

# *IP Strategy and Value Realization of Internet Celebrities in We Media Era*

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**Keywords:** We media era, Internet celebrities, IP strategy, Value realization

**Abstract:** Internet Celebrities, also known as “Internet celebrities”, refers to people who are concerned by the public and become popular because of something or some action in real life and network. Their popularity is magnified by the promotion of the Internet because of their own characteristics. They are associated with the psychology of netizens, such as aesthetics, appreciation of ugliness, entertainment, stimulation, peeping, imagination and onlookers. They are sought after by the Internet intentionally or unintentionally. The emergence of Internet Celebrities is not as simple as we think. Although it has certain spontaneity, it is more under the joint action of network environment, media technology development, audience psychological appeal and other factors. It can be said that it is the result of comprehensive cooperation of multi interest community.

## 1. Introduction

According to the data of iResearch's “insight report on the economic development of China's online celebrities in 2017”, the number of online celebrities with more than 100000 fans in 2017 increased by 57.3% compared with that in 2016. Meanwhile, the total number of online celebrities in China in 2017 expanded to 470 million on the basis of the past, with a month on month increase of 20.6%. The industrial scale of online celebrities is growing rapidly and developing in the form of industrial chain. The number of online celebrities and the scale of fans are also gradually increasing, which makes the Internet red economy a hot brand-new business model. It makes plans for the development of Internet red economy industry chain to various industries, and lays a solid foundation for the follow-up development of online celebrities.

## 2. Ip Strategy of Internet Celebrities in We Media Era

### 2.1 Typed Positioning Strategy

In 2016, the new list released a full platform online celebrity ranking list for the first time, which divided online celebrities into four categories: cultural entertainment, talent and funny, video games and beauty fashion. Among the top 100 Internet Celebrities, 37 are cultural and entertaining, 28 are talented and funny, 22 are video games and 13 are beauty and fashion. Most of the network celebrities in the culture and music group are based on their skills or providing dry goods, and can provide guidance to the public in a certain professional field. Their way of communication mainly

depends on words and pictures, but with the rise of we media, they also began to cooperate with video websites to increase the way of video transmission. Most of the Internet Celebrities in the talent and funny group have a “joker” tag, which relies on pictures and videos for dissemination. Funny Internet Celebrities should quickly establish their own styles and funny patterns, improve their recognition and establish personalized brands. Most of the online celebrities in the game competition group exist in the live game platform. Most of them are well-known players or masters who are proficient in the game. Only relying on appearance and voice is not popular in video games. Hosting and speaking style and professional level are the key to success. Most of the online celebrities in the beauty fashion group get public attention by their appearance. In addition, they also know how to match clothes, like to take selfies, and develop into e-commerce. However, the problem that is easy to appear is aesthetic fatigue. Therefore, if you want to stand out, you'd better attach some labels to distinguish yourself<sup>[1]</sup>.

## 2.2 Content Vertical Strategy

For Internet Celebrities, no matter what they were initially popular for, in the we media era, they need to establish a set of brand positioning for their own content, and the subsequent business transformation and upgrading should also focus on content. If we do not carry out continuous processing and production according to the positioning, it will be very difficult for network celebrities to achieve development, because only when their own brand positioning of IP content is clear, can it be easier to get public attention in a certain field. On the other hand, no matter how popular the degree is, we should always maintain the uninterrupted output of the content, and also have the content of the content, which requires the network celebrities must continue to learn and improve their own quality. With the continuous maturity of the industry market, the development of Internet Celebrities in the future must take high-quality original content as the first requirement. Only by ensuring regular production contains rich and effective content, or mining in the vertical field, can network celebrities realize the value realization of multiple industries and obtain more long-term vitality. The development of Internet celebrities from the initial traditional media to the present mobile Internet platform, and then to the emergence of e-commerce and live broadcasting. On the surface, it is the upgrading and replacement of platforms. In essence, it develops from products to channels, and then to experience. Whether it is the change of communication mode and carrier, or the change of communication channel, it is inseparable from the IP and content of Internet Celebrities. Only content is the way to win, and content needs to be displayed on the platform. Therefore, IP is the fundamental method for the sustainable development of Internet Celebrities in the tide of Internet Celebrities economy. On the other hand, the shaping of Internet Celebrities' IP also needs constant content supplement, which means that the relationship between Internet Celebrities' IP and content is mutually dependent. Therefore, for the Internet Celebrities, the continuous production of IP content is the fundamental factor to ensure its continued popularity and value creation<sup>[2]</sup>.

