

New Media Marketing Countermeasures of Beep

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Abstract

With the popularity of the media, short video industry full-scale outbreak, a large number of short video platforms springing up, shaking, fast hands, micro-vision, beauty shoots and so on, short video is considered to be a new media communication tools a huge wind. So why is the short video so hot? First: the gradual improvement of hardware, electronic equipment, 4G network and the development of the Internet, short video to create a good external conditions. And making videos becomes very simple, a mobile phone, an APP, everyone can make videos. Second: the convenience of short video; now more and more people prefer to watch short video, when you take the subway will find that someone is brushing short video, in fact, compared to text and pictures, watching video can make us more comfortable and less effort to accept and obtain information. In fact, whether it is pictures or text video, are competing for consumer time, consumer time in which, business opportunities are where, short video is to make full use of people's fragmented time, watch a short video may not be a minute, anytime, anywhere can be seen, in this era of entertainment, they are like fast food, attract your attention. Taking Station B as an example, this paper discusses the marketing strategy of short video platform in the Internet age.

Keywords

New Media; Marketing; Countermeasures.

1. Basic Information of Station B

Bilibili (Beep, also known as Station B) is a highly concentrated cultural community and video platform for China's "young generation". B Station went live in June 2009 and was officially named "bilibili" in January 2010, formerly known as the video-sharing site Mikufans. Bilibili was an ACG (Animation, Comics, Games) content creation and sharing video site in the early days and has grown into a multicultural community of more than 7,000 interest circles. In August 2021, Brand Finance released "Top 50 Global Media Brands 2021", with bilibili ranked 44th. Over the years, the site's content has evolved from a simple content community of anime, comics and games (ACG) to a full range of online entertainment platforms covering a wide range of areas, including video, live streaming and mobile games.

1.1. B Station User Portrait Analysis

In the B station "break the circle", 2020 Q1 user portrait, the average age of new users about 20 years old, of which more than 50% are from the third and third-tier cities;

By the end of 2020, B station more than 86% of the monthly living users are under 35 years of age (beeping beeps);

B station user ratio of 57:43, 18-35 years old users accounted for 78%, undergraduate and above ratio is 10 percentage points higher than the whole network. (Data from burning cloud data).

1.2. What is Impeachment

Danmaku, which refers to commenting captions that pop up while watching videos on the web, is now one of the basic features of video sites. Impeachment is not only the evolution of content review function, but also a strong open, strong and inclusive dynamic communication medium, and even formed a unique screen culture.

1.2.1. Functions and Features of the Impeachment Screen

1.2.1.1 Real-time

The essence of the impeachment screen is that the user group can make social speeches in "the same time and space" based on the viewing platform (the same space), that is, the "common time" comment in the movie viewing process. In fact, compared with praise, comments, forwarding and other functions, the "commonality" of the screen so that users no longer have space, time constraints, to meet the young users at that moment of timely interaction and social needs.

1.2.1.2 Inclusive

Inclusivity here means that impeachment is a relatively more tolerant platform, unlike comment functions, which can be traced back to the user's real information, and the impeachment feature comes with anonymous attributes, which allow users to have a relatively freer and more tolerant platform to express their views. Of course, it is not that you can casually come, impeachment screen on your speech content will also have the corresponding rules of restrictions, so that users have more casual and truer, do not worry about online violence and over-restraint themselves.

1.2.1.3 Fun

Brush screen, full screen, color screen and special effects screen and other bullet screen forms to the user to bring a visual stimulation, strengthen the content itself to the user's sensory impact. The screen is no less exciting than the video content itself, and now B station users have formed the habit of watching the video must open the screen.

All kinds of high-frequency words in the screen are the formation of young people's trend culture. According to Station B's 2019 Impeachment Report, Station B users sent more than 1.4 billion bounces, including 3.29 million for the best annual bounce "AWSL."

