

# *Research on the Commercial Value Development of Short Video Application*

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**Abstract:** As sharing has become an indispensable part of people's lives, from text to sound, to picture sharing, people tend to share more vivid and interesting forms, and short video applications have emerged. It has risen in my country since 2013, and has evolved into a new social fashion at the beginning of 2015 due to the popularity of New Year's Eve videos. With the vigorous development of short video applications, domestic researches on them are also endless, but they are more inclined to its product form, background and the level of user experience it brings to users, rather than making a decision on its business model. Too much discussion. This paper traces the potential of the short video application business model from a rational perspective, and combines the existing successful experience at home and abroad to draw a long-term development path suitable for the promotion of the commercial value of short video applications in my country.

## 1. Introduction

2014 was recognized as the first year of the development of short video applications in China. In this year, short video applications have sprung up and become an important part of social media sharing, winning a user base that cannot be underestimated. In 2015, New Year's greetings have become a time period for short video applications. People have made 2D or 3D New Year's greetings videos through Weishi, Meipai, and Xiaodou. Short videos have gradually replaced the traditional text, sound and pictures for New Year's greetings, and have become a new social fashion, and have evolved into a trend, showing a good trend of vigorous development.

If short video websites want to survive, they must first solve the problem of profit model, which has also become the consensus of the industry. How to fully realize the commercial value of short videos, develop a recognized and feasible sustainable profit model, convert the current high clicks and interactions of short videos into commercial value, and turn popularity into profit is a practical problem that urgently needs to be solved. In recent years, mature short video media represented by Vine in foreign countries have carried out many practices and explorations in platform advertising, content placement, and service charges with their own clear positioning and unique differentiated competition highlights; my country is currently active The most popular short video software, Meipai, has also successfully attracted high-quality advertisers within less than a year of its establishment, such as the naming of the column of celebrity wardrobes. Although the results have

not yet been significant, it is already on the way to success. The business model has taken a step towards exploration. At the same time, the research on short video should also get out of the conceptual siege as soon as possible and enter actual combat research and applied research.

## **2. The Concept of Short Video Application**

What is a short video application, there is currently no suitable definition. Social Beta defines it as “Short video is a new type of video format whose length is counted in seconds, which mainly relies on mobile smart terminals to achieve rapid shooting and beautification editing, and can be shared and seamlessly connected in real time on social media platforms. “And through research and comparison of existing short video applications at home and abroad, it is found that, in short, short video refers to a social software with simplified time, simple operation, rich effects, and instant sharing.

Usually has the following three characteristics:

The video length is generally controlled within 30 seconds. For example, 6S Sina Miaopai, 8S Tencent Weishi, 10S Meipai, and WeChat embedded small videos. It is said that the emergence of short videos marks the entry of the “countdown era”. Short, compact, small and beautiful are the core competitiveness of short videos.

The production threshold is low, without the need for traditional professional shooting equipment, relying on smart terminals to achieve instant shooting and transmission. In addition, for example, Meipai can also add a variety of artistic special effects to the video through foolish operations, reaching the “master level” in minutes, making users quickly attracted and easy to accept the product.

The dissemination channels of short videos with strong social attributes are mainly social media platforms, whether it is iQiyi Papaqi under the video website, Tencent WeChat WeChat small video under social media, Sina Miaopai, or Mei Tuxiuxiu's Meipai, Huisheng Pictures and other short video apps all have strong sharing attributes.

## **3. Short Video Applications Have the Characteristics of Self-Media:**

The communication technology is advanced. Web3.0 technology has made self-media, that is, paying more attention to the interaction of users. Users are not only the viewers of short video platform content, but also the biggest creators. Web3.0 is characterized by its highly participatory communication methods, personalization, and the maximum use of public wisdom. At its root, the core lies in the people-oriented approach, with particular emphasis on sharing and interaction. According to its social attributes such as low threshold, low cost, and rapid dissemination, it will win the favor of the public as soon as it appears, allowing them to spontaneously create lively and interesting content and deepen their feelings and loyalty to applications.