## 2.3 Crowdfunding + Ip Strategy

At present, although IP is hot in the market, it is easy to over hype IP, which makes many products that need cooperation dare not invest. However, a large number of IP in the rising period can not get the support of funds and resources in time, so it can not achieve the accumulation and maintenance of fans. At the same time, with the intervention of capital, the standard of cooperation with IP is getting higher and higher. IP has gradually become a means, which also weakens the invisible influence of IP. As high-quality IP has the characteristics of effectively accumulating fans and word-of-mouth, it is a certain fact that the investment prospect is bright. With the maturity of

the Internet red market, the capital tends to choose the Internet red IP project with connotation. In recent years, the combination of crowdfunding and IP has gradually become a new investment mode, namely IP crowdfunding. Although there is no lack of financial support for well-known IP, the fans and support effect brought by crowdfunding investment can improve the liquidity of IP, create new cashing channels for online celebrities, and promote the rapid growth of online celebrity economy towards diversified business mode. The strategy of IP crowdfunding can be more applied to cultural products to create a crowdfunding mode of “IP + products”. The key to this strategy lies in that, through the accurate analysis of user demand big data, the IP side and the product side are relatively matched, and a tie and cooperation relationship is established between them, so as to reduce the industry cost and maximize the economic benefits.

The operation of “IP + products” can be divided into three steps: ① create IP oriented traffic portal and collect a large number of IP resources in the industry; ② establish an index ranking list of IP popularity and set up industry standards; ③ finally, select the operation form of fan community, which can make the IP side and the product side fully understand each other's requirements, and then achieve accurate docking. Artists, idols, animation, virtual characters, games, books, literary works and so on belong to the large category of IP. Each has its own characteristics and specific fan groups. The characteristics of IP are unique, scalable and social. Each IP is irreplaceable, has its own fan community, and there is unlimited development space behind it. With the IP market becoming more and more heated, the way of IP performance is more inclined to opinion leaders. The pan entertainment industry with IP as the center has attracted the attention of the capital market. Therefore, the crowdfunding mode of “IP + products” is more appropriate in the form of expanding IP and products to horizontal fields<sup>[3]</sup>.

## 2.4 Entertainment Expression Strategy

Entertainment dimension is an important factor for beauty and talent online celebrities, and for such online celebrities, becoming a star is their only channel. Although the threshold of beauty talent online celebrities is not very high, only a small part of them can be retained. The reason is that too many Internet celebrities with the same routine will easily make the public feel aesthetic fatigue. For the Internet Celebrities, beauty and talent are indeed necessary, but it does not mean that as long as they have these two items, they will certainly become stars. It only means that they have the potential to be a star. For Internet Celebrities, even if they have beauty, talent and topic, they can't improve their popularity without the packaging and promotion of economic companies or platforms, let alone become stars and realize commercial transformation. In an interview with Mr. Zhang Juncheng, founder and President of “online celebrity academy”, the author learned that “online Red academy”, as one of the few established online celebrity brokerage companies in China, has introduced strategic investment from Dafu PR, a professional star endorsement company with the largest number of contracts in China, and launched pan game star marketing together with Dafu PR and the media above-- Star partner. Online celebrity academy + Dafu public relations + star partner work together to create high-quality Internet stars and brands, and combine stars, online celebrities and film games to promote the online popularity of stars, the stardom of online celebrities and traditional stars to the new media diversified realization and pan entertainment new ecology.

Therefore, we can say that if the network celebrities of the beauty talent type only rely on their faces, they are doomed to survive. Only through specific entertainment expression can they stand firm in the fierce competition. First of all, talent must be a prerequisite for becoming a network celebrity. Whether it is singing, musical instruments or dancing, only through audience evaluation and comparison with other people can we realize the advantages and disadvantages of our own

existence. Only by having more and better talents and enriching ourselves can we show the best side to fans and audiences. Of course, the hard work of Internet Celebrities is to maintain and improve their talent level, but only talent can not guarantee long-term development. If there is no online Red brokerage company or incubation company's packaging and promotion operation, showing their internal excellent characteristics, we can't be a star at the same time can complete the business transformation. With the help of the resources of wanghong economic company, strive for as many exhibition opportunities as possible, realize the initial recognition of the IP image in the audience's mind, and lay a good foundation for the final realization of characters' IP, which leads to the cross-border social strategy of Internet Celebrities' IP<sup>[4]</sup>.

