

Research on Operational Strategies of Video Platform Content Creators

— A Case Study of Lifestyle Content Creators on Bilibili

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Abstract: The rapid development of the internet has spurred the rise of new media. Within the ecosystem of new media, a substantial number of content creators, referred to as "UP zhu" or video uploaders on the Bilibili platform, have emerged, engaging in various media-related activities across different platforms and domains. These activities are inevitably accompanied by operational strategies, which constitute a pivotal aspect of business endeavors for companies and relevant practitioners, a concept that applies equally to Bilibili. This study takes lifestyle-oriented content creators on Bilibili as a case study, examining Vlogs' development, characteristics, and operational strategies on Bilibili. It analyzes the operational strategies of lifestyle-oriented Vloggers on Bilibili and concludes by summarizing existing issues among video platform content creators and proposing optimization strategies.

1. Introduction

The emergence of content creators is not a happenstance but an inherent phenomenon within the context of media convergence. Amidst the backdrop of media convergence, a myriad of media practitioners has surfaced, including media operators from governmental institutions, professionals from news organizations, and newcomers in the realm of self-media. Particularly, those within the realm of self-media leverage the expansive landscape of new media to partake in tasks such as information production, dissemination, and processing. Simultaneously amassing substantial followings and remarkable viewership, they also embark on "online operations," each exhibiting distinctive operational models, showcasing their prowess within the online milieu and capitalizing on their traffic.

Bilibili is a video platform that is currently beloved by the youth demographic and offers multiple domain modules for users to select, with Vlogs being one of them. In March 2017, Bilibili publicly introduced the Vlog module, which rapidly burgeoned in popularity and captured the adoration and attention of users. Lifestyle-oriented Vlogs are characterized by authenticity, interactivity, continuity, and professionalism. Currently, they hold a considerable proportion within Bilibili, encompassing both video quantity and the number of content creators. Furthermore, the audience and fan base for lifestyle-oriented Vlogs on Bilibili are vast and expansive.

2. Literature Review

There is a copious volume of research in this sphere. Numerous scholars have delved into media convergence, practitioners, and operational management. Additionally, several studies have specifically scrutinized Bilibili as a case study.

2.1 Operational Strategies

The subjects covered in studies concerning operational strategies vary between China and other countries. In China, the focus primarily gravitates toward economics, while overseas research is more inclined toward management studies and the operational environment.

In general, operational strategies denote measures taken by enterprises and pertinent practitioners in the competitive market environment. These measures are aimed at optimizing internal structures and carving out developmental space by comprehensively considering existing strengths and weaknesses. Operational strategies encompass policies, plans, and competitive approaches adopted by enterprises to achieve desired business objectives within a specific market environment^[1]. This concept is equally applicable to the operational activities of content creators. There are diverse perspectives to examine operational strategies, with numerous associated theories, such as Pan Qiangsheng's integration of enterprise operational strategies, PEST analysis, Porter's Five Forces model, competitive strategy theory, and STP marketing theory^[2].

Scholars have also explored operational strategies for

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various new media, traditional media, and content creators within the context of media convergence. Zheng Xiaohui examined advertising operational strategies within the era of converged media for traditional broadcasting^[3], while Hong Li, Zhang Shengxi, Che Li, and others explored newspaper advertising operational strategies within the backdrop of media convergence^{[4] [5] [6]}. Zheng et al. scrutinized branding strategies for cultural variety shows using the television show "The Readers" as a case study.^[7]

2.2 Media Convergence

In the present era, media convergence has evolved beyond being merely a prominent industry concept; it has ascended to become a noteworthy subject of academic discourse. Over recent years, research into media convergence has experienced a progressively steep ascent.

Du et al. contend that the foundation of media convergence lies in the amalgamation of regulatory frameworks, where the engine propelling this amalgamation is technological integration, and its trajectory is industrial amalgamation^[8]. The engine driving media convergence is technological integration, with technological fusion serving as both the cornerstone and the central impetus. Sun posits that the ultimate amalgamation in media convergence resides in the fusion of technology and human involvement^[9]. Moreover, Liu advocates that media integration transcends surface-level amalgamation, placing substantial emphasis on cultural assimilation. To achieve authentic success in media convergence, comprehensive cultural amalgamation is imperative^[10].