The main body of communication is populace and diversified. Each subject of the application, that is, each short video user, comes from all walks of life. They publish and freely receive content on an equal basis, and they independently choose the direction of interest to watch and produce, which maximizes the diversified characteristics of self-media communication subjects. .

The mode of communication is spontaneous, interactive and immediacy. With the rise of mobile applications, people are more and more inclined to share personal dynamics anytime, anywhere, and without restrictions. This kind of sharing is a good way to shorten the distance between users and short videos, and it is also conducive to increasing user stickiness. Sex.

Wide application and simplicity of operation. Whether it is Meipai or Microvision, it is a fool-like operation + multi-style post-processing method, allowing people to easily shoot blockbuster films, and people can easily build their own publishing platform, publish works, and manage them.

Due to the characteristics of real-time communication, national carnival, and interactive sharing, short video applications have changed people's habits of sharing information, changed the form of media dissemination, and at the same time changed the mechanism of information dissemination. Different from the past information dissemination media such as newspapers, magazines, and instant messaging tools, short video applications have promoted the rapid development of network information and become the most influential mainstream media in my country, and its commercial value has also been better. Highlight. Short videos with self-media characteristics have also emerged with more forms of advertising and additional functions.

#### **4. User Psychological Characteristics of Short Video Applications**

According to Papachrissi & Rubin (Papachrissi & Rubin, 2000) used to explain people's motivations for using emerging media, they identified five motivations that affect people's consumption of Internet products, namely: interpersonal utility, killing time, and seeking information. , Convenience and entertainment. [14] Short videos can indeed perfectly adapt to people's subtle psychological background. Starting from the five major motivations, they are applied to the use of short videos. The specific manifestations are as follows:

##### **4.1 Interpersonal Utility**

One of the outstanding performances of short videos lies in their good shareability. According to Maslow's principle of needs, after people's basic needs are met, what they desire more is the need to be respected and recognized by society. People are increasingly relying on social media, even as an indispensable part of their lives. The most fundamental reason is that social needs can be realized in a virtual space. [15] Take short video clips of life and share them with friends on the platform, or upload them to social platforms such as WeChat and Weibo, and realize social needs through everyone's feedback and achieve psychological satisfaction.

##### **4.2 Killing Time**

With the advent of fragmented time, people's attention is becoming more and more scarce. They are constantly looking for emerging media to meet their needs for time consumption. Short video applications have well met people's psychological needs. 6S Video shooting up to 10S satisfies their fragmented needs well, can well mobilize the enthusiasm of the audience to use the software in their free time, become an indispensable pastime in their lives, and gradually evolve into a part of their living habits .

##### **4.3 Seek Information**

Curiosity and seeking knowledge are inherent characteristics of people. Especially in the Internet age, the more people worry about derailing from society, the more they will actively collect information. As a social media, short videos convey the information of society and social circles well. The information they convey is not only the "selfie" that everyone knows in the traditional sense, but also expands resources in the field of information and social news. Sina's "Miaopai" is a classic example. It is adhering to the unique high-quality DNA of Sina Weibo and is committed to growing into an information package in the field of short video applications to meet people's needs for social information.

##### **4.4 Satisfaction and Convenience**

In terms of convenient choices, it is more that the “dumb operation” of short videos is satisfied with the audiences who are increasingly looking for simplicity and pursuing a high-quality experience. Whether it’s Meipai, Miaopai, Microvision, or short video software developed by some small companies, they have a good grasp of this. “Press and hold the start, release and change the frame” has become the first important point of shooting. As long as people master this point, they can take easy shots and choose rich effects that have already been produced in the background in the follow-up process. Easily shoot blockbuster movies, satisfy people's desire for convenience, and bring users a good user experience.

