

Analysis of the Development Tendency of Network Video Programs

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Abstract: "Audiovisual new media programs" refer to new media forms characterized by two-way interaction through the combined effect on human audiovisual senses, such as network video, IPTV, Internet TV, mobile TV, etc. With the rise of online media, the viewing habits of netizens are undergoing earth-shaking changes. People's dependence on video sites is gradually increasing. Video sites have also become the main position for many people to draw on "spiritual food." In the development of audiovisual new media, due to changes in the relationship between the mediator and the audience, the increase in audience participation, the increase in micro-fragmented content, and technological application innovation, online video programs have been uploaded by the initial netizens and gradually developed into copyright Purchase and online self-made new media program production forms.

1. The transition from uploading to copyright purchase by netizens

1.1 Uploaded by netizens

Online video programs first started with the uploading of netizens. Since YouTube was acquired by Internet crocodile Google in 2006, the attitude of the Internet ecosystem to video sites has undergone a tremendous change, and they have invested in the field of video sites. China's video website platform has correspondingly come to a period of opportunity for development. The initial boom of the video website was inseparable from the self-made video programs uploaded by a large number of netizens motivated by entertainment and spoofing. For video sites, rapid flooding of content to increase click-through rates is a quick way to survive in the Internet environment. At this time, various video sites have taken a fancy to the commercial value of spoof videos, using spoof videos as a magic weapon to attract users and increase net flow. Spoof videos characterized by low-level fun and vulgar aesthetic values are flooded with video website platforms, because grassroots producers often use subversive viewpoints and funny effects as the motivation for video production when making videos, and a lot of spoof videos are The video platform brought in a lot of traffic. The well-known "Blood Case Caused by a Steamed Bread" became the masterpiece of the spoof video of this period. The short film was produced by a grassroots video production enthusiast. The excessively spoof interpretation of the current hot film "Master of the Crimson Armor" caused a great deal of Sensation.

1.2 Purchase of copyright

Due to the need to improve the quality of content, the development of online video programs has gradually transitioned from the initial upload of netizens to the stage of copyright purchase. At this stage, the online video content is still in a period of rapid expansion. With the support of funds, the online video platform purchases a large amount of high-quality playback content from traditional media to improve its platform's influence and quality standards. On the one hand, the online platform has obtained the right to speak that it has never had through this direct method, and its influence on the audience has gradually increased. The online video has gradually taken off its

original poor and low-quality hat. On the other hand, traditional TV media are increasingly worried about becoming content producers and losing the right to speak in the distribution channels, and then continue to raise the threshold standards and various restrictions in the process of granting copyrights, laying the foundation for the self-made content of online video platforms. Furthermore, as the number of online platform users continues to grow, resulting CCTV network television stations cntvbox, mango tv, etc. the tone of consciousness have become strategic measures for the traditional TV media layout in the digital technology platform market. The living space of the network video platform is further compressed. This requires platforms with Internet genes such as video sites to shift the role of content demand providers to themselves.

At the same time, the playing period of the programs or film and television dramas purchased by video websites from TV stations or film and television production companies are not all permanent, and are divided into permanent purchases and temporary purchases. This has caused the video site to have only temporary playback rights. If the video content needs to be played again later, it will cost more money to maintain the copyright license for playback. The self-made model of the video website does not have such a problem. The copyright of the self-made program is completely owned by the video website, and can even be output to the traditional TV media in the reverse direction.

2. Promotion from copyright purchase to self-made online

2.1 Impact of "Entertainment Restriction Order" on Internet Self-made Programs

The "Opinions on Further Strengthening the Management of TV Comprehensive Channels" issued by the State Administration of Radio, Film and Television in October 2011 has brought a new development opportunity for Internet video platforms. The positioning of the media has been intervened in an administrative manner, which requires the major traditional TV media, especially the satellite TV platform, to reduce the production and broadcast of entertainment programs to a reasonable range. This move is obviously a big blow to the traditional TV platform, and it is a great advantage for the online video platform to survive in the face of adversity. Because TV variety shows are an important weight to attract young audiences, the loss of this main position means the overall loss. So, in the context of the "restriction on entertainment", the Internet grew rapidly with the support of a group of young people. More and more young people's viewing habits are shifting from traditional TV media to the Internet. In order to stabilize the viewing habits and tastes of young audiences, online homemade video content has become the only way to become a long-term plan for the development of various video platforms.