In contemporary times, research conducted from the perspective of media convergence is proliferating and exhibits a notably diversified character. For instance, Yue Jinhong delves into the art of proficiently conducting in-depth reporting within the era of integrated media^[11]. Li et al. scrutinize the predicaments surrounding music copyright protection in the realm of short videos within the context of media convergence and subsequently propose pertinent countermeasures. Through these investigations, the emerging trends in the production and dissemination of Chinese television dramas within the framework of media convergence are expounded upon.^[12]

2.3 Media Practitioners and Media Operators

Hu Shutong suggests that research concerning the journalism profession largely converges around five domains: studies on the positioning of the journalism profession, research into role ethics and norms, investigations into role functionality, inquiries into role dislocation and deviation, and examinations of specific position journalists.^[13]

In recent years, as new media continues to evolve, the landscape of media ecology has undergone significant transformations. Consequently, media practitioners have acquired new connotations and identity, and the research

on this group has demonstrated diversification. Scholars have increasingly explored aspects like the professional development of media workers, their job satisfaction, work-related stress, and the roles of media leaders. In this study, we consider video uploaders on Bilibili as media operators.

2.4 Media Business Management

Currently, scholars predominantly examine media operational activities from the perspective of media business management, which can be broadly classified into three areas: operational strategies, transformation directions, and management reform^[14]. In China, numerous scholars have authored works investigating media business management, such as Zhan Chengda's *Media Business Management*, Gao Fuan and Sun Jianghua's *Introduction to Media Management*, and Nai Peng's *Online Media Business and Management*.

Several scholars delve into media operational strategies. Notably, You Xiangyu analyzes CCTV anchors as subjects, employing a media business management approach to conclude that while CCTV anchors' product promotion display is professional and approachable, there is room for improvement in adhering to communication norms^[15]. Zhang Yao examines iQiyi as a case study, dissecting its media operational management strategies and proposing that iQiyi should allocate more focus on users and technology, while considering cross-industry collaborations when appropriate^[16].

2.5 Research on Bilibili

Based on the literature review, Bilibili exhibits unique characteristics in terms of its media and cultural attributes. Consequently, researchers take varied approaches, angles, and focuses while conducting studies on Bilibili.

Bu et al. posit that "Bilibili, with its robust content ecosystem, hosts a multitude of high-quality content creators. The content generated by these creators not only drives user growth but also significantly enhances user engagement and activity."^[17] Huang Pingping, considering the backdrop of "slow-motion" development, analyzes Bilibili's slow-motion videos in terms of narrative features, interactive methods, and representative elements^[18]. Zhou et al. empirically study the phenomenon of individual subtitles on Bilibili, contending that from a cultural rights perspective, individual subtitles promote fair dissemination of cross-cultural resources^[19]. Zhai Chenhua explores the theme of UGC content marketing on Bilibili, investigating the distinctive branding features of UGC content marketing within the platform^[20]. Yu Ke examines the case of Bilibili, dissecting the profit model of bullet screen video platforms.^[21]

3. Analysis of Business Strategies of Lifestyle Vlog uploaders on Bilibili

Under the backdrop of new media, the business models and audience consumption patterns of lifestyle Vlog uploaders on Bilibili have evolved with the changing times. They are no longer confined to fixed templates and unchanging routines; instead, they exhibit characteristics of diversification and spontaneity.

3.1 Analysis of Interviews with Lifestyle Vlog Uploaders on Bilibili

To understand the operational strategies of video uploaders in creating Vlogs, how these strategies are implemented in their actual content creation, and the results and impacts these strategies yield, practical interviews were conducted. The interview subject selected for this study is the Bilibili video uploaders "Yi Zhi Dan Dan", who currently has approximately 121,000 followers on Bilibili and around 400,000 followers across various platforms. This uploader is a typical representative of the lifestyle Vlog category, with iconic video collections like "Clever Life of Study Abroad", "Living Aloneing", "Random Sharing", and "Clever Dorm Life".

