

# Short Video Contents Production Based on Stickiness Taking XinJing News “Our Video” as An Example

Li Yun<sup>1\*</sup> Lv Meng<sup>2\*</sup>

1.School of Public Affairs ,University of Science and Technology of China, Hefei,China  
School of Journalism Communication, Anhui University, 111 Jiulong Road, Hefei 230601, China  
2.School of Journalism Communication, Anhui University, Hefei,China

## Abstract

In the era of mobile connectivity, news production emphasizes the priority of mobile terminals. Video news becomes the mainstream of mobile news products. With the rapid development of short video market, media organizations have explored mobile video domain. Capital chases up short video contents entrepreneurship programs. Since 2016, short video has become a new venture of content entrepreneurship and has entered into an explosive development period. With the expansion of short video users and the increase of the length of use, there is a problem of vulgarization and homogenization in the communication of short video content. The problem of ecological construction of short video contents is further highlighted. The essay is taking XinJing News “Our Video” as an example to analyze short video production strategies based on stickiness. “Our Video” produces short videos based on the concept of professional journalism. It is becoming the leading video live broadcast and short video production platform in China. “Our Video” constructs product’s stickiness through double brand strategy and cross-border convergence communication. Through the video album serialization and continuous video reports, users’ deep use is shaped; Through live broadcast, users presence, participation and interaction, users’ experience is optimized and the users’ stickiness is strengthened. With the increasing competition of short video industry, the rapid growth of short video market and the higher expectation of users for contents, short video competition in the future is an ecological competition based on contents.

**Keywords:** stickiness, short video, our video, information construction

## 1. Introduction

In According to the 42nd China Internet network development statistics report, as of June 2018, the number of users combining popular short video applications had reached 5.94 million, 74.1% of the total number of Internet users. The usage rate of Internet video users combined with short video applications is as high as 88.7%, and the user scale is 711 million. Short video with rich and varied contents, three-dimensional information presentation, interactive communication characteristics, meets the needs of Internet users’ fragmented entertainment and their self-expression. At present, there are social platforms for short video platforms in China, such as Fast hands, Second shots and Buffeting. And the convergent media short video platforms, such as Pear Video, Our Video. The photography tool platforms, such as Xiaoka Show, Racket. Short video is the ecological development of Internet contents new opportunities. High-quality original short video contents demand has become a common problem in the development of different short video platforms. They have enhanced short video content creation supports in these two years.

According to Media Internal Reference reports, video news is the focus of Xinjing news since 2016, and has become an important part of Xinjing news' integrated development strategy. In the past two years, the total number of videos produced by “Our Video” has exceeded 20 thousand, full network play 30 billion, live broadcast exceeded one thousand. Our Video produces news, not doing other things, producing short videos with a specialized vision. With live and short video coverage of all news hot spots and important sites, Our Video has gradually become the leading domestic video live and short video production and dissemination platform. Xinjing News Media Research reports that in the Penguin Video We-media Humanity List, “Our Video” occupies the first position and is the only one with flow of hundreds of millions every week.

With the rapid short video market development, researches about it have increased in recent years. Researches in China mainly focus on short video contents’ management, communication strategies, marketing and its effects on city image. Practical researches about short video are more than theoretical researches. Wang Wenbin(2017) stated Chinese short video development present situation: A set of well-made current politics short videos are springing up; Number of short video agencies is increasing rapidly; Programs quantity of short videos is growing; Short video production means are making innovations; Users visiting quantity is increasing. Shen Jiayi(2018) stated that the short video industry has formed a large flow base which enters the commercial cash period. The main cash mode includes advertisements, pay for contents and electronic commerce. Researches about Xinjing News mainly pay attention to its convergence development as a metropolitan newspaper. The author finds that short video contents production problems in China are outstanding, short video of high qualities are needed for platforms, users and government management departments.

## 2. Concept and connotation of “stickiness”

Xue Jun, Zhao Qing (2015) stated that in biology and chemistry, stickiness is usually a characteristic that is not susceptible to changing its nature. In the field of network marketing and e-commerce, stickiness is a new term, which combines the characteristics of network with those of network consumers. It is an indicator of the relationship between users and specific network services in the field of Internet. Main show of stickiness is users are attracted and use network services continuously.

