

Analysis on the Trend of Content Production of "Fans Create Videos" Website

-- Taking Bilibili as an Example

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Abstract. "Fan-created video" is one of the text forms reproduced by fans. It is the second creation of the original video text by fans according to their own narrative logic and value trend, and it is the positive practice of subculture groups in the new cultural pattern. The development of Internet media technology has further promoted the enthusiasm of fans to participate and the diversity of expression. When fans create videos, they use audio, video, pictures, words and other audio-visual materials to interpret their favorite idols. In this culture, fans turn media consumption into the production of new texts and construct new meanings. In the Internet era, barrage has developed into a social activity, and barrage users show the characteristics of socialization in the process of interaction, and the individual viewing activities of viewers gradually turn into group ritual activities. Taking bilibili barrage video network as an example, this paper analyzes the production mechanism and communication characteristics of "Fan-created videos" in China, and explores the trend of content production of "Fan-created videos" websites.

Keywords: Fans Create Videos; Barrage; Content Production; Internet.

1. Introduction

Video has a good market prospect, a broad development space and a perfect profit model, but the competition is becoming more and more fierce, and major online video websites are beginning to look for new advantages to compete for limited users [1]. With the support of technology, the functions of video websites continue to expand, and social functions have become the focus of attention of major video websites. Because the Internet has flooded all aspects of life, modern people can meet all kinds of needs even if they don't leave the room. However, users are expected to share discussions with others when watching videos [2]. In the environment of deep media integration, fans are not only enthusiastic about spiritual acceptance, but also enthusiastic about production behavior. The social structure and cultural behavior of the fans have built a participatory culture. In this culture, fans turn media consumption into the production of new texts and construct new meanings [3]. Mobile Internet has reshaped the channels and ways to reach and communicate with consumers, and video websites have innate advantages over content marketing because of their inclusiveness of multimedia content. At present, the competition between self-made content and copyright of mainstream online video websites has reached a white-hot stage [4].

The audience in the video will express and communicate by sending a large number of texts or symbols. The barrage endows these expressions with highly interactive and ritualized characteristics, attracting users to participate in emotional sharing and produce identity [5]. Barrage refers to the critical text published by the audience in real time by using network technology when watching the video, which sweeps across the screen from right to left, just like the scene of dense bullets [6]. bilibili barrage video network is the most popular barrage video website in China at present. It has changed from an initial video website of ACG(Animation, Comics, Games) content creation and sharing to a multi-cultural community that covers many vertical contents and gathers users to interact and communicate. Video-based fan production and text flow, in the environment where fan culture has attracted much attention, produce diversified production forms and multi-layered communication forms [7]. Intelligent media communication is characterized by relying on big data and artificial intelligence algorithms to quickly collect, process and accurately calculate user characteristics and

information needs. This paper analyzes the production mechanism and communication characteristics of "Fan-created videos" in China, and explores the trend of content production of "Fan-created videos" websites.

2. Essential Features of Bilibili Content Marketing

2.1 Attach Importance to Support for Original Content

With the development of network technology, Internet media has changed the way of interpersonal communication. The comparison of various remote media shows the importance of voice, and the most important role of visual focus is to monitor other participants. If the state of other participants can be captured and information can be transmitted in real time without being present in person, the communication effect of remote communication will be the same as that of physical presence [8]. Different from traditional video websites, bilibili is an open interactive video sharing platform dominated by UGC, and videos uploaded by users themselves become the source of bilibili. It can be said that bilibili provides a way and platform for young users to express themselves, and the interaction of user attributes with originality, appreciation and appeal has made bilibili's high-quality original content ecology today. Fan videos of movies and TV shows not only carry fans' love for the original text, but also give full play to fans' ability to dig and rewrite different details of the original work, such as plot, characters and background, and finally form a new culture.

Video creation by fans is centered on presenting and displaying idols, and it is the carrier for fans to visually present their idols' emotional expressions and inner fantasies. The visual presentation of the idol's portrait and body is one of the three major forms of contemporary film and television media culture, which corresponds to the viewing and appreciation of the visible "perfect human" aesthetic model and the value of the image represented behind it [9]. Upmaster's high-quality creation is a positive cycle of bilibili maintaining high user stickiness. On the one hand, it produces good content; on the other hand, it gives creators a sense of accomplishment, which promotes Upmaster's power to produce good content. The barrage technology realizes the physical co-existence of users in the video scene, and its expression is mainly in the form of words, the content of which metaphors the presence of real bodies. On the one hand, the immediacy of barrage shows the physical presence of participants across space. bilibili's video page on PC can show how many people are watching and the number of barrage. In the latest video scene uploaded by the website, when users see their barrage being responded, it's like face-to-face friendly communication between people in reality.