The interview content and results are outlined below:

a. Creative Strategies – Their Unique Vlog Creation Features

Firstly, creators of lifestyle Vlogs often emphasize authenticity and spontaneity, which contribute to the attractiveness of this category. As "Yi Zhi Dan Dan" shared during the interview: *"For me, presenting an authentic life is more important. It's interesting and is a form of existence. My life itself should be interesting – it's just my life."*

Furthermore, they consider user engagement essential in their creative process. Lifestyle Vlog creators pay extra attention to interacting with their fans, enhancing fan loyalty.

Moreover, many content creators are active across multiple platforms. For instance, the interviewee creates content not only on Bilibili but also on platforms like Douyin (TikTok) and Xiaohongshu (known as the Chinese version of Instagram). Due to the distinct nature of each platform, their operational strategies may differ accordingly.

b. Marketing Strategies – Monetization Models for Video Uploaders

Regarding marketing approaches and monetization, each video uploader adopts distinctive strategies. While summarizing marketing models for Vlogs, it was observed that video uploaders employ diverse marketing strategies, ranging from video content and fan communities to both online and offline avenues.

However, the interviewee also mentioned that many video uploaders are shifting towards short-form videos. As a result, the amount of content created on Bilibili has decreased. This trend reflects the migration of audiences to other platforms, impacting the number of advertisements video uploaders can secure on Bilibili and

affecting their monetization potential.

c. Operational Strategies – Video Uploaders' Self-Management

The methods employed by video uploaders to manage their Vlogs, maintain favorable relationships with their fans, garner long-term attention, receive positive reviews, and achieve monetization require careful operational strategies. A synthesis of successful video uploaders' practices reveals alignment with the STP theory. They segment the market, then focus on cultivating their target market segment intensively. For instance, some video uploaders target student demographics, while others cater to working professionals, optimizing content based on their target audience's characteristics and preferences.

d. Problem Awareness Strategies – Identifying Existing Issues

Effective video uploaders continuously possess problem awareness, enabling them to promptly identify, rectify, and improve upon their existing issues. This proactive approach is essential for achieving higher traffic and growth. A review of various video uploaders' content indicates that alongside their engaging creations, they also encounter numerous challenges.

e. Platform Optimization Strategies – Improving Bilibili

The creative, marketing, and operational efforts of video uploaders rely on the opportunities and conveniences provided by the platform. As a collective entity, Bilibili should also maintain an optimization focus. Timely optimizations, in line with video uploaders' needs and actual circumstances, are vital for Bilibili's development.

3.2 Business Model and Monetization Methods of Lifestyle Vlog Uploaders on Bilibili

Analyzing interviews with lifestyle Vlog uploaders on Bilibili reveals that their business models and monetization methods are diverse and encompass the following aspects:

a. Advertising Revenue

Earning income through in-video advertisements is the most direct monetization method and a common approach among many video uploaders. Advertising placement includes direct methods like product introductions, highlighting product benefits, and urging viewers to make purchases. Indirect advertising placement involves incorporating advertised products as props, background elements, or decorations within the video or subtly mentioning them.

b. Knowledge Monetization

This advanced business model involves video uploaders selling their knowledge or skills, such as cooking or crafting, to fans. They offer tutorials and earn income in return. This approach requires substantial knowledge and professional skills to provide content teaching and sell courses.

c. Brand Collaborations

Video uploaders collaborating with brands typically possess a large fan base, industry recognition, and a positive reputation. This enables them to promote

products or services in partnership with brands and receive collaboration fees. Currently, the number of video uploaders who can directly collaborate with brands is relatively small, the majority of whom are primarily the top creators within the industry

d. Fan Donations

For uploaders with a substantial fan base and high fan engagement, fan donations become a significant income source. These