

Research on the development and problems of webcast platform ——Taking the DouYu as an example

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Abstract

Since its emergence in 2014, DouYu Online Live Platform has only experienced several years of development, but it has become an important entertainment platform for young consumers. Through combing the development course and research actuality of the live telecast platform of DouYu Network, this paper finds that the market layout of the live telecast platform of DouYu Network still exists some problems that can not be ignored. The market actuality of the live telecast platform of DouYu Network is deeply analyzed by using SWOT analysis, PEST analysis and STP analysis. Summarizing the bad broadcasting anchor, anchor management system imperfection, content homogeneity, live content is not comprehensive four major issues and put forward relevant suggestions for the above issues.

Keywords

DouYu, SWOT, PEST, STP.

1. Introduction

Video live broadcasting originated from the video chat room which sprang up in 2005. Its functions are limited and it can not bring about a large range of economic benefits. Due to the development of mobile technology, the first wave of live video in the United States has arisen and a variety of live application platforms have gradually appeared in the domestic PC and mobile clients. With the continuous iteration of Internet technology, from Web 1.0, Web 2.0, Web 3.0 to Web 4.0, as well as the construction of China's Internet infrastructure, the promotion of Internet penetration, the development of network speed and so on, have created a good development environment for network live broadcast. At the same time, with the improvement of living standards, people are no longer in the era of solving the problem of food and clothing, the growing demand also presents a variety of forms: entertainment, fitness, tourism, in this context, the birth of online game live platform. In order to kill a lot of fragmentation time, more and more young people choose to pay attention to games, sports and so on. DouYu network live broadcasting platform emerges as the times require. It constantly updates, provides videos, games live broadcasting for users, is deeply loved and sought after by users and gradually becomes one of the three largest number of users platform. But DouYu TV still has the inherent marketing drawbacks and disadvantages of live broadcasting platform, and there are legal issues such as infringement. Therefore, this paper will proceed from the development process and status quo, using SWOT analysis and other methods to conduct in-depth analysis of the DouYu live network platform, and specific countermeasures for the existing problems.

2. Related work

2.1 Development of the webcast platform

The webcasting platform was rapidly emerging under the influence of the rapid development of the Internet and the more entertainment methods required by people's rapid improvement in material levels. From the initial simple webcast chat room to the coexistence of multiple content, the live broadcast platform with greatly improved range of live content, the web live broadcast platform has experienced four periods from the beginning to the present: the 1.0 live broadcast period, 2.0 The

budding period of the game live during the period, the live broadcast development period of the 3.0 period, and the budding period of the pan-entertainment live broadcast of the 4.0 period. The 1.0 period is mainly based on the PC-based video chat room with the beauty anchor as the core, such as 9158 and YY six rooms. The live content is single and the attention is low. In the 2.0 period, the live broadcast platform such as Tiger Tooth and Dragon Ball, which were separated from YY in 2011, was the main representative. During this period, the live broadcast of the game began to develop rapidly and became a new and emerging segment of the live broadcast platform. In the 3.0 period, early days such as YY and Liu Jianfang became the characteristics of the industry giants, and many emerging online live broadcast platforms quickly established and developed, such as DouYu, panda, full name and other live broadcast platforms. The 4.0 period was the period of the pan-entertainment live broadcast platform. The pan-entertainment originated in the United States, but it quickly became popular after the introduction of China. The live-end end was transformed from the only PC to the mobile APP and the PC, and now there are about 200 in China. Internet live broadcast companies cover almost every area of live broadcast. In the context of the rapid development of the Internet, the live broadcast industry will inevitably become a new type of sunrise industry.

2.2 Research of webcast platform

Many scholars have done a lot of research and discussion on the development of the webcast platform, and have achieved fruitful results. The existing research mainly focuses on the characteristics of network live broadcast, operation strategy, profit model and existing problems.

2.2.1 Characteristics of webcasts

Zhang Yuwei (2016) based on the analysis of the rise of mobile video live broadcast, summed up the mobile video live broadcast has the characteristics of low entry, two-way communication, uneven content, excessive entertainment, poor user viscosity and other characteristics Its application field and accordingly proposed the development trend of mobile video live broadcast [1]. On this basis, Fang Chao (2018) takes the mobile video live broadcast platform as the research object, and concludes that the mobile web live broadcast platform has the characteristics of high information transmission efficiency, strong real-time interaction, good user experience, authenticity and liquidity. 2]. Qu Tao (2016) found through analysis that the content of the live webcast is diverse and the number of users is numerous [3].