At present, most scholars define the concept of stickiness from the perspective of Internet products and users, and the dimension of measurement of stickiness also develops from two aspects: product stickiness and user stickiness. Renmin University of China professor Peng Lan(2015) stated that the stickiness of media to the user often is formed by the constant consolidation of a series of products and services; Not just one variable, but a function of variables such as content products, community products, service products, interface forms, and user experience. Huang Yuan(2009) put forward three attributes to measure the stickiness of Internet products: user usage, interchangeability and network externality. User usage refers to the user's use frequency of an Internet product, which is positively related to product stickiness. Substitutability refers to the possibility that some Internet products are replaced by other products with similar functions, which is negatively related to product stickiness. Network externality refers to the phenomenon that the value of network increases with the increase of network scale, also called network effect, and product stickiness.

Defining stickiness from the user's point of view, Fu Dan University's Du Weijun(2009) researched to the standard which measures the user stickiness, he thought that the website user stickiness mainly manifests in the following aspects: the website visits frequency, namely the user's repeat rate; The degree to which the user visits the content of the website in depth; The degree of interaction between user and user or between user and website; The user establishes brand recognition to the website, become the follower of the website brand, help propagandize and promote the website intentionally or unintentionally.

As far as the author is concerned, the definition of different angles of stickiness point to the users continuous use in online product and service duplicate. Through the stickiness thinking in short video contents production, short video agencies will construct its exclusive advantages in competitions. The network externalities of contents product will also be increased.

## 3. “Our Video” contents production analysis based on stickiness

The author uses case study method and contents analysis method to explore short video's contents optimization from the angle of stickiness view. Contents production based on stickiness consists of two parts: product stickiness and user stickiness.

### 3.1 Contents construction based on product stickiness: Double brand strategy and convergence communication

With the help of Xinjing news brand effect and superior resources, it mainly focuses on short videos about incident investigation, highlights the characteristic of specialized and deep personalized short video contents. Then Our Video shapes its own brand effects.

Xinjing news has accumulated abundant resources for a long time, and since its launch on November 11, 2003, Xinjing news has set up a “Core Reports”column to explore deep reports. Xinjing news upholds the purposes of the rule of law and humanity, the depth of news. It commits to record the pace of the times. The in-depth report of Xinjing news highlights the human perspective of the report, with a strong speculative color, and comments on key reports. The in-depth report has become one of the core competitive advantages of Xinjing news. These concepts and practice also makes it unique, authoritative, credible and socially influential in the competition of mainstream media.

In the age of social media, the public does not lack information, but it is difficult to distinguish between true and false information and unclear truth. The advantage of professional media is to track the evidence, to provide faster, more comprehensive, more accurate facts, authoritative interpretation. “Our Video” makes use of Xinjing News brand advantage and produces short videos with a professional generated vision. Our video takes event investigation report as the content breach of short video to meet the deep information needs of users about hot events and social problems. Our Video highlights the professional, depth of personalized short video features, the mainstream media's influence and responsibility. Compared with UGC and PUGC, “Our video” cannot be replaced in short video production agencies for its professional production mode. “Our Video” characteristic contents consist of “Our Exclusive” “Our Supervision” “Our Exclusive” “Our Undercover Interview” “World Face” . In July2018, “Our Video” launched three original columns: Spotlight, Face and Voxpop. “Our Video” constructs its unique brand effects and influences XinJing News' spread strength in turn.

Platform strategy cross-border integration communication expands the social impact of products and enhances network externalities. The traditional media generally lack the technology innovation gene. Separation between the high quality content resources ability and the technology innovation ability becomes the traditional media important barrier in their convergence process . Grafting the technical advantage of Internet new media is

an effective way in traditional media fusion transformation. The platform is to build a reasonable business mechanism and organizational structure to attract and connect diversified market entities, link resources, and achieve multi-agent win-win. Li Chen(2016) stated that Xinjing news develops mobile reading and practice “news plus information plus service” model collaborating with Tencent as its platform strategy. It constructs an optimized new platform organization and business mechanism to form an effective multilateral market and realizes the landing of traditional media news value.

