

# The Impact of the Emergence of Live Broadcasting Industry on the Traditional Advertising Strategy

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**Abstract:** With the rapid development of the Internet and the emergence of smart phones and other devices, webcast, a new way of advertising, will have a great impact on the traditional advertising industry. Through the qualitative analysis method, this paper studies the market share of the live broadcast industry and draws a conclusion that enterprises should correctly view the marketing opportunities of live video broadcasting, try and practice quickly, so as to seize this wave of marketing dividends and develop steadily in the new marketing era.

## 1. Introduction

Since the birth of the Internet in 1969, the rapid development of Internet technology has led to great technological changes, and pushed human beings into a dynamic information age. In the first 20 years of the 21st century, driven by technology, human society has entered the era of Internet, big data and artificial intelligence [1]. The emergence of notebook computers and smart phones has subverted the traditional way of information dissemination, and the Internet has gradually become the mainstream information media. Social media's ability of social mobilization and public opinion influence has been strengthened, which promotes the explosive growth and fission dissemination of information. In cyberspace, ideas, culture and information are widely gathered and freely flowed around the world in digital form, which effectively promotes cultural exchanges and mutual learning, and provides a broad space for protecting and displaying the diversity of human civilization. Live broadcast, as the main carrier of information dissemination, has gradually become the mainstream. It is the product of the rise in the Internet iteration, and it is also a very distinctive information dissemination channel in this era. Live broadcasting is affecting every aspect of our life imperceptibly.

## 2. Current Situation of Internet Development

### 2.1. The Popularity of Mobile Internet Devices

With the progress of society and considerable development, we can see that the era of Internet technology has already entered our life. As a product of the Internet technology era, the emergence of smart phones can be seen as a major change in the history of human progress. Science and technology are the primary productive forces. All the major fundamental changes in the media industry are driven by technological changes [2]. At the same time, such a change has also brought considerable development and opportunities for the science and technology industry. According to the "consumption survey and investment prospect forecast report of China's smart phone industry from 2020 to 2026" released by smart research consulting, as of June 30, 2019, the number of mobile phone users in China has reached 1.586 billion. According to the population of 1.4 billion in China, the number of mobile phone users in China has been more than 1. In 2019, the number of mobile phone users will exceed 1.6 billion, and the mobile phone penetration rate will exceed 114.7 units / 100 people [3]. Mobile device D brings not only the change of communication mode, but also the change of life style. Today's smart phone is inseparable from our life, and even has completely changed our life. It is more and more inseparable from it, from the daily necessities of

clothing, food, housing and transportation, to the amount transaction in business. Through smart phones, people can get massive information anytime and anywhere. In the era of network economy, marketing has broken through the limitations of the traditional mode. People can buy and sell goods on the Internet, which provides convenience for our life [4]. The emergence of social software has brought us closer to the world. With the advent of the era of "everyone has a mobile phone", under the wave of widespread Internet popularization.

## 2.2. The Pattern Change of Advertising Industry Market

Before the mid-19th century, newspapers, posters and other print media were the main carriers of advertising. Advertising enterprises mainly publicized their products by designing print advertisements for employers. With the continuous development of economy, the number of participants in the advertising industry is gradually increasing and the competition is becoming increasingly fierce. In order to improve the service level of advertisers and enhance the competitiveness, some advertising enterprises provide more abundant services in the service of advertising design and publicity, such as providing market research, copywriting, advertising design and production, as well as media suggestions and arrangements, which has gradually formed the mainstream advertising industry. Since the 20th century, the global commodity economy has developed rapidly, and the scale of the economy has grown rapidly. The advertising industry has also entered a period of rapid development. With the development and application of science and technology, radio, television, computer, mobile terminal and other electronic products are rapidly popularized. The media form presents a diversified development trend, and the content of advertising is becoming more and more colorful. With the emergence of new media, the living space of traditional media is becoming more and more narrow, and its survival and development are facing a huge threat [5]. Under the background of diversified marketing information communication channels, it is difficult to meet all the marketing needs of advertisers by single marketing communication means. Traditional marketing belongs to one to many marketing mode. In the transmission of marketing information, the marketing target is not clear and the marketing cost is high [6]. Advertisers tend to use multiple media combinations to carry out multi scene marketing communication, which promotes the further development of advertising industry. With the significant enhancement of data processing capacity in the era of big data, new media has a certain impact on traditional media [7]. On the other hand, the rapid development of global industrial division and international trade has had a significant impact on the transformation of economic structure. With the emergence and development of large advertising groups, the planning service ability and industry concentration of the advertising industry have been greatly improved. However, new media also has some shortcomings, that is, due to the complexity of all kinds of information in the network, it is easy to adulterate some false information, so the credibility in the society is low [8]. With the development of network economy, the competition in various industries is becoming more and more fierce. The change of product appearance can not attract people's attention. The competition among enterprises is gradually transferred from products to marketing, that is, investigating the types of products, applicable groups and scope [9].

