

Competitive Strategy of Netease News App

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Abstract: With the rapid development of mobile Internet, mobile news client has become an important channel for people to obtain news information, and the industry competition is becoming increasingly fierce. Netease News APP is facing great challenges in content quality, user stickiness and profit model. Based on the existing literature and data, this paper attempts to summarize the difficulties it is facing, analyze its advantages and disadvantages, and give suggestions on competitive strategies, hoping to give some suggestions for the future development and improvement of Netease News APP.

1. Introduction

Mobile news client has experienced nine years of development and transformation since 2011, and has become an important news information acquisition platform. In the mobile information industry, the market pattern has taken shape. Both traditional media, portal PC websites and aggregation platforms are vigorously developing mobile news clients.

2. Overview of Netease News App

Netease News APP, as one of the first batch of mobile news clients, has updated more than 80 versions of 5 series since 2011. It takes “attitude” and “no post, no news” as its strategic positioning. Relying on the massive resources accumulated on the PC terminal, it can easily gain advantages in content, covering news, science and technology, sports, entertainment, military and other fields. It has more than 60 columns. Among them, more than 40 columns, such as “the moment of relaxation every day”, “Encyclopedia of Yi” and “Sudoku” created by Netease, are deeply used. It is sought after by households. In 2016, it won the most influential news app of 2016 and the most innovative news client of 2016.

However, with the increasingly fierce competition in the mobile news client industry, Netease News APP is facing great challenges. According to the data of iimedia research, by the first quarter of 2020, the growth rate of mobile news client users in China has slowed down, and the number of users in the mobile news client industry may be saturated.

3. An Analysis of Competitive Advantages and Disadvantages of Netease News App

On the one hand, Netease News APP, as the mobile end of Netease portal website, has abundant resources as its support in content, numerous columns covering a wide range of fields and unique content resource advantages; in terms of brand image establishment, thanks to its initial strategic

positioning of “no post, no news” and “attitude”, copywriting culture flourished for a time and brand image. It is deeply rooted in the hearts of the people; the huge number of users accumulated by the portal website; at the same time, the design concept of Netease News Products attaches great importance to user experience, with high user interaction and strong stickiness.

But on the other hand. In recent years, the number of mobile news clients has increased rapidly, the number of users has increased significantly, and the platform construction has returned to the essence of content. Traditional media and vertical applications have developed vigorously by virtue of their own advantages. At the same time, but Internet giants have also laid out mobile information market in 2016, all of which are given to traditional news clients including Netease. Survival brings great challenges. At the same time, Netease itself also exposed some problems, such as:

3.1 Low Quality Content is Rampant and Journalism is Lack of Professionalism

One of the major sources of Netease's news information, the information released by the settled we media account is difficult to ensure the authenticity of the news due to its ability and various reasons, and lacks news professionalism.

3.2 The Stickiness of Users Decreases, and the Difficulty of User Acquisition Increases

The rapid rise of intelligent distribution platform, represented by today's headlines and a little information, has brought great impact and threat to traditional mobile clients such as Netease. Meanwhile, Zhihu, 36 krypton and other vertical information platforms have grown rapidly, and together with the intelligent distribution platform, many Netease News APPs have been diverted. At the same time, with the development of mobile news client, the user scale has reached a certain peak, and it is more and more difficult to obtain new users.

3.3 Limitations of Profit Model the Speed of Development is Restricted

The profit model of Netease News APP does not get rid of the traditional portal cash flow profit model, mainly concentrated in the commercial advertising display. The size of the mobile phone screen is far smaller than that of the traditional PC terminal. Commercial advertising will have a greater adverse impact on the user's reading experience, and the number and scale of advertisements that can be placed are far less than that of the PC terminal, which makes it difficult for Netease to grow rapidly.

3.4 Batinternet Giants Enter the Industry Structure

In recent years, Alibaba has acquired UC and implanted news information into its core products such as tmall and Taobao, which has diverted many users. Tencent has developed the intelligent distribution platform “Daily Express” to compete for the resources of intelligent distribution system. Baidu launched a hundred Baidu companies to introduce we media to Baidu mobile phone, and cooperated with Duojia media to seize resources in the mobile information market. The admission of these internet giants with huge funds has impacted the industry pattern of mobile news clients and become a great threat to Netease News APPs.