1.2.1.4 The Atmosphere

Recently popular on the network a word, atmosphere, in fact, the impeachment screen also has a sense of atmosphere, rich form of the screen to create a multi-person review scene of the community atmosphere. A variety of "forward high-energy warning" "bounce guard" "protection" of the screen let the user as if someone accompanied the movie, forming a group-style movie, eliminating the loneliness of movie watching. The impeachment screen not only builds a two-way communication bridge between the user and the UP master, but also activates the communication between the user. Viewers who like the same preferences are more likely to resonate and share with the addition of the impeachment screen.

1.2.1.5 Rich Content

The user re-produces the content through the bullet screen, and the content presented to the user by up master is no longer just the video itself, but also the re-production of the screen content. Station B often appears such scenes: "come back from the cinema to see the impeachment version", "from the love of the art back to see the impeachment version" ... That's the appeal of the amount of information that's on the screen. B Station there is no shortage of popular science people to express their views, these impeachments effective explanation and supplement the content of the information. On the other hand, video content is difficult to keep the user focused on the movie every moment, resulting in the user is prone to fall into a period

of aesthetic fatigue. However, the bullet screen comes with different entertainment information from the content itself - through the bullet screen can be short-term, local, discrete can effectively divert the user's attention, adjust fatigue, thereby prolonging the user's retention time.

1.2.2. The Propagation Effect Model of the Bullet Screen

Each user is an information dissemination node, each review, forward, praise to achieve the dissemination of information. The model of communication effect based on the bullet screen can be divided into cognitive effect, emotional level effect and behavioral effect.

The cognitive effect is reflected in the user's first impression of the video content due to the impeachment screen. As one of the measures of content popularity, the primary purpose of the pop-up is to attract users to watch the video. For example, users who were not interested in the subject matter of the work chose to watch it because of the huge number of screens.

The emotional level plays an up-and-down role, which not only shows that the impeachment screen plays an effective role in the cognitive level, but also lays the foundation for the behavior level. Its effect is reflected in: in the process of viewing the film, the impeachment triggered the user's emotional transformation, from the original intention to give up to stay to continue to watch, send the impeachment screen.

Behavioral level effect is the user because the screen has been a good viewing effect, and quantifiable dissemination, such as sharing to friends, reward UP master.

B station's bullet screen mechanism is mainly divided into three parts: user send bullet screen, bullet screen supervision, set up bullet screen display interface. For example, the UP master in the video called on the user "please put the protection on the screen", and then the ordinary user frantically output "protect" the screen, you will find that the screen is full of "protection", this is the UP master and the ordinary user through the screen to complete an interactive exchange. Station B has gone from a one-way video playback platform to a two-way emotional connection platform, and the impeachment is a bridge connecting two-way emotions. The impeachment screen no longer reflects a brief view of the film, but rather expresses emotional tendencies to the UP master and achieves spiritual resonance.

"At Station B, there are more than 1.4 billion bounces and comment interactions each month that actually bring about a collision of hearts and emotions," said Chen Rui, CEO of Station B. The impeachment has turned Station B into a community, and this community is a community that really touches the heart and has a temperature."

1.2.3. The High Threshold of the Bullet Curtain at Station B

In station B to apply for membership first, apply for membership to answer questions first, many of the content of the question is to ask you which impeachment is compliant, if found to be non-compliant impeachment, what should you do? and so on. The members of Station B are first screened and learned.

On the system: b station cloud shielding and regular filtering can help you save trouble with the bullet screen.

Bstation up master is to pass the exam to enter. And is in the chosen field of senior people, to bring people more dry goods, and valuable things. With the content output king, the commenter's appreciation from the bottom of my heart will also improve the quality of the impeachment screen. That's why the bullet quality of station b is better than that of other video sites.

1.3. UGV-PUGV Mode for Station B

In terms of content composition, Site B video consists mainly of professional user-made content (Professional User Generated Video, PUGV), which is the original video of the UP Master. The pop-up screen is one of the forms of user-made content (UGV) processed on PUGV, allowing the

user to change from viewer to re-producer of the bombshell and stimulating UP master to produce more specialized content.

