

THE "SELF-MEDIA'S" ECONOMIC POTENTIAL

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How can a social media account, a live streaming software and a video website alone achieve the dream of making millions of dollars a year? That's the beauty of self-media. In this article we are focus on dissecting the inner workings and making the ability to cash in on self-media less of a mystery. The paper also provides a sound analysis and forecast of the economic trends of self-media.

Key words: self-media, social media, influencer, economic model.

THE BASIC STATE OF GLOBAL SELF-MEDIA

Nowadays, there are many self-media platforms everywhere. Major news portals, mobile news platforms, search engine companies, video sites, social networking software, etc. have opened their own "self-media platforms", marking their own "anchor". The birth of self-media is a triumph of the sharing economy. Self-media people or organisations create content and share it on platforms, benefiting both the individual or group and the platform, which is an "upgrade" to the content and value of previous social media accounts [1].

2021 GLOBAL MOBILE TRAFFIC DATA OVERVIEW

As of January 2021, the total global population is 7.83 billion, of which 56.4 % is urban. The total number of mobile network users, including mobile phones, is 5.22 billion, representing 66.6 % of the total population. The total number of people using the Internet is 4.66 billion, or 59.5 % of the total global population. And the number of active social media users online is 4.20 billion, representing 53.6 % of the total global population. Here we have a huge finding when comparing the figures with those of January 2020, where the total registered global population and the number of people using mobile networks such as mobile phones grew by 1.0 % and 1.8 % respectively, while the number of global internet users grew by 7.3 % year-on-year, with the

number of active social media users having increased by 490 million (13.2 % year-on-year) leading the way in 2021 [2].

GLOBAL, CHINESE AND BELARUSIAN SOCIAL NETWORK DATA COMPARISON

Global: there are currently 4.20 billion social media users worldwide, a figure that has grown by 490 million in the last 12 months, achieving an annual growth rate of over 13 %.

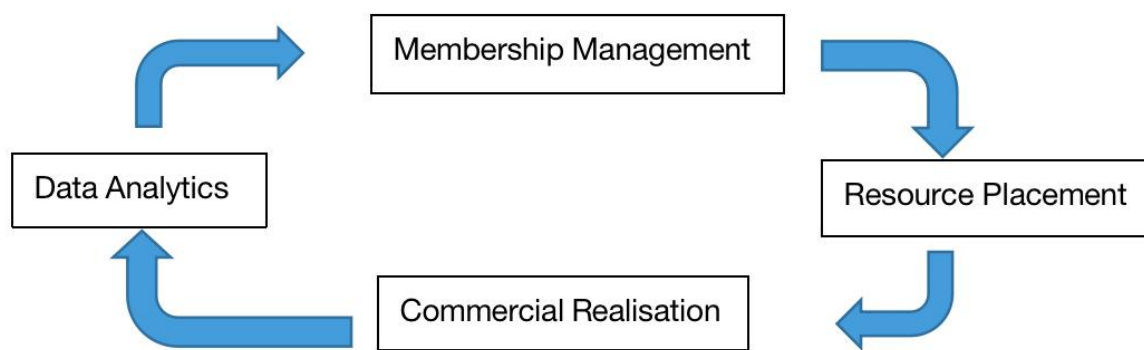
China: in January 2021, there were 930.8 million social media users in China. 110 million more social media users (+13 %) between 2020 and 2021. In January 2021, the number of social media users in China was equivalent to 64.6 % of the total population [3].

Belarus: 3.9 million social media users in January 2021. The number of social media users in Belarus remains the same between 2020 and 2021. in January 2021, the number of social media users in Belarus is equivalent to 41.3% of the total population [4].

From these figures it is easy to see that Belarus actually has a very solid social media base. With good operations and a gradual development of a self-media environment it is very easy to welcome the explosion of self-media.

THE CAPITAL POWER HIDDEN BEHIND SELF-MEDIA - MCN

MCN (Multi-channel Networks), meaning multi-channel network, was initially an intermediary between content producers and YouTube. In the US, MCNs are not involved in content production, but only unite content creators to create channels to help them solve the problem of promotion and realization. Chinese MCNs have expanded on their original functions, using their own resources to provide professional services such as production support and account operation for weblebrities.



MCN basic operation concept

Structure 1: Self-media accounts trading

If you want to become a self-publisher and be able to publish content on major self-media platforms, you must first have a self-media account of your own. Unlike when the self-media platforms first started to emerge, many self-media platforms have adopted an invitation system, now the self-media platforms have been completely open for registration in order to get more authors.

Structure 2: Access to platform subsidies and advertising revenue

For many grassroots authors who run self-media accounts, their main income comes from the advertising share of the self-media platform, such as the headline ads in today's headlines. This is also an incentive taken by the platform to get more quality authors.

Structure 3: By sending soft articles to earn advertising fees

Many original self-media authors are very focused on building IP. This is because when the fame is big, the ways to cash in will become more and more. In addition to some of the above mentioned, you can also sell advertising. For example, the previous Mimoun God, one advertisement can sell for millions. Advertising is one of the main sources of income for self-publishers. Based on this, the industry of media has also been born.

Structure 4: Sending out black articles to earn protection money

For some self-publishers, profit comes first. When normal traffic and advertising are not enough to support income, "black PR" is the way to make money for some self-publishers. Black PR means PR firms that help specific people to gain benefits by publishing privacy or other informal means.

Self-media black PR is something that many companies are wary of. In order to maintain their corporate image, they have to pay protection money to these self-publishers. Some self-publishers rely on "black PR" for high profits, with some receiving tens of millions of yuan a year in "protection fees".

Structure 5 : Selling through self-media diversion

The end result of all self-publishing is to realize cash. Self-media platforms are also often used as a public channel to drive traffic. Typically, self-published articles will lead to content e-commerce and earn a commission. There is also upstream and downstream integration, that is, writing your own commodity articles + diversion + selling goods in your own shop, or directing them to WeChat public or private micro-signals to sell your own products.

CONCLUSIONS

Global self-media actually show the sustainable trend to growth up, raising to some per cents every year. This phenomenon can be explained as well as the tooling and software progress as some demographic shifts and COVID situations. Considering all this the self-media gets the valuable potential both for the economy (marketing and so forth) and for the individual income new sources.

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