Tencent, China's largest Internet information platform, has successfully integrated Weibo, wechat, news clients, videos and Tencent online. “Our Video” realizes cross-border convergence transmission with new media technology depending on its contents' high quality and combination with Tencent strong distribution channels. “Our video” distribution channels are various, website, app, wechat and penguin numbers. Platform strategy extends “Our Video” influences and increases its network externality. According to Media Internal Reference reports, “Our Video” produces 2500 videos every month, 4.5 billion total monthly player and often takes the lead in Weibo media video lists and so on .

### 3.2 Contents construction based on user stickiness--extending users' time, participation and interaction.

From user usage depth, “Our Video” consists of immediate videos and video albums in order to interpret news deeply. Short video has become an indispensable element and carrier in media information expression. “Our Video” produces immediate videos to satisfy users' immediate and fragmental information needs. There are dozens of immediate videos per day. Video albums consists of columns with definite subjects. There are different short videos in every column and they are related with each other. The short video of the special class tracks the latest news events with continuous or series reports, and analyzes and interprets them from many angles. While inheriting the genes of Xinjing News' professionalism , “Our Video” shapes its characteristic and enhances users' usage depth and users stickiness.

More than one third of short video albums are event surveys videos. For example :Nie Shubin Case, JiuZhaigou earthquake, Downhole boy. There are 44 short videos about JiuZhaigou earthquake saving. The contents are about earthquake spot, earthquake survivors, spot saving, stranded passengers, resettlement of victims and earthquake visions. The contents are immediate, various ,vivid and comprehensive. Column “Situation” in video albums is presented by a famous journalist Wang Zhian. The program focuses on the hot topic of the moment, interviews with the core parties in the storm of public opinion, and has exclusive and wonderful views and content of the program. The columns focus on people stories to launch follow-up reports. From a rational perspective, lead the audience to explore the nature of events. Guests invited such as Cao De wang, Sun Yang, Li Jing liang, Xu Xiao dong, Ma Bao guo, Lin Sheng bin. In Hangzhou Nanny fire case. For example, the column “Situation” interviews Lin Shengbin and the short video player is 59.19 million. “Situation” reports events process and asks events truth while responses web rumors spreading. Therefore the column interprets public puzzles clearly and supply more details by exclusive interviews .Hu Jie and Lin Feiran(2017) stated that almost every important events, Xinjing News reports by convergence news, line livebroadcast, deep survey, comments, flash and short video. It has becoming an influential all media original contents platform which is a typical sample of media transition.

Through live broadcast, we can enhance the user's presence, participation and interaction, optimize the user experience, and build the user's stickiness. The live broadcast changed the content production process and the dissemination way of news information, and reshaped the news scene. In live broadcast, users are as if at the scene of events. The immediacy, accompanying and immersive feeling of live broadcast make the audience have a stronger sense of participation in the scene. Live coverage can present the news scene simultaneously to the audience. The suspense and unpredictability of live broadcast bring unique viewing expectation and experience to the audience. Zhao Xinning(2017) stated that between Xinjing News' live broadcast and short video, although there are overlapped topics, they are supported in essence. Live broadcast offers panoramic view which is an accompanied information service. Short video is the same as short message, not only offering character reports, but also adding events core contents videos. Live coverage is based on the scene, the point-to-many real-time communication mode, so that reporters and audiences can use the Internet equipment for real-time text, sound, video interaction. Users connect to the scene in real time, and users' feedback can affect the content of news broadcast in real time. In addition to the real experience, the audience and the audience, the host and the audience can communicate in real time. Live broadcast can maximize the interaction of real-time interaction.

Topics of “Our Video” live broadcast are mainly about politics, society, science, culture and art. The topics emphasizes stories and human touch. “Our Video” lets social issues attracted wide attention throughout the country by live broadcast. For example “A village on a cliff” live broadcast, journalist walks the “Tian ti” Road from Le Er Primary School. In Baoding downhole boy saving live broadcast, 10 million people watched the live broadcast. Reappearance of the strength of the national rescue, the live broadcast not only integrates online media resources, but also mobilizes the offline rescue team, the people's strength and public feelings. “Our Video” enhances users' sense of substitution and participation. In live broadcast process, presenter introduces

live broadcast journalists' information and update information with pictures and words. Journalists collect questions from users and communicate with users to respond to users' puzzles. After live broadcasts, journalists summarize experiences and shortages from users' comments. Thus interactions between users and journalists and presenters are constructed.