2.2.2 Operation strategy of webcasting

Yu Binbin and others (2017) took the Tencent NBA live broadcast as an example, and found that the three major live marketing strategies focusing on user experience, professional live interpretation, live mode interaction, pan-entertainment sports marketing, and publicity have won a lot. Fans have become the strongest of many live sports webcast platforms in a short time [4]. Zheng et al. (2017) focused on the analysis of the operation strategy of the DouYu live broadcast platform, from the three perspectives of brand operation, content operation and advertising operation, and combined with the success stories of other platforms for the DouYu online broadcast platform. Benign development provides advice [5].

2.2.3 The profit model of webcasting

Wang Xin (2016) summarized the characteristics of webcasting with poor cohesiveness and semi-fragmented viewing, and believed that there are mainly virtual props charging, advertising revenue, game diversion and membership service four profit models [6]. In addition, Bao Yuanyuan (2016) believes that rewards as an emerging business model is maturing in the live broadcast industry and more and more fans are willing to pay for it [7]. Qu Tao (2016) believes that due to the low barriers to entry in the industry, a large number of different anchor groups have been born, and the "home economy", which was born out of female anchors, has promoted the profitability of the platform. Interactive forms and other forms of rewards [3]. In addition, Luo Min (2016) introduced the profit model of online live broadcast rewards and membership charges through examples [8].

2.2.4 Existing problems of webcasting

Yang Han et al. (2017) firstly combed the development history of the DouYu online live platform, and then compared it with other mainstream live broadcast platforms, and found the unique nationality of DouYu TV, and finally analyzed the domestic game video live. Disadvantages [9]: The anchors are unscrupulous in order to gain attention, malicious competition between platforms and anchors, and distortion of values. Fang Chao (2018) takes the mobile video live broadcast platform as the research object, and concludes that the mobile web live broadcast platform has the characteristics of high information transmission efficiency, and deeply analyzes the problems of homogenization and chaos in the industry and puts forward the scientific planning live broadcast. Content, accurate positioning of customers, and strengthening government supervision and other effective solutions [2]. Li Jinghan et al. (2016) analyzed the attribution of online game live copyright from the perspective of legal rights, and proposed to clarify the rights and interests, clarify the legal attributes, and formulate the legal system is the most urgent task to promote the healthy and sustainable development of the online game broadcast industry [10].

By reviewing the development history of the DouYu online live broadcast platform and the four researches of combing and summarizing the live webcast platform, it is found that the operation and development of the DouYu online live broadcast platform still has problems that cannot be ignored. In view of this, this paper intends to comprehensively adopt SWOT analysis and other three analysis methods. In-depth analysis of the DouYu network live broadcast platform, and propose corresponding solutions according to the existing problems of the platform.

3. The environment analysis of the DouYu webcast platform

The DouYu webcast platform is the DouYu TV. The predecessor of the DouYu online live broadcast platform was ACFUN live broadcast live broadcast, which was renamed DouYu TV in January 2014. As a bar-screen live broadcast platform, it provides live video and live broadcasts for a large number of fan users, covering entertainment, variety, sports, outdoor and other live content. In March 2016, the DouYu webcast platform received Tencent's financing of Tencent, and it was followed by major venture capital companies. DouYu TV has attracted a large number of team fans with its unique live event content - League of Legends, e-sports, etc. The situation is always good. And DouYu TV also tapped some high-quality professional athletes to the platform for live broadcast, the platform's operation is on the right track, and the features are more prominent and obvious.

