

Analysis and Development of 5g Technology's Influence on Short Video Industry

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Abstract: 5g Mobile Communication Technology Has Brought Great Convenience to Users' Daily Life. Because of Its Low Energy Consumption and High Reliability, This Technology Has the Potential to Replace 4g Mobile Communication Technology. At Present, 5g Technology Related Technology Industry Develops Rapidly, and Technology is Gradually Mature. in This Development Trend, as the Current Mainstream New Media, Short Video Industry Has More Development Opportunities. This Paper Analyzes the Influence of 5g Technology on Short Video Industry and Its Development.

1. Introduction

It is understood that the average download speed of 5g is about 700mbps, and the upload speed is about 80mbps, almost ten times the speed of 4G. For ordinary mobile phone users, 5g means that they can drag the progress bar freely when watching the video with the highest bit rate on each platform, which is almost the same as that after caching; the delay of playing games is stable below 60ms; the data update speed of software is as fast as that of decompression. In addition, cloud storage is also a trend. The fastest download speed of 5g is 90m / s, which is about to catch up with the reading speed of SD card of mobile phone. At such a fast Internet speed, it is almost no difference whether to save photos and videos for local viewing or upload them to the cloud and download them when necessary. Therefore, the popularity of 5g will greatly optimize the current network experience. The arrival of 5g mobile communication technology is a subversive change for the mobile communication technology market. The essence of 5g mobile communication technology is information transmission with high speed and low delay. For the current Internet information age, such characteristics conform to the needs of the times. No matter in work study and entertainment activities, users have high requirements for mobile communication network, especially for video transmission. 5g technology features provide a more sufficient infrastructure for the application and development of short video, and provide network support for its large-scale application and development. What the public can most clearly feel is that 5g can enhance the user viewing experience of short video. The first is that 5g's impact on short video mainly focuses on high resolution and high transmission rate, which reduces the requirement of video volume on hardware. In other words, 5g will put forward higher requirements for such short videos as beauty, pan knowledge and popular science, which will help broaden the scope of this type of content, but also provide more possibilities for the services (local, client interface) proposed by the short video platform. The second reason is that the 5g era will enter a stage dominated by professional production content (PGC). Compared with the 4G era of user production content (UGC), PGC not only ensures the social, active and user stickiness of the short video industry, but also increases the unique advantages of professional production and dissemination of short video.

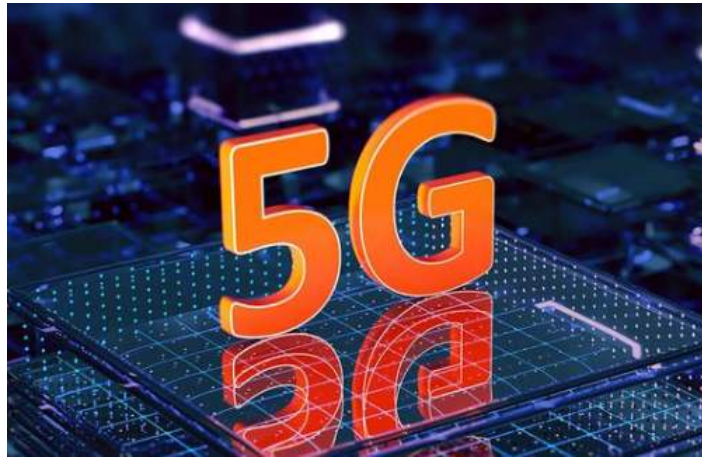


Fig.1 5g Technology

2. Research on 5g Mobile Communication Technology

2.1 Characteristics of 5g Mobile Communication Technology

The three characteristics of 5g mobile communication technology are very clear. The first is high speed. In practical application, the speed of 5g mobile communication network is more than 10 times that of 4G network. The second is low latency: the latency of 5g mobile communication technology network is about tens of milliseconds, which is faster than human response speed. The third is wide connection: 5g mobile communication technology network appears. With other technologies, the space will be drastically compressed in the sense of data, and it is likely to appear a new set of interconnection of everything.

2.2 The Development Prospect of 5g Mobile Communication Technology

In the era of 5g mobile communication technology, there are some infinite possibilities in the specific operation level, such as holographic projection, driverless, Internet of things, which are very good applications. But the most profound impact of each technological revolution is often in the user experience. The depth that communication technology brings to users' perception environment is different in different times [1]. Under 1g mobile communication technology and 2G mobile communication technology, users' listening and feeling can be extended anytime and anywhere. In the era of 3G mobile communication technology, users' vision began to extend synchronously. In the era of 4G mobile communication technology, users' thoughts and ideas can be extended. The inspiration is transmitted to the Internet at any time, the video is shot and sent at any time, the global synchronous readability can be turned to be evaluable, and all personal thoughts and opinions can be played in the global information network [2]. Social software, such as wechat and Weibo, which are very common in users' lives, is the place to extend and communicate. The transmission speed is still increasing rapidly [3]. 5g mobile communication technology brings users a variety of new experiences in life besides the accelerated dissemination of information. In the coming age of 5g mobile communication technology, human beings finally have the opportunity to extend all functions of vision, hearing, taste, smell, touch and central nervous consciousness. "High speed" guarantees the mass and abundant details of information, "low delay" guarantees the synchronization and interaction across space, and "wide connection" makes the existence of the external environment known as the originator of information details. From the physical world to the data world with high fidelity, human life will also be revolutionary in the new world of physical connection Change, therefore, is fundamentally subverted by the sense of experience. 5g mobile communication technology also brings convenience to users' life, such as panoramic tourism, fully automatic driving car and so on. When 5g mobile communication technology is combined with VR \ AR technology, or a set of tights with touch simulation function, a helmet, or even a brain computer interface, the beautiful food that words and pictures are difficult to present, and the emotion that words and words can't describe are no longer problems in this era. All the time, space,

experience and experience, users will have the opportunity to set Among them, I feel the same [4]. Therefore, 5g mobile communication technology is subversive for the future.



Fig.2 5g Technology Promotes Urban Development

3. The Influence of 5g Technology on Short Video Industry

3.1 Enhance Short Video User Experience

Compared with 4G, 5g download rate and upload rate have a breakthrough increase, which is dozens of times of 4G. Therefore, for viewing users, 5g can provide the opportunity to choose a higher bit rate to watch the video, reduce the cache time, and drag the progress bar at any time during the viewing process; for content producers, it is convenient to upload the video with higher picture quality and improve the video quality. Under 5g technology, the fastest download speed is up to 1.25gb/s. Combined with cloud storage technology, video files can be downloaded anytime, anywhere, to a certain extent, breaking through the storage capacity of user equipment.

Therefore, for short video users, their viewing experience is undoubtedly greatly improved. There are two main factors that affect the user's viewing experience. First, the influence of 5g technology on short video is mainly due to the high resolution and high transmission rate of video, and the requirements of video volume on hardware [5]. While helping to expand video content, it can provide more opportunities for short video platform services. Secondly, the 5g era short video platform will focus on professional production content, and replace the 4G era user production, which will improve the advantages of professional producers.

3.2 Short Video Combined with Other Technologies

At present, the development of artificial intelligence has become the focus of the forefront of science and technology, and it has become an advanced technology of key breakthroughs in various industries. With the support of 5g technology, artificial intelligence may be combined with short video to expand the industry type of short video industry. For example, in the fitness video, artificial intelligence can analyze and calculate the data of various indexes of people in sports, and adjust the fitness program and optimize the fitness effect through these data; for example, in the video audit, the use of artificial intelligence can reduce the human cost and improve the efficiency of audit. The bad content can be exposed in time to ensure the health of the platform. In the 4G era, due to the lack of technical support and high cost, part of the short video platforms are forced to be off the shelf due to audit issues, so 5g is of great significance in the combination of artificial intelligence.

VR technology, also known as virtual reality, is also an advanced technology that has been widely concerned in recent years. Its immersion, sense of introduction and interactivity bring users a epoch-making experience. Also supported by 5g technology, short video may be combined with VR technology. At present, due to the high requirements of VR technology on the network, its definition and immersive feeling are limited. With the support of 5g high-speed network, the wide application of VR has become a reality. However, it should also be noted that VR technology faces

many problems due to its high technical cost, time-consuming cost and special requirements for content.



Fig.3 “5g Technology” Press Conference

3.3 G Technology Brings Development Opportunities to Short Video Industry

3.4 Driving Industry Change

Short video has become the most popular network content at present. Its short and concise features meet the user's fragmented entertainment characteristics. Its communication form is simple, creation is difficult, and user experience is high. The emergence of 5g technology will not change the video content, but its function of information distribution can promote the transformation of the industry. At this point, the short video industry will have the trend of survival of the fittest, high-quality content will be pushed to the user's hands, and low-quality content will be filtered. On the other hand, the intelligence brought by 5g network can meet the needs of different people, push corresponding content for those who need it, so that these content has more opportunities to show.

3.5 Build a Closed-Loop Ecosystem

At present, the revenue sources of short video mainly include platform subsidies, advertisement implantation, e-commerce marketing, etc. Short video content uploaders usually publish on multiple platforms, with poor linkage between content creation and business income and weak liquidity [6]. In the age of 5g technology, the content of short video becomes the starting point of consumption transformation, further narrowing the relationship between products and content, increasing the popularity of products, and improving the income of products. Especially in the context of the Internet of things, short video cashing channels are more extensive and have higher commercial potential. At present, many organizations have begun to build an ecological environment, realizing closed-loop chain from the aspects of content production, channels, realization and payment, so as to seize market share.

4. Conclusion

With the advent of 5g technology, the Internet will show the characteristics of high bandwidth and low latency, which not only improves the user experience, but also brings infinite possibilities for the development of short video. The application of 5g mobile communication technology will have a revolutionary impact on technology, industry and users' daily life. In 5g era, short video will be combined with more technologies, and its content, form and operation mode will change greatly.

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