According to Station B's third quarter 2019 results: PUGV content accounts for 90% of Station B's total playback. Station B Q2 2019 shows that station B uploads an average of 2.4 million videos per month to 850,000 active UP owners, with the platform's average daily video views exceeding 586 million. Station B had 1.8 billion bounce interactions, up 180% year-on-year.

This UGV-PUGV model allows the core traffic of station B to be contributed by a wide range of waist content creators, avoiding the pitfalls of the platform's reliance on head creators. The impeachment screen greatly enriches the wonderfulness of the content itself, shortens the gap between the waist content and the head content quality, and lets the waist content creators develop accordingly.

Therefore, the impeachment screen can build a wonderful common-time relationship, form a virtual tribal viewing atmosphere, so that Station B becomes a very interactive sharing and secondary creation of the cultural community. The impeachment really transformed Station B from a one-way video playback platform into a two-way emotional connection platform. Technological and cultural advantages have also created a screen ecological environment and user ecological environment.

2. Problems in Station B

Since 2016, the main contradiction of Station B is that its main station business and game distribution business are separated, follow different logics and rely on different resources. Investors are most concerned about MAU, DAU, user length and other data, all belong to the main business, while B station's financial performance is highly dependent on the game distribution business. The development of the main station business will not naturally lead to the development of the game business, and the development of the game business does not depend on the main station business.

According to station B's annual results for 2020, although all indicators have performed very well, Station B's 2020 operating still lost \$3,054 million, an increase of 134 percent over 2019. In the past three years, B-station marketing costs have been increasing, with sales and marketing expenses reaching RMB3.5 billion by 2020, up 191% year-on-year. So much so that since it went public in 2018, Station B has been losing money, even faster than revenue growth. Even if the B-station transformation is a success point, the rapid increase in sales and marketing costs cannot be ignored.

Station B was originally an ACG subculture rather than a commercial product, but now it is facing a wave of commercialization and on the road to commercialization. Diversified development to meet different video consumption needs, carefully maintain the community culture atmosphere, high-quality video content so that B station to obtain a higher user viscosity and user activity. On the other hand, the exclusion of community attributes from business limits the commercial development of Station B.

Therefore, B station want to establish a better business process, the formation of a benign business closure needs to be more reasonable balance of different business content input and output, but also need to meet the needs of different users, but also need to do a good balance between community and commercialization. Successful "out of the circle" marketing is the opportunity of B station. But how to break through the current obstacles to get more development, this is B stand for their own planning for the future need to focus on the issue.

3. Countermeasures for Problems in Station B

In 2020, Station B is to "break the circle", the reason is that in the past to limit their users to the secondary audience, revenue and user growth is almost saturated, so it is urgent to find a way to expand the business heritage and foundation.

3.1. The Multi-development of Content

When station B mobile (android) went live in 2012, the home page had only five partitions: "new serial," "collection," "animation," "entertainment" and "music", and by 2020 there were already 21 partitions on the mobile side of station B, excluding five ACG-related partitions, and 16 non-ACG content partitions. In addition to the secondary related content, users can also see in B station lifestyle, entertainment film and television, knowledge science and many other contents.

3.2. Positioning Changes

In his speech on the eleventh anniversary of Station B, Chairman and CEO Chen Rui mentioned the three missions of Station B in the future. From which we can see that B station on their own positioning has changed, it is no longer a simple "ACG content creation and sharing video platform", but to evolve into rich content, good creative atmosphere of the youth trend cultural and entertainment community.