3.1 SWOT analysis

Strengths refers to the characteristics, capabilities and resources that companies have superior to competitors, which helps companies stand out in the industry. On the one hand, the DouYu online live broadcast platform is mainly based on esports game live broadcast, attracting a large number of gamers to watch, and has a very high market share in the industry; DouYu webcast platform focuses on UGC, catering to users' hobbies and Demand has increased the stickiness of users; high-quality esports game anchors such as Big Sima have made great contributions to the development of the platform. On the other hand, the strong financing background, such as the DouYu online broadcast platform has received strong financing from Sequoia Capital and Tencent, which laid a solid economic foundation for the development and growth of the platform. Therefore, as an industry leader, the Beast Online broadcast platform has the vast majority of game live broadcast users. The design and function of the live broadcast platform has a slight advantage and is also ahead of other competitors in the operation of UGC.

Weaknesses refers to the characteristics, capabilities and resources of enterprises that are weaker than competitors. They do not help the development and growth of enterprises. Serious disadvantages will bring greater economic losses to enterprises and make enterprises strategically passive. Even exit the industry. On the one hand, compared to the live broadcast of the tiger tooth platform, the live broadcast room of the DouYu is basically an e-sports competition. Although the precision marketing of the game users is more realized, the way of obtaining the users and the income is more rude, and

the tiger tooth platform pays attention to The training of newcomers, through the promotion of new people, training new people to improve the user's stickiness to the anchor, thereby increasing the user's stickiness to the platform, this point, the DouYu network live platform is slightly inferior. On the other hand, the page design of the DouYu online live platform is relatively unreasonable. Although the design of the live broadcast room can achieve more functions but is slightly bloated, it is inconsistent with the simple design pursued by modern young people, and the search in the page. The function is not perfect, which brings inconvenience to the user experience. Opportunities refer to opportunities in the environment that contribute to the survival and development of enterprises, including changes in user needs and changes in the economic environment [13] (Wang Bing'an, 1995). If the company seizes the opportunity, it can update its position in the industry. At the same time, iResearch's "2018 China Online Live Marketing Market Research Report" released in March 2018 also pointed out that China's live marketing has become mature and needs further development. A large number of users ensure the development of the live broadcast platform to a certain extent. At the same time, the BMX live broadcast platform focuses on UGC (user-originated content), and also pays attention to cultivating new people to obtain a large number of anchors. The high-quality anchor can attract more users. Improve the stickiness of the platform, and then broaden the e-sports industry chain from a large number of user fans.

Threats refers to the challenges that arise in the environment that are not conducive to the survival and development of enterprises. For example, if enterprises cannot adopt high-quality solutions, they will have a greater impact on the enterprise and even damage their marketing strategic position. On the one hand, through the above review of the development history of the DouYu online broadcast platform, it is found that the platform does not pay attention to, is not good at training the anchor, it is difficult to increase the user's stickiness, and frequently explode the anchor cancellation, "digging" and hopping events. At the same time, the salary system makes the quality anchors more dissatisfied, and it is easy for competitors to "dig the wall". On the other hand, the DouYu network live broadcast platform is dominated by e-sports. If there is a problem in the e-sports industry, it will be implicated in the brand reputation, survival and development of the platform.

3.2 PEST analysis

Political environment (Politics) refers to the government's regulation of enterprises and the formulation of policies, which play an important role in the development of enterprises. In 2011, the Sixth Plenary Session of the Seventeenth Central Committee of the Party proposed to "accelerate the development of cultural industries and promote the cultural industry to become the pillar industry of the national economy." As an important part of the cultural and creative industry, online games have become the task of the country; In 2012, the Chinese government issued the "Twelfth Five-Year Plan for the Development of the Service Industry". It officially changed the game industry from containment to support development, and clearly proposed "developing game industries such as online games and video games, and promoting domestic game products to go out" This shows that the country is also paying more and more attention to the development of online games. Promote the formation of the e-sports industry by vigorously developing networks and video games. In 2013, the state issued the "12th Five-Year Plan for National Independent Innovation Capacity Building", which will develop online games in the form of innovation in the cultural field, "focusing on the needs of modern cultural industry system construction, in the fields of online games, online music, animation, etc. Promote the construction of technology innovation platform and industry-university-research strategic alliance, relying on the "national animation game industry revitalization base, etc. to establish a national-level cultural and technological integration demonstration base to promote the cultural and technological innovation resources and elements of interaction." In 2014, the "Several Opinions of the State Council on Promoting the Integration of Cultural Creativity and Design Services and Related Industries" also clearly stated that "to promote the integration of the three networks in an all-round way and promote the construction of service platforms such as next-generation broadcast television networks and interactive network TVs" and standardized The game broadcast industry has made the whole industry more institutionalized and standardized. From

a political point of view, the Chinese government has changed its support for e-sports industry to support development.