#### **4. Strategies of short video production**

##### **4.1 Original content production to highlight brand characteristics**

"Our Video" inherits XinJing News genes of professional pursuit and makes use of news brand effects and credibility. "Our Video" shapes MCN matrix: Situation, Warm News, Chen Di says, Face, The reverse side, Emergent call. Its users are spreading. Situation, Face, The reverse side, Emergent call lead hard news. "Chen Di says" provides opinions. According to Media Internal Reference reports, "Our Video" executive producer Liu Gang introduces: From the newspaper office to the department shows the tendency of flatness, encourage efficiency first, rely on online and offline, short video and live broadcast, connect and shoot, interviews and visitation. Cross-departments and internal collaboration in various reports modes are shaped.

##### **4.2 Smart technology service to satisfy users' individual demands**

With the explosion of short video content, overload content adds to the cost of searching high quality and satisfying short videos for users. The platform for short video content push through professional editing selection or data algorithm appears and shows advantages. Big data will reshape short video marketing process, quantitative marketing results.

The author finds that users cannot search short video with key words. There are no videos charts to bring convenience to users. Large numbers of short videos are not helpful to category immediate short video for users. The distribution of short video information and the user's needs can not effectively match, therefore users in Our Video play more passive roles. "Our Video" needs innovative service, not only providing individual and various short videos, but also providing individual searching and video applying. Short video content production need supply various and comprehensive service through semantic analysis, intelligent recommendation, data mining as a support for accurate portrait of users.

##### **4.3 Social distribution, short videos and social platforms work together to win.**

With the strong development of social network, relations become important factors in media competition. Social communication means enhancing users' relations. A good relationship can promote the dissemination of contents. Social media has become the core element of media, social media users of stickiness and its content influence are growing. Users are not only based on media positioning, but also based on a variety of topics, communities, mobile terminals and media applications. So it is a multiple, overlapping scale relationship model. The social media platform builds content gateways for short videos. Across the country and abroad, social networks such as Facebook, Twitter, Weibo and wechat have focused on short videos. Short videos and social platforms work together to win. On the one hand, short videos contribute more various, more creative original content to form an effective complement for social media platform. On the other hand, social platforms provide a channel for the rapid spread of short videos, making quality contents easier searched and spread.

Extensive interaction with users is an important part of improving contents quality and enhancing user stickiness, and it is now the most common means of social media. The premise of social distribution is to form the same group based on common interests and values, and to improve the amount of reading and reprinting of information by establishing a community of values with users. Short videos need social platforms, not only to provide users with the startup mechanism of social circle, but also to provide users with the extension mechanism of social circle. Short videos distribution need provide users a good emotional experience in potential connections and interests. It is an important trend of media development in the future to use the extension mechanism of media social circle to form a new relationship in the network. It is the key factor to obtain users' dependence and recognition in new communication platforms.

#### **5. Conclusion**

"Our Video" constructs its stickiness from two aspects, one is product stickiness and the other is users stickiness. Short video contents production is a process consisting of product planning, programmes production and contents distribution. In product planning, "Our Video" shapes its individual characteristic and brand effects for PGC, which is different from Pear Video model PUGC, Fast Hands model UGC and so on. It meets users' immediate information and deep information needs with short videos and offer accompanied panorama information service with live broadcast. In programmes production, "Our Video" strengthens convergence reports to shape its report depth and coordinated reports in the all media reports situation. In the process of contents distribution, "Our Video" cooperates with internet platform to expand media social circle and shape new internet relations. Also it establishes its own new platform organization.

With the rapid short video market and people's aesthetic changes, PGC mode is short video tendency. Although short video is a product of contents, it is connected with new technology closely. VR/AR/AI technology and big data will bring new experience to users and motivate the development process.

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