Behind Chen Rui's statement, there is really bright data to support it. In the first quarter of 2020, the number of monthly active users of Station B increased by 70% year-on-year to 172 million, while the number of mobile monthly users increased by 77% year-on-year to 156 million. At the same time, daily users passed the 50 million milestone, reaching 51 million, a 69% year-on-year increase. Clearly, such explosive growth is hardly due solely to the unexpected outbreak, from the state of the entire industry and B station itself, its long-term investment in community content ecology, brand building, user growth and other aspects of the outbreak effect, and ultimately contributed to the first quarter of user growth ushered in a new high.

More importantly, Station B, as a content platform, is further ushering in the explosive growth of its content community. In the first quarter, the average number of active UP owners at Station B reached 1.8 million per month, up 146% YoY, and its average monthly contribution reached 4.9 million, up 138% YoY. The average daily video playback of users also reached 1.1 billion, an increase of 113 percent year-on-year.

"At the beginning of 2020, we handed over an exciting report card. In the first quarter, not only did monthly and daily users experience the highest growth since the listing, but community activity also reached an all-time high. The average daily usage time of users jumped to 87 minutes, and the average monthly active UP master number and its contributions doubled year-on-year. Chen Rui, chairman and chief executive officer of Station B, said.

Therefore, the transformation of Station B has been very successful. Station B realized from a community that only pays attention to secondary culture slowly transformed into a living area, all kinds of areas have application software, now B station is more flowers in full bloom, a hundred families compete.

In the earnings conference call, Chen Rui also talked about the evolution of B-station video content trends, he believes that the future trend of video is not only entertainment, not just content, even communications, is scenes, is services. "We're seeing that whether it's people marketing starting with videos, or even this year we're seeing tens of millions of people on Station B looking at all kinds of knowledge-based content, they're actually learning on Station B, which is actually a scene and a service."Pugv (high-quality video created by up) as the most important component of the b-station video ecology, continues to account for 91% of the

overall playback of station b. While constantly consolidating the "secondary" content base, Station B is also actively expanding the category and level of PUGV content.

In addition to watching pantomets and quadruit content, more life-sharing has also attracted more creators eager to express their attitudes to life freely. Based on the cultural and entertainment needs of users at home, Station B actively operates food, fitness, Vlog, pan-knowledge and other content categories, in the first quarter, life, games, entertainment, animation and technology became the top five content categories.

In the area of OGV (specialized production content), Station B continues to strengthen its IP and quality strategies. In particular, Station B has long insisted that the support of the national creation animation began to reap the fruits. In the first quarter, B station home-made national creation "The Daily Life of the Fairy King", broadcast 29 days of broadcast volume broke billions. From both domestic and foreign video platforms can see that the quality of OGV content to a large extent determines the user's willingness to pay. With the continuous enhancement of B-station's original home-made content capabilities, the growth of paid users will also have more room for imagination.

At the same time, B Station, which has more cash flow in hand, has increased its investment in the content ecosystem, especially in the popular categories of documentaries, variety and so on. In the first quarter, Station B and CCTV News, Figure jointly produced the documentary "In Wuhan", through the local in-depth filming in Wuhan, recorded the real-life story of ordinary people during the outbreak. Station B and Discovery's joint field survival program, "The Secrets of The Final Wilderness", also reaped a great response.

Compared with 18 years, B station game revenue fell from 67% of the total to 43%, has completed the stage transformation. What are the next avenues to get revenue support? Members certainly not feasible, we have Ai Qiyi and Tencent as examples, its membership base is greater than B station about twice, net loss thrown in the expansion. But can it be successful to rely on e-commerce transformation? High probability, with e-sports and live broadcast as a springboard, coupled with the possession of mutually selected advertising and surrounding sales to original enterprise development should be one of the more stable ways out. From here the recruitment of Station B shows that he still wants to develop into an original enterprise, through self-creation to stabilize his future

4. Conclusion

Station B provides us with a platform for self-display, where you can find people who share your interests and learn, share and communicate with them, as netizens say, "B station is a learning site". Station B will pay more attention to original, high-quality works. In the future, Station B will become even better, becoming a website that is not only a pastime but also a real help to others.

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