

SHORT VIDEOS: THE MAIN TOPICS AND WAYS OF PROFITING

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The rapid development of short video has made it an important role in the economy and society, more and more people choose to make a profit through short video, and through research, it has been found that there are many ways to make a profit using short video. But high-quality content is the key to profitability, and it is also the trend of the future development of short videos.

Key words: short videos; short video topics; video profit method; TikTok research; YouTube research; live streaming.

КОРОТКИЕ ВИДЕОРОЛИКИ: ОСНОВНЫЕ ТЕМЫ И СПОСОБЫ ЗАРАБОТКА

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Быстрое развитие короткого видео сделало его важной ролью в экономике и обществе, все больше и больше людей предпочитают получать прибыль с помощью короткого видео, и в ходе исследований было обнаружено, что существует множество способов получения прибыли с помощью короткого видео. Но качественный контент – это залог прибыльности, а также тренд будущего развития коротких видеороликов.

Ключевые слова: короткие видеоролики; короткие темы видео; метод получения прибыли от видеоисследования TikTok; исследование YouTube; прямая трансляция.

In the Internet era, short videos have become one of the main carriers of information dissemination, which relies on short time and concise content easy to make, as well as unique expressions and guidance patterns, have a great attraction for people in today's fast-paced life.

There are a lot of different definitions of short video, and all the short video companies want their definition to become the industry standard so we can see a lot of different versions of the answer. However, according to iResearch the short video industry development research report, we can still see a clearer view: A short video is a video length in seconds count, mainly on mobile intelligent terminal to realize the fast film and beautify the editor, can real-time share on social media platforms and seamless docking form of a new type of video [1]. The duration should be within 5 minutes.

As the fragmentation of users grows and the technical threshold for mobile apps declines, as well as the COVID-19 pandemic has left many people at home, the number of short videos and creators are growing. According to statistics, as of 2022, TikTok monthly active users exceeded 120 million users spend an average of 52 minutes per day on TikTok [2]. YouTube has more than 2 billion monthly active users, and users spend an average of 18 minutes a day on YouTube [3]. It can be seen that the rapid development of short videos has become an important part of the economy and society. More and more people are making money by running short videos.

Short videos can be divided into many types. Here, we only discuss short videos for profit. The main stream of short videos has the following ways of profiting:

Platform Rewards. When the video creator meets certain conditions, you can join the creator fund of the platform. The platform will calculate through multiple factors such as the audience size and user engagement of short videos, so that you can earn revenue.

Implant ads. Ads can be quietly implanted into short videos. Influencers and influencers can also tailor creative short videos of relevant products for advertising. This is how to get brand sponsorship.

Live gifts. Live streaming is one of the important functions of short video platforms. Users can give virtual gifts to the host who is broadcasting to express the fan's love for the host. Of course, the premise is that the anchor can choose the appropriate start time. At the same time, the live broadcast time cannot be too short; The device is working normally during the live broadcast. Actively interact with users in real time during the live broadcast. The amount after the virtual gift is cashed will be the podcaster and platform share.

Sell goods. Short videos can bring the audience a real display of goods, users can directly click the link in the screen while watching the short video, so as to jump to the interface of product purchase, and realize the function of "buying while

watching”. When fans use your product in public, there is also a secondary promotion of your product.

Pay to watch. Videos that need to be viewed for a fee should have these characteristics: High-quality content, high professionalism, unique resources, exclusive playback and so on.

It can be found that there are many ways to make money through short videos, and multiple revenue streams provide greater security, but don’t forget that the most important factor that determines how much money you can make on short videos is your audience (The number of followers). The number of fans is the foundation of everything. Therefore, successful short videos must first be liked by users.

As of 2020. The most popular content category on TikTok is Comedy content, which has 443.3 billion tag views. The second most viewed content category was Anime videos, with a total of 150.3 billion views on the label [2]. The most viewed video on YouTube is Pinkfong’s song “Baby Shark Dance”, which has been viewed 10.3 billion times, and viewers have watched the game category. The duration of the content is 100 billion hours [3].

In the field of short videos, there is also this content that is becoming more and more popular: Social Media Challenges, Song videos, Dialogue reenactments, Cute animal videos, ASMR videos, Science Experiments content and more. A closer look reveals that the content of these short videos pays more attention to sharing and people-to-person links.

The future of short video should not only pay attention to people’s emotional needs, but also pay attention to and deepen the segmentation of the industry, focusing on content quality and innovation. High-quality video content will naturally be appreciated and paid attention to by users. Here are some examples:

Humorous and funny. Short videos mainly use people’s fragmented time to spread content, so humorous and short content is more liked by users and meets the basic entertainment needs of users. Humor comes in many forms: Telling jokes, Pranks, Comedy plots, Exaggerated interpretations of real life, and so on.

Virtual companionship. The most common form is live or long video, virtual companionship can reduce the inner anxiety of contemporary people and give psychological support. For example, Lofi Hip Hop is a channel that broadcasts cartoon characters who have been doing something (Such as studying in front of the computer, sitting in front of the window watching the scenery, etc.) for the user create a relaxed and focused environment where you feel no longer alone. As well as a variety of live broadcast forms, graduation ceremonies, weddings, personal talent live broadcasts, etc. To share happiness, live broadcasts and fans talk and chat, users interact in chat rooms, this makes users very engaged.

Share and challenge. The «Initiate Challenge» type is popular with users, such as the Ice Bucket Challenge, the 24h Hike Challenge; The scoring of a song together, dubbing the program with the voice actors, singing with the singer, etc. And interacting with the game content to effectively improve the user The level of engagement, the shared sense of accomplishment.

Be immersed. By using new shooting tools and unique shooting angles, it brings users a new visual experience and multi-sensory experience, such as using drone aerobatic flights for diversified shooting. You can also create a space or an atmosphere through video, pair it with the right music, and use the lens to take you to explore the space. Just like playing a game, let the user immerse themselves in the experience from the first perspective.

Philosophy of life. These short videos attract users by creating emotional resonance with specific groups. For example, “一禅小和尚” on TikTok has gained a large number of loyal fans by forming a sexy resonance with the emotions, growth, and loneliness of young people.

Less formal. Add a relaxing element to a serious video through language, graphics, etc.

Be yourself. Show the truest self without embellishment, and express the joys and sorrows in life in the most natural way.

Practical living. Skills improvement classes, such as teaching users to make up, cooking, exercising, repairing machinery, etc. As well as good things recommended, unboxed evaluation classes are all videos that are sought after by users.

Now that we know the main ways to make money from short videos and the popular themes and types of short videos, we need to create high-quality and creative short video content according to your field of expertise. When the number of fans of your video account reaches a certain number, you will have more ways to make money. But, you know, there's not just one way to succeed, and you should try a lot of different things. However great video content is always the key.

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