2.2 Growing video users provide market demand for online self-made programs

According to cnnic statistics, the proportion of netizens who use mobile phones to go online has increased from 85.8% at the end of 2014 to 88.9%. It can be seen from this that the number of online video users in China has been on the rise, and the rate of increase is relatively stable. In 2014, Internet advertising revenue exceeded 150 billion yuan, while TV advertising revenue exceeded 120 billion yuan. The former exceeded the latter by a considerable margin. The only gratification is that the scale of video ads on the Internet is still very small, far from TV ads. However, from the perspective of market competition and evolution, we cannot rule out the day when Internet video advertising surpasses TV advertising. From the perspective of market evolution, the size of TV viewers has not increased, or even declined, and the number of Internet users will continue to increase; the average time for viewers to watch TV also tends to decrease slowly, while the average time for Internet access will continue to increase, Especially in terms of mobile internet usage.

2.3 Separation of production and broadcasting to the integration of the network

The separation of production and broadcasting is also called the separation of production and broadcasting. It refers to the traditional TV platform that separates the production and broadcast of programs. The TV platform becomes a pure broadcaster, and the production of the program is handed over to a professional production company to complete the modern program production

mode. . Different from the previous TV stations that integrated the production, broadcast, and distribution of programs, the separation of production and broadcasting emphasizes professionalism and the division of labor and cooperation. The mature production and broadcast separation system abroad generally involves three main bodies, namely TV stations, production companies and distribution companies. The production company is responsible for creativity and production, the TV station is responsible for procurement, editing, broadcasting, advertising, and the model company is responsible for the sales of program copyright. The three parties are responsible for their duties and the division of labor is clear. In recent years, China's production and broadcast separation system has been developed on various TV platforms. Although overall it is still a strong master role for TV stations, it has made considerable progress in terms of market attributes from the perspective of content production and distribution.

3. New media audiovisual content development status

New media audio-visual content is born with the Internet. In recent years, with the rapid development of Web2.0 machine-related technologies, computers, mobile phones, cameras and other personal mobile terminals have been rapidly popularized, and the network bandwidth has gradually expanded. Video programs are the leader, and quickly become an important traffic consumption product for mobile terminal consumer groups. In China, the huge number of Internet users, infrastructure, investment strength, and market prospects all determine the new media audio-visual content in China is now necessary to carry out a new media subversion of traditional media as the theme of a heavy and arduous media platform Revolution. At the same time, it also means that the diversified development trend of new media audiovisual content cannot be reversed.

As the most prominent function of new media, information release can be said to be vividly reflected in modern society. As different types of portal sites, each bears the corresponding audience needs. For example, Sina.com's investment in news and sports has brought huge traffic to it. Because most of its users have a positive attitude toward Sina.com's news and sports sectors, Taobao, Amazon and JD.com The e-commerce platform highlights the amount of online shopping demanded by new media users. Similarly, LeTV, Youku, iQiyi and other video sites gather a large amount of video resources and are also important portals for publishing video information.

4. Conclusion

The increase in the cost of purchasing copyrights for movies and TV dramas has forced the website to move towards self-made programs.

In 2009, the maximum copyright of the online broadcast of an episode of a TV series would not exceed 5,000 yuan, but by 2010, the price had been turned ten times to reach 10,000 yuan, and even the price of popular works appeared as high as 10,000 yuan. In 2011, "The Romance of the New Three Kingdoms" was launched, and the copyright price of the single episode network distribution was as high as ten thousand yuan. Since the end of 2011, major video platforms have been cautious about purchasing video copyrights, and at the same time the merger of Youku and Tudou is also to a certain extent to reduce copyright costs.

In recent years, video websites have begun to join the upsurge of TV dramas, which caused the copyright of film and television dramas to soar. The copyright of the first broadcast of "Xin Hua Zhu Ge Ge" was sold to 30 million. . Strong financial pressure has prompted video sites to try to make their own programs. The biggest advantage of self-made programs is that the cost of self-made programs is controllable, which changes the passive situation of the original copyright purchase. Since the end of 2011, major video platforms have been cautious about purchasing video copyrights, and at the same time the merger of Youku and Tudou is also to a certain extent to reduce copyright costs.

The relevant application report released by the China Internet Information Center shows that the scale of domestic online video users has exceeded the 300 million mark, and the penetration rate

among Internet users has reached more than 62%. The demand of new media users for content, especially the demand for video content, is very considerable. The development of new media video has passed the development period of simply relying on traditional media as a content provider, and the self-made content of the new media platform will be an important direction for the development of new media audiovisual content in the future. This is due to the changes in the media ecology in the field of new media video. On the one hand, the predators of traditional media have arranged the upstream position of the new media ecological chain. For example, CCTV and Hunan Satellite TV increased their investment in new media as early as 2009. Capital in the content area. On the other hand, the leading companies of new media have already regarded audiovisual content as the top priority in the future development. For example, new media companies such as Huayi, Baidu, iQiyi, LeTV, etc. have been low-key to grab the beach, focusing on the content platform and terminal platform. Invest troops in the war. This makes the new media audiovisual content a colosseum for various forces to compete. Each key factor such as creativity, clickthrough rate, and influence constitutes the structure and reorganization of different types of new media audiovisual content.

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