The economic environment (Economy) refers to the overall situation and development of the national economy, and the survival of enterprises depends on the background of the country's large economic environment. First of all, with the improvement of people's living standards, more and more people pay attention to entertainment, but at the same time, due to the development of Internet technology, most of the entertainment activities are completed during the fragmentation period, so more people It tends to use games to meet entertainment needs. In particular, online live games are favored by a wide range of young people. Secondly, the live broadcast industry is also sought after by the capital market. Capitalists from all walks of life have also invested in the live broadcast industry, and live broadcasts in the live broadcast industry are more popular and concerned by users. Finally, because the game industry has become an emerging field, bringing the fan economy and the network red economy to the entire economic market, it has laid the economic foundation of the industry and promoted the development of the e-sports industry.

The social environment refers to the general situation of social development in a certain period of time, including the value orientation of society, morality, cultural traditions, and cultural education. Different social environments in different periods will have different degrees of impact on the development of the industry. First of all, with the continuous adjustment of the industrial structure, the state and enterprises promote the development of the tertiary industry through innovation, and the game industry, which cannot be underestimated in the service industry, plays an important role in promoting the growth of the national economy. Users are willing to pay for the game demand and pay for it, further promoting the development of the e-sports industry. Secondly, in the past few years, the e-sports industry has developed rapidly and has been sought after by users. The state has also introduced relevant policies to promote its development. Some colleges and universities have even opened e-sports majors to train high-end and high-quality talents. Finally, the game users' demand for the game's stickiness during the use of fragmentation time or leisure time has also increased year by year, which provides a good basis for the development of the industry.

The technology environment refers to the overall level and development trend of social technology. Technological innovation and breakthroughs are crucial to the development of the industry. First, the specific measures proposed by the state to strengthen Internet infrastructure construction, improve Internet coverage, "fiber-to-the-home", and "speed-up and fee reduction" have provided guarantees for the development of the live broadcast industry. Secondly, in 2014, China Mobile took the lead in launching The 4G network, and even the upcoming 5G network technologies, make it easier for users to contact the live broadcast industry, and also make the live broadcast industry diversified. Finally, due to the development of technology, the PC, mobile and flat-panel ports make the live presentation and receiving mode of the game no longer simplistic, and can cater to the needs of different consumers.

It can be seen that the political environment, economic environment, social environment and technical environment provide a good macro environmental foundation for the development of the DouYu online broadcast platform.

3.3 Target market analysis of DouYu webcast platform

Segmentation refers to the process of dividing a company's products into market segments of multiple consumer groups through market research through market research, according to different shopping preferences, habits and purchasing behaviors. Each consumer group is a market segment. Market segmentation requires research and analysis of consumers' age stages, occupations, consumption habits and abilities. According to the "China Mobile Live Industry Annual Comprehensive Analysis 2017" released by Yiguan in 2017, among the live broadcast users, the gender distribution is 42% for women and 58% for men; at the age level, 24.22% for people under 24 years old, 25 —27.14% for 30 years old, 19.85% for 31-35 years old, 10.98% for 36-40 years old, and 14.81% for 41 and above. It can be seen that the proportion after 85, 90 and 00 is higher, which is 54.36%; The geographical

distribution of first- and second-tier cities exceeds 50%, and the number of users in the eastern coastal provinces is mostly; the occupations are mostly students and freelancers, accounting for more than 50%; the consumption power of users is 5.37% for low-cost consumers. It was 19.61%, the middle-consumer population was 22.09%, the middle-to-high-end consumer group was 33.99%, and the high-consumption population was 12.94%.