#### **4.5 Chasing Entertainment**

Due to the unique and vivid sharing form, the entertainment of short video is self-evident. It is more conducive to the transmission of entertainment information than media such as Moments, and it is easier to satisfy the psychology of people who pursue entertainment. Major developers have also well grasped this user’s psychology. Whether it is overseas Vine or domestic short video apps, at the beginning of promotion, they have used a large number of celebrities and grassroots celebrities to help promote, and quickly Propagating within the fan circle, focusing on people's attention to the emerging application of short video. The key factor for “star effect” and “fan economy” is that short video users have the spirit of chasing entertainment in their bones, and because of this, they will also take personal shots while watching entertainment information. This kind of entertainment makes them fans of short video applications. All in all, the social nature of short videos meets people's needs for interpersonal communication; short and smart meets people's needs in killing fragmented time; through the active expansion of users, they also build information collection and information acquisition platforms for other users; at the same time , The foolish operation and gorgeous effects of short videos make people get the maximum entertainment effect in convenience.

### **5. The Development Strategy of the Commercial Value of Short Video Applications**

#### **5.1 Have Entertaining Spirit and Play with Users**

It is difficult for companies with a clear-cut vision to have a good dialogue with users in this era. To make a more vivid analogy: if a company uses the perspective of a “parent” to examine users, the user's body is full of faults and should be educated; and if the company appreciates users from the perspective of a “lover”, their appeals are all It's cute, and showing your best side to your “lover” is naturally just like a fish in water. Therefore, the first thing an enterprise needs to do is to calm its mentality: an old-fashioned enterprise that is out of step with the times will never be able to enter the hearts of users. Even if an account is opened on social media, users will not be willing to help them with business information. The dissemination of users; and lowering your posture and having fun with the people is a shortcut to satisfy users’ appetite. Only companies that can play and are entertaining can initiate play with users, and can also understand users well through this process, and make video products that are recognized by users, arousing their resonance and active dissemination.

#### **5.2 Know the Way of Interaction and Talk to Users**

The unique interactive attributes given to short videos in the Internet age have completely subverted the traditional marketing rules. In the context of Web3.0, short video media, as a new form of social media, is no longer just a sales tool, but a Carnival platform. On such a platform, for

the development of commercial value, the ultimate goal is to allow consumers to find things that companies can attract themselves through the benign dissemination of information, and to “interact” with them, which also redefines The relationship between enterprises and consumers is not a simple relationship between sellers and sellers, but a relationship of friends. Through friendly and natural interaction, consumers can become fans of enterprises and brands, enhance mutual understanding, and make them become word-of-mouth communication. Those who become the natural spokesperson of the brand.

### 5.3 Optimize Page Design

If you want to keep users on the page for a long time, or cultivate a habit of using the product, a good interface style is indispensable. This is also the key to Apple's success, dedicated to every detail of the performance, so that users continue to feel the sincerity from the product. Among the existing short video media, the interface design of Weishi is more similar to that of Vine, taking a fresh and simple route; Miaopai is the same as its parent company Sina Weibo, with a red-yellow tone; Meipai uses rose red as the main color. , With an elegant dark gray as the background, it caters to its positioning of a female-based audience. If the page is poorly designed, it is easy to lose users.

### 5.4 Development Cornerstone: Integrating Business Information into the Communication Content

Equipped with a product platform with good technical support, the dissemination of information in the network not only means the transmission of information, but more importantly, it reflects the creation and statement of culture and the way it expresses common beliefs. Merchants use their own information content to play the unique information dissemination value based on short videos, which ultimately manifests as commercial value. And how to realize this value, companies need to work hard on the content to ensure that the video messages conveyed are short and concise the business information they desire, and at the same time cater to the tastes of consumers, so that they are willing to accept the information.

## 6. Conclusion

Since sustainable growth is to be formed, the continuous development and expansion of commercial value is bound to form a virtuous infinite loop. In this process, nothing is constant. Companies should take advantage of short videos as Internet products, use big data to understand changes in consumer preferences in real time, and adjust their publicity strategies and promotion tonality accordingly, so that the implantation of product information is more and more suitable for the tastes of target audiences, making it more Many consumers participate in the active promotion of the brand, build a good relationship between the brand and consumers, and create a commercial feast.

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