2.2 Bullet Screen is the Contact Point of Content and Brand

As a comprehensive barrage video website with the most active community communication in China, bilibili's biggest feature is the real-time comment function suspended above the video, namely barrage (Figure 1). The formation of the interactive ceremony requires participants to focus on the same object or the same activity, and to share their concerns and emotions with each other, so that they can know the focus of attention and share their emotional experiences. Under the video field of bilibili, the audience's attention is focused on the same video they are watching, and people's common focus is the video content. The core value of Internet creation is not limited to the connection between time and space, but also with people or content, which is the main form of connection on the Internet. What the content platform needs to do is to connect people and content, thus constructing a closer and more viscous connection chain. This is undoubtedly the most obvious in the comparison between bilibili and many video websites. The primary purpose of fan text re-creation is not to seek commercial benefits, but to share their aesthetic thinking with their peers in the form of video. High-quality creators in the fan circle form regenerated fans in the circle while gaining identity recognition. They actively discuss and interpret, exchange inspiration and creativity, and their supporters contribute collective wisdom, which contributes to the positive production and dissemination of fan videos.

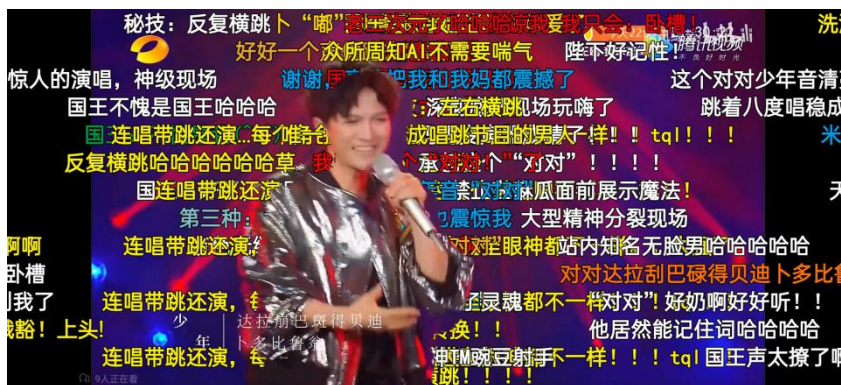


Figure 1. Bilibili barrage comment

Most long video websites connect people with video content, while in bilibili, users can connect with other users who have the same interests, and the way to connect is through uploaded content and real-time barrage released for playing content. bilibili first a community platform connecting people, and then a content platform. Therefore, under the background that the capital market emphasizes the number of users and income, bilibili still chooses to maintain its core users in an alternative way, and uses the answer system to distinguish those users who are inconsistent with bilibili culture. The creation of fan-created video itself is suspected of infringement, and the original author will be sued for profit. Therefore, the circulation on the Internet should follow certain guidelines. The realization of platform traffic and rewards will also form fan consumption in the form of fund-raising and assistance. The production of video fans uses the exchange logic of "gift economy" to create and consolidate the structure and relationship of the community, and also to resolve potential contradictions and expand the social network.