### **3. Realization of Ip Value of Internet Celebrities in We Media Era**

#### **3.1 Product Sales**

Nowadays, online celebrities incubators often choose to build online celebrities into e-commerce companies, and then establish their brands. Then, the IP products of Internet celebrities are produced. Through the traction of Internet Celebrities, fans are transformed into consumers. The author is interviewing the CEO of “wanghong College” Mr. Zhang Juncheng learned that if an Internet celebrity can transform 5% of its fans into consumers, then it can make profits. However, for most of the Internet Celebrities in China, 10% of all their followers can be transformed into consumers. Some top Internet Celebrities' fan conversion rate can even reach 20%, which means that they have been transformed The profits of Cheng Zhong's Internet celebrities are huge. In addition, online celebrities mainly promote and sell their products through social platforms. At present, most of the online celebrities e-commerce choose to interact with fans on microblogs. In general, targeted social platforms such as Meili Shuo and mogujie mainly face the audience in a certain field to build corresponding social relations. Although it is less extensive and rich than comprehensive platforms, it is single It can effectively absorb fans; “live + e-commerce” is the most popular IP realization mode of Internet Celebrities. Through live broadcast recommended by Internet Celebrities, fans can watch and purchase simultaneously, and online celebrities can also find potential consumers. Generally speaking, online celebrities like selfie, live broadcast and celebrity are the most likely to be e-commerce and realize their traffic directly through product sales<sup>[5]</sup>.

#### **3.2 Advertising Revenue**

Relying on fans to realize value realization, in addition to product sales, there is another way is advertising. Internet celebrity IP is a personalized IP. The huge and specific fan groups provide a direct basis for online celebrities to carry out advertising promotion and make advertising a direct way for fans to realize their economic benefits<sup>[6]</sup>.

#### **3.3 Platform Sharing**

While cooperating with the we media platform, Internet celebrities can also obtain platform share income through platform signing, paid browsing, user reward and virtual gift giving. Especially for the platform that can create Internet Celebrities, Internet Celebrities need platforms to show themselves and get attention, and platforms also need online celebrities to maintain operation. Therefore, for the platform, the main purpose is to attract more users. However, the stickiness between users and platforms are often not high. What is high is the stickiness with Internet Celebrities. If Internet Celebrities leave other platforms, they will naturally take away fans.

Therefore, the platform will guarantee user stickiness by paying the signing fee for Internet Celebrities. Online celebrities can also participate in other activities of the platform, such as traffic advertising, Taobao retail stores and other business activities<sup>[7]</sup>.

### 3.4 Reward

Reward is essentially a sharing economy. It is originally a free behavior for Internet celebrities to share content with fans, but in the sharing economy, users begin to want to pay when facing high-quality experience and original content. From the marketing point of view, reward is a brand-new attempt in pricing, because it transfers the pricing power from the seller to the buyer for the first time. Users can freely pay according to the content, product and experience. For a product, you can choose to pay or not to pay. By giving rewards, online celebrities can directly get income from fans. Live and content-based Internet celebrities are the most likely to be rewarded, of course, the premise is to continue to provide users with high-quality content<sup>[8]</sup>.

## 4. Conclusion

The significance of IP for Internet Celebrities and the market lies in that, on the one hand, it can make their own characters more rich and three-dimensional, and better attract the audience for classification; on the other hand, it can follow the tide of network celebrity economic development and accept the optimal allocation of resources in the entire industrial chain. With the development of Internet celebrity economy, it shows the trend of specialization and industrialization. In the whole process of producing and promoting Internet Celebrities, the whole industry also strives to explore a road to be followed by examples under the promotion of the times. The purpose of this paper is to provide a reference model of IP shaping for Internet Celebrities and the standards and ideas to improve their own IP image level, and provide a reference index system for market capital to reasonably invest in network celebrities economy.

## Acknowledgement

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