Targeting refers to selecting a specific group among a large number of consumer groups as a target market. Market analysis facilitates the selection of target markets to meet the needs of specific groups. From the gender point of view, the ratio of male to female is not much different. Men prefer sports competitions and various competitions. However, in recent years, the hobbies of the two women also show a masculine character, so both markets can be reserved; In terms of age, the market share of under 30 years old is 54.36%, so it can cater to the hobbies and needs of some users. They are all after 85, 90 and 00, dare to accept new things and accept new things faster. The ability is higher; from the geographical distribution, although the proportion of first- and second-tier cities accounts for more than 50%, it is recognized that the development of users in third- and fourth-tier cities is concerned, and as the Internet penetration rate continues to increase, more and more users can Live consumption through mobile terminals and PCs; professionally concentrated as students or freelancers, they have more leisure time, so they can retain these users through marketing, and improve their loyalty and stickiness to the platform; user consumption In terms of ability, medium and above consumer groups are the main consumers.

Positioning can also be called market positioning. By analyzing the psychology of potential customers, researching their preferences and creating products that target customers prefer to attract consumers, sell products, and increase sales revenue. According to market segmentation and target market, the live content of the DouYu live broadcast platform can be positioned in competitive sports competitions for middle-age and above spending power groups and users aged 30 and below. But at the same time, it should also enrich the form of its content display to attract other consumer groups.

4. The problem of the DouYu webcast platform

4.1 The bad live broadcast of the anchor

From the perspective of its own experience, first of all, because the DouYu online broadcast platform is the UGC model, it is because of this model that there will always be some female anchors on the platform to win the users in the form of naked, vulgar language, action behaviors, etc. Concern, increase the user's stickiness to the live stream, and even get gifts in this way. Secondly, there are always some anchors on the live broadcast platform to entertain others or to promote unhealthy thoughts, which has an impact on the user's thinking and biases the value orientation. Therefore, in recent days, the DouYu web live broadcast platform has been frequently ordered to close and rectify by relevant departments. In the end, the anchors were falsified, opened, and deceived by users. Some of the anchors seriously affected the growth of the number of users after being broken, and even led to a decrease in the number of users. At the same time, the negative news broke the reputation of the platform. A certain impact, closing the rectification is the performance of the loss of the platform benefits.

4.2 Imperfections in the anchor management system

Through the above SWOT analysis of the DouYu webcast platform, it is found that the disadvantage of the platform is the lack of newcomer training experience, and the threats at the same time: the strong training experience of competitors and the temptation of high-paying, high-profit employment, it is easy to fight the fish The quality anchor of the live webcast platform "digs away". On the one hand, the lack of quality anchors, cancellation and job hopping, etc., due to the user's strong stickiness and loyalty to the quality anchor, will lead to a large number of users to transpose the competitor's platform, which has a certain impact on the stable development of the platform; On the one hand, the lack of experience in training newcomers, more and more new people will adopt some behaviors that violate morality and values in order to gain attention, which will have adverse consequences for

society and the platform, and affect the upward development of the platform. Therefore, the lack of training experience for newcomers and the insured salary system for quality users will seriously restrict the development of the platform.

4.3 Homogenization of content

The DouYu webcast platform not only broadcasts live events, sports live broadcasts but also a large number of live entertainment. With the increase in the number of live broadcast users, the birth of the net red economy and the fan economy are also in a booming stage. Therefore, in order to obtain such economic benefits, the anchors often take the form of value and interaction to attract users to pay attention, but many anchors use this method to cause homogenization of live content, and users will also have certain visual fatigue. From the perspective of long-term development, this approach is not a long-term solution. In the PEST analysis of the DouYu online broadcast platform, we can see that the country has introduced a number of policies to support and encourage the innovation of the live broadcast platform. Therefore, the DouYu online live broadcast platform can take the opportunity to innovate the live content and present it in various forms. And in turn attract more users.

4.4 The content of the live broadcast is not comprehensive

Although the DouYu online live broadcast platform attracted a large number of male users by live broadcast and competitive live broadcast, the STP analysis of the DouYu online broadcast platform found that the female users accounted for 42%, which is a relatively large target market. Large female users should also receive strong attention from the platform. In the content of the platform and the design of the live broadcast room, it should be designed according to the preferences of women to broaden the user community. In order to enhance the attractiveness of women, increase the attractiveness of women to the platform, and thus increase the operating income of the platform.

