users. Since 2013, Sohu's self-made documentary column "Big Vision" has implemented a paid viewing model. In addition, the content cooperation between Youku and China Telecom, and the content cooperation between Tudou and China Mobile all use operators as intermediaries. Users charge for viewing and downloading content. Nearly half of the profit of the domestic large-scale video platform LeTV Company achieved the year-on-year increase in net profit, which was generated by paid on-demand video. The rise of LeTV and its successful cases fully demonstrate that the majority of users are willing to pay for self-made content or resources on the Internet. The key issue is whether

the video platform can provide high-quality resources, excellent self-made program content and user experience.

For some very popular self-made programs, the video website can be "paid to watch", or by bundling with the members of the video website itself to expand their profits, so as the audience's attention increases, slowly cultivate The outgoing viewing habits will guide more people to join the paid or member army, so that the scale of paying users will become larger and larger.

In addition, the mobile terminal business is bound to become a highland resource seized by new media platforms in the future. With the popularization of 4G and the reduction of network operating expenses, it becomes an important traffic entrance for mobile terminals, and the environment is favorable. In fact, many video platforms have achieved good mobile results. According to a report from Xinhuanet in January 2012, the mobile traffic of Youku in 2012 has exceeded 20% of the total visits of Youku Tudou. According to the "Economic Reference" report, in May this year, PPTV announced that its advertising revenue from mobile terminals this year has exceeded the full year of 2012, and the mobile marketing market is expected to exceed 100 million yuan in 2013.

In the future blueprint, new media digital platforms, including video sites, will compete fiercely on the mobile side, complementing traditional desktop content. The mobile side is the second most important way to access information. This is also what all new media platforms are happy to see, and will also bring new business opportunities and innovative models to various enterprises.

3. Platform construction for in-depth cooperation of advertisers

Before the emergence of self-made programs, the main profit of the new media video platform came from the advertisements being put in. This is also the profit model envisaged by the video new media platform at the beginning. Taking advantage of its own resources, selling the audience's attention becomes the largest profit share before self-made programs. Of course, the self-made programs of the new media video platform mainly rely on the delivery of advertisements, but the biggest difference in this profit model is that it can highlight its own characteristics and requirements with different advertisers, and it is more likely to be used by advertisers. Recognize and serve ads. Because home-made programs are easier to control for the platform, and easier to meet the requirements of advertisers. On the premise of ensuring that the level of content production does not decline, the style, theme, and positioning of the content can make corresponding tilts for specific advertisers. It is also easier to increase user stickiness and create good advertising effects.

Among them, patch advertisements, placement advertisements, buffer advertisements, and title advertisements are the most common forms of advertisements for video websites. Implanted advertising has become the most flexible advertising method used in self-made programs. This embedded soft advertising form integrates the advertisements of products, services or brands into the video content programs to achieve subtlety. The advertising purpose accepted by the user. Especially in the use of program content props, line setting, background layout, etc., implicit advertising is increasingly becoming an indispensable form of advertising for various video programs. In addition, through the advantages of its own self-made programs, the new video media platform has used the program itself as a platform for in-depth cooperation with advertisers to create a new type of advertising cooperation model and share profits together. For example, the "Yili Yogurt Micro Video Contest" co-organized by Yili Milk and Ku6 turned the self-made program of the media platform into a platform bridge for cooperation between the two enterprises. Statistics show that the market size of China's online video industry in 2011 was 6.27 billion, an increase of 99.9% year-on-year. Among them, online video advertising revenue was 4.25 billion, accounting for 67.8% of the industry market.

4. Reverse output-copyright sales of self-made programs

For the new media video platform, the self-made program is not only as simple as the content playback resources, but also the copyright of the self-made program can be used as a new commodity to create new profits and form an authorized industry based on its own self-made works. This has the

strategic significance of the reverse output of the video platform "eyebrow". In the past, new media, as a vassal of market position and content production, were subject to the resource advantages and content advantages of traditional media everywhere. The self-made programs of the new media have a new mode of resource flow, that is, the new media reversely outputs resources to the traditional media.

In 2012, iQIYI produced 40,000 minutes of reverse output of homemade content to all levels of TV stations nationwide. Take iQiyi's self-made drama "Fantastic Family" as an example, the copyright of the whole drama of this drama has been sold to TV stations before it is launched, becoming the first self-made drama on the "reverse" output video site. The copyright of Tudou.com's homemade drama "Welcome to Love" is also sold to TV stations in many Asian countries, and the highest single episode has sold for more than 30,000 US dollars.

Generally speaking, the content production level of traditional media is higher than that of the new media platform. Therefore, a new copyright output mode of "linkage between Taiwan and the Internet" was born on the reverse output mode. Through the "Taiwan Network Linkage" cooperation model, the video website takes advantage of its platform's wide coverage and time-on-demand is not limited by time, while traditional media contributes its own content production advantages. Both parties complete the production of the program, and the video website's self-made content expands. The communication channel has also expanded its own brand influence. The traditional media has also gained greater benefits.

The above-mentioned copyright sale has gradually become an important means for the new media video platform to recover the self-made cost, but the premise is that the level of self-made programs is excellent, the content is wonderful, and it has a certain originality of the program. This requires new media platforms to increase investment in self-made content teams to ensure high investment and high returns.

In addition, as a platform provider, the object of authorization for home-made programs can be traditional media such as TV stations, new media such as similar video website platforms, and even the audio-visual industry, toy industry, game industry, and clothing that were born using the influence of home-made content. Industry and other related extended industries.

5. Extended industry income

As a platform provider, if you want to expand the revenue of self-made programs and expand profitable channels, you should explore every area that may intersect with it, such as toy industry, game industry, clothing and other related extended industries. In this regard, every step LeTV takes has the meaning of industry exploration. He Fengyun, vice president of LeTV.com, said: "LeTV will take the upcoming new drama as an example. After each season of online broadcast, the online and offline publishers Cooperate to launch comic books. When the play is launched in the third season or so, we will adapt the play into a movie and continue to promote it. Using this as an industrial chain, we will create a series of high-quality dramas, using the method of continuation of memory, Cultivate the user's viewing habits, so that as soon as the user thinks of watching a certain type of homemade drama in the future, the first reaction is to come to LeTV."

The extension of the industry can also be applied to the extension of the content, and many subprograms derived from a popular program are also a means of extending the income of the industry. For example, Sohu Video's entertainment talk show "Dapeng Baba", based on its own program has received great attention and accumulated a strong audience base, and took advantage of the chase, produced another self-made program "Dapeng Theater Show" "And" Diors Man ". The online short drama "Diors Man" is even more popular, and within six weeks after the start of the broadcast, the number of video playback hits exceeded 100 million.

For the vast number of netizens, the development of new media brings rich resources and convenient information interaction experience. For new media platforms, brand-new business opportunities and business models have become good opportunities for industry restructuring and development. The advantages of the new media platform do not need to be talked about. It breaks

through the geographical and temporal constraints of traditional media, integrates technology, services and innovation, and has greater freedom in content and even ideology, making it easier to attract Consumer demand. Of course, for the new media platform, the first thing to do is to make the self-made programs themselves, and then to discuss the extension of value and space. How to improve the quality of home-made programs and how to do originality to make a difference in this big wave of home-made programs are the most important prerequisites. Otherwise, all industry topics are on paper.

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