3. Video Content Production Trend under the Trend of Intelligent Media

3.1 Strategic Marketing under Flow Economy

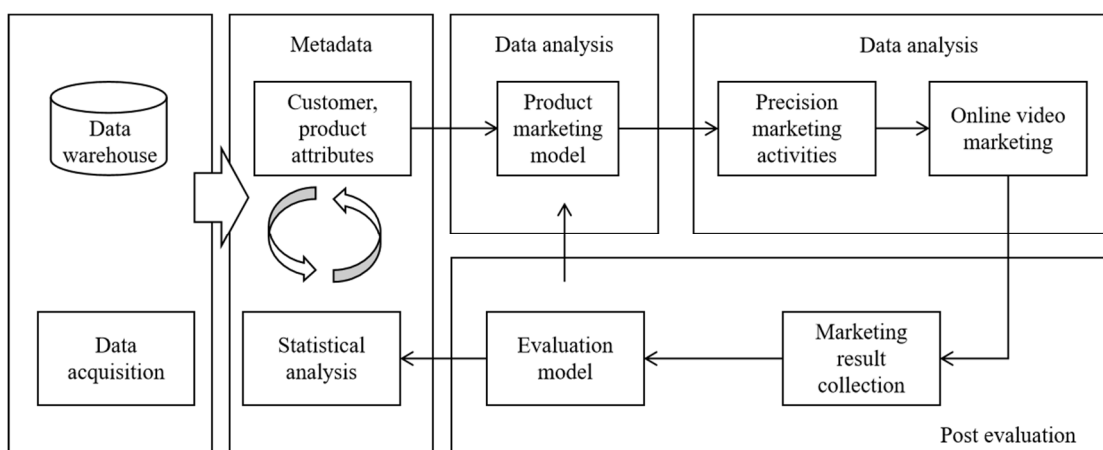


Figure 2. Video marketing service model

The resources of the video platform mainly include user resources, music copyright resources, technical resources, commercial realization resources, community resources and so on. The atmosphere of the video platform includes both creative atmosphere and community atmosphere between the platform and users. The former refers to the platform's support and encouragement to video content producers and the protection of original content. Today's bilibili is more like a platform with a community color than a single community, which solves the biggest problem that traditional communities can't weigh the expansion of the outer edge and keep the core. Iteration without complete content will be out of touch with users, and the rapid influx and outflow of a large amount

of content in the short term will dilute the community atmosphere and value. The Internet has reconstructed the distribution mode of traffic, and then reconstructed the related business model and pattern. The video marketing service model based on big data analysis is shown in Figure 2.

Consumers/fans are encouraged to establish a lasting connection with the media, and cultural capital is also driving the recreation of fans. Under the background of scarce attention resources, content push is the key means to realize the connection between content and users. The tonality of the platform, traffic distribution and marketing mode greatly affect the communication effect of video. To realize the perfect push of video content, we need to seriously consider the characteristics of video platform. The video produced by fans can generate the bottom-up industry driving force, interact and talk with the cultural industry, so as to realize the symbiotic development of recycling. As the consumers and receivers of the cultural industry chain of fans, the cultural practice derived from the meaning of cultural products actively reacts to the "content creativity" at the beginning of the industry chain, which constitutes the recycling of fan text production.

3.2 Participation Guided by Mainstream Discourse

In order to achieve the desired effect, video content needs to know the object deeply, feed back useful information to the main body and channels, and realize the effective feedback of video content. The key lies in the monitoring of video content delivery effect and direct communication with the target audience. The content configuration in the homepage of personal social network is selective self-presentation, which constructs the public self, and this network self has become an important content for us to present ourselves to the world. In the era of intelligent media, the monitoring and evaluation of video content delivery effect is no longer blind. Professional big data analysis tools can be used to form a visual data scale, or the data analysis tools of the video platform can be used to track the user's behavior track and provide basic data such as the click-through rate, forwarding rate and number of comments of the video. At present, mainstream culture and youth culture are deeply integrated, and the power of media producers and the power of media consumers interact through consultation and understanding. With the integration of media technology, fan video has become one of the new discourse ways for media fans to participate in public issues.

As an intermediate role to encourage individual voices, the media is constantly intelligent and popular, which provides a new way for the expression of individual discourse and the display of life forms and lifestyles, and also provides more possibilities for producing more and higher quality video content. The participation of fans is not to destroy the commercial culture, but to rewrite, supplement and expand it, give it a wide variety of characteristics, then spread it, express opinions in a hidden way, and awaken young people's awareness of cultural independence. Fans' creation shows media literacy, which allows fans to gain their identity in the mainstream culture, reflecting the power of progress and positivity.

4. Conclusion

At present, the video industry still has great development power and potential, and video content producers should keep in mind that high-quality content is the core competitiveness of realizing commercial value. In the process of constantly exploring the new coexistence ecology between fans and the public, fan creation has increasingly become a positive force in cultural construction. Marketing is not just a strategy for bilibili, but a tactical strategy for the long-term development of enterprises. The Internet and new media technology have made "Fan-created videos" get rid of the previous communication environment and technical limitations, showing diversified text production patterns. "Video created by fans" is also spreading to a wider group by breaking through the social circle. Under the guidance of correct values, high-quality videos with technology empowerment always have a steady stream of communication power, speeding up the connection with young people in the new era, and providing a new entry point for brands to achieve sales transformation and image enhancement. Discourse practice such as avatar, username and content update in social network has

become an important content of personal self-presentation. The text production of fans in social media not only forms a rich interpretation space around idols, but also becomes their self-presentation performance to community members. When examining fan culture in the context of social media, we should pay special attention to the text performance nature behind these discourse practices.

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