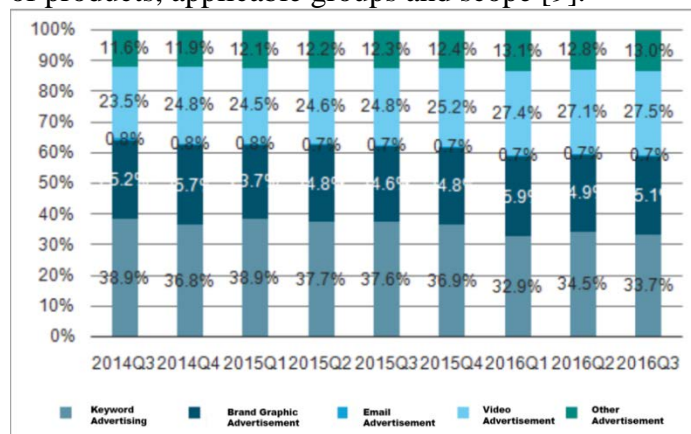


Figure 1 Analysis of China's Advertising Market Fstructure (2014-2016)

Retrieved from: <https://www.chyxx.com/research/201804/633437.html>

From the data table, we can see that the share of different types of advertising in China's advertising market changes year by year. Among them, it is not difficult to find that the proportion of video advertising has increased year by year (from 23.5% in 2014 to 27.5% in 2016). This change is closely related to the rapid development of Internet and mobile devices.

### **3. Development of Live Broadcasting Industry**

#### **3.1. The Introduction of Live Broadcasting**

Live webcast is a new way of social networking. It can watch movies on different communication platforms at the same time through the network system. It is also a new social media. Network live broadcast absorbs and continues the advantages of the Internet. It can release the product display, relevant meetings, background introduction, scheme evaluation, online survey, dialogue interview, online training and other contents on the Internet by using the Internet's intuitive and fast performance, rich content, strong interactivity and unrestricted region To strengthen the promotion effect of the activity site. After the live broadcast is completed, it can continue to provide replays and on-demand for readers at any time, effectively prolonging the time and space of live broadcast, and giving full play to the maximum value of live content. "Webcast" can be roughly divided into two categories. One is the watching of TV signals on the Internet, such as the live broadcast of various sports and literary and artistic activities. The principle of this kind of live broadcasting is to convert the TV (analog) signal into digital signal, input it into the computer, and upload it to the website for people to watch in real time, which is equivalent to "network TV"; the other is "network live broadcast" as people know it Set up independent signal acquisition equipment (audio and video) at the scene, import it into the broadcasting terminal (broadcasting equipment or platform), upload it to the server through the network, and publish it to the website for people to watch. Network live broadcast absorbs and continues the advantages of the Internet. It can release the product display, relevant meetings, background introduction, scheme evaluation, online survey, dialogue interview, online training and other contents on the Internet by using the Internet's intuitive and fast performance, rich content, strong interactivity and unrestricted region To strengthen the promotion effect of the activity site. After the live broadcast is completed, it can continue to provide replays and on-demand for readers at any time, effectively prolonging the time and space of live broadcast, and giving full play to the maximum value of live content.

#### **3.2. The Introduction of Network Anchor**

The concept of network anchor comes from news anchor. Anchor refers to "host type announcer". To understand simply, broadcasting is to read other people's words; the host is to say his own words. The host does a lot of work more than the announcer, which is the synthesis of the announcer and the host. For example, the general announcer can just broadcast and read according to the manuscript, while the anchor often needs to do a series of work such as planning, editing, interview, production, directing and hosting. Later, the network live broadcast gradually enriched: live broadcast of online games, live broadcast of entertainment activities and daily live broadcast of anchor. Network anchor is a person or occupation who is responsible for participating in a series of planning, editing, recording, production, audience interaction and so on in Internet programs or activities. In the context of Pan entertainment in the new media era, the authority of traditional hosting and communication is gradually disappearing [10].

#### **3.3. The Characteristics of Live Network**

As a new media of Internet video entertainment, webcast is loved by more and more netizens because of its low threshold, high interaction and instantaneity, and has gradually become an important media carrier for advertisers to put in advertisements. Due to the particularity of network live broadcast as a carrier, it has the characteristics of more participants and more forms than

traditional media advertising. The relevant mobile Internet enterprises should strengthen the contact and cooperation with government functional departments, institutions and social institutions, and effectively integrate diversified resources [11]. Compared with live television, the prominent feature of network live broadcast is that the main body is diversified. Live TV can only be broadcast by TV station, which is monopolized by TV station, while network live broadcast can be broadcast by ordinary people. In terms of content, live TV is generally directed at emergencies or major events, while the content of live network is limited, involving talent display, product display and other aspects. Compared with the single, serious, complex and special features of live TV, network live broadcast has the advantages of intuitive and interactive watching. It can be said that there is no live network without bullet screen. In addition, unlike live TV, due to the unlimited amount of network storage, live network content can also be replayed and replayed.

#### 4. Conclusion

The trend that live video has become the next marketing position of enterprises has become very obvious. Only by correctly looking at the marketing opportunities of live video, and quickly trying and practicing, can enterprises seize this wave of marketing dividends. The government should increase the supply of digital infrastructure in weak areas of the Internet, which is conducive to the innovation and development of various regions [12]. The emergence of a large number of live broadcasting platforms, on the one hand, is due to the demand of enterprises for mobile video live broadcasting, on the other hand, it makes it possible for enterprises to build their own high-definition video live broadcasting platform with low cost and fast speed. If an enterprise wants to give full play to its sales advantages, it can't be limited by the traditional marketing concept, and can't absorb new ideas in the old application mode, then the enterprise will be gradually eliminated in the follow-up market competition [13]. In today's industry situation, the advantages of enterprise live broadcasting are more prominent. Through accurate data analysis, we can bring more accurate customer groups for enterprises. We should gradually realize the comprehensive integration of management concept, organizational structure and operation mode in practice [14]. Relying on the communication of social circle of friends, we can continuously accumulate potential customers for enterprises, help enterprises extricate themselves from the disadvantages of traditional marketing and develop steadily in the new marketing era.

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