5. Suggestions for the development of the DouYu webcast platform

5.1 Standardize the live content of the platform and strengthen the real-time supervision of the platform

Due to the uneven quality of the anchors, some anchors have adopted some vulgar behaviors in order to attract users to unscrupulously. In view of this, the beast network live broadcast platform first needs to standardize the platform content, clearly define the standards of live content, and make violations and violations. Effective definition of vulgar live content. Then, it is necessary to teach the values of the anchor, advocate the spread of positive energy, and resist the vulgar and filthy behavior. Finally, the platform real-name system management is implemented while strengthening technical supervision, shielding vulgar and sensitive vocabulary and real-time monitoring of live content, closing the vulgar live content and educating and punishing the anchor. In terms of the anchor itself, it is necessary to strengthen the understanding of moral values, strictly abide by the policies and regulations of the relevant state departments and the institutional regulations of the platform, do not do things that violate the law and discipline, cooperate with the platform to disseminate health information, and bring positive live content to the public.

5.2 Paying attention to the live broadcast training of newcomers and rationally managing quality anchors

On the one hand, because newcomers are eager to get the attention of users, they have to take some ethical behaviors. For this reason, the platform and the anchor will suffer the pressure of public opinion and the loss of interests. On the other hand, the imperfections in the salary and treatment of high-quality anchors by the DouYu online broadcast platform will lead to frequent incidents of "digging the wall". Therefore, on the one hand, the DouYu network live broadcast platform needs to strengthen the training of newcomers. Firstly, it is necessary to guide the new people's anchors to correct the values, to distinguish between right and wrong and right and wrong. Secondly, assist the new anchors to carry out the special exploration and win with the live content of positive energy. User's favor. For example, Feng Timo's advantage in singing himself has won the favor of a large audience and increased the loyalty and user stickiness of the audience. Finally, train new people in

live broadcast form and mode to enhance interaction with users, attract audiences and enhance the audience's favorite level. on the other hand. It is necessary to make certain rewards for high-quality anchors, improve the salary system of high-quality anchors and retain high-quality anchors by shareholding or other forms. Taking into account the advantages and disadvantages of the platform, we will cultivate more excellent anchors with professionalism and greatly enhance the competitiveness of the platform.

5.3 Innovative "DouYu +" live content, breaking through the limits of the game

As the country pays more and more attention to live broadcast innovation, the future live broadcast will be diversified in content, equipment form and scene diversification. The Buffalo webcast platform has attracted many users with UGC as the highlight. However, in order to broaden the market under the new situation, first of all, the live content should be broadened to variety, entertainment and other aspects. At the same time, more live broadcast scenarios need to be explored to provide users with More unique and unique live experiences to appeal to different groups of users. Secondly, on the device, pay attention to the combination with VR technology, and use it as the unique advantage of the DouYu online broadcast platform, so that the content presentation form is more innovative, and enhance the experience and feeling when users watch the live broadcast. Finally, the DouYu webcast platform wants to attract different users and also needs marketing innovation, planning and energy input. For the brand, marketing planning that conforms to the trend of the times can make it go further. In the current live broadcast policy environment, we will build a platform with more unique advantages and lead the industry in the development of the times.

5.4 Segmenting the market to create unique live content

The DouYu online live broadcast platform, which is mainly based on live broadcasts and live broadcasts, also attracts a large number of female users. A large number of live broadcasts and live broadcasts on live broadcasts are not attractive to female users, but the consumption power and spread of female users Marketing ability can not be ignored, even higher than male users. Therefore, the platform needs to use the mining of big data to explore the preference of female users for live content, and add special columns to increase the female user's activity and experience.

6. Conclusion

The DouYu webcast platform has been in its inception since 2014, but in just a few years of development. In the past few years of development, it has become the main entertainment platform for young consumers, and the number of anchors and viewers has been increasing year by year. The content of live broadcast has also changed from simplification to diversification. Increasingly diversified, it can be seen that people have already accepted and accepted such information transmission channels and forms. However, we must realize that as a new industry, the webcast platform still has a lot of deficiencies, including the social norm system and the management system of the enterprise itself. Only the government departments and enterprises can make concerted efforts to establish and improve relevant rules and regulations to ensure the rapid development of the live broadcast industry.

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