4. Competitive Strategy of Netease News App

In the face of various challenges, paying attention to the quality of platform content, innovating products, exploring more profit models, and forming synergy effect by product matrix may be the sustainable development and competition strategy of Netease News APP.

4.1 Strengthen the Construction of Platform Content and Attach Importance to News Professionalism

In the trend of platform returning to content construction, the quality and professionalism of content are the core competitive factors of current news client, and also the key point for Netease to maintain its competitive advantage in the complex and changeable industry environment.

First of all, in the cultivation of professional news content, we can strengthen the cooperation with local media, give play to the advantages of Netease client such as technology, platform and brand, and interact with the advantages of local media in local resources and editing, so as to introduce more professional traditional media blood for Netease News APP, and solve the problem at the source of professional content.

Thirdly, improve the ability of users to distinguish the true and false news value, and cultivate the correct news orientation of users, such as setting up popular science topics of news, inviting professional journalists and authoritative media to settle in, interpreting news knowledge such as five elements of news and news public opinion in a professional way, actively interact with users, and guide users to pay attention to the real valuable news instead of focusing on traffic entertainmentHappy information.

4.2 Layout Social Post Innovation, Enhance User Stickiness

The development of social function of news client is of great significance in improving the interaction of client and enhancing user stickiness. The number of users of social applications such as microblog, wechat and QQ has increased dramatically. More and more people choose to publish and disseminate information on social platforms. Major news clients have cooperated with social platforms to develop social functions. Netease News APP can start from the following aspects: in the sharing of news information, develop a convenient and efficient sharing mechanism, and enhance users' willingness to share news information. At present, Netease's "attitude screen capture" and "card sharing" are good practices. In the discussion of news information, the user circle is divided by different topics and geographical locations to enhance the communication between users, improve the user activity of the client, and enhance the user stickiness. (3) Diversified ways of profit to realize sustainable development

Netease News should make full use of its brand advantages, combine with its own high-quality content products, and cooperate with more platforms to form scale benefits. At the same time, the establishment of a number of short-term programs, such as the establishment of a number of channels to promote the value of short-term films, such as the establishment of a number of channels to promote the film. At the same time, the domestic knowledge payment market is expanding, and the business model is gradually becoming mature. The domestic news client user payment potential is huge, which is also a good choice for Netease to achieve high-quality content development.

4.3 Using the Product Matrix to Form Synergy Effect

Netease News APP can make full use of the position of Netease products in the hearts of users and form a matrix with other Netease products to achieve synergy effect. It is a good choice to find the fit point between Netease News and other products of Netease series. The comment area of Netease cloud music client is another popular effect after Netease's post. In view of this common point,

we can increase the flow entrance of Netease News in the Netease cloud comment area, and plan the topic of “God comment” of Netease cloud comment and Netease News Post, and show it in H5, short video and other ways. You can also work with Netease Youdao to combine hot topics with Netease Youdao’s translation, and plan topics such as “hot topics you don’t know about French version / American version”. The close cooperation with other products of Netease can not only enrich the user structure of Netease News APP, but also promote the marketing of other products of Netease, break through barriers between various products, enhance the interaction between users of different products, so that users of different products can flow with each other, and further enhance Netease newscasters by using multi platform synergy effectThe influence of the client.

The mobile news client has entered a new stage of development, and the overall scale of users in the industry has tended to be saturated. In the future competition for users of mobile news clients, it is very important to constantly think about how to improve the content construction, enhance the user experience and enhance the user stickiness. Retaining the stock users of the client may win the user competitionThe key. For news clients, users are the basis of profit and development. While striving for profit model innovation, we should pay more attention to the quality of platform content, because high-quality content is the key to retain users. In the fierce competition of news client market, it is of great significance to do these two points well for the development of news client in the future. We hope that news client can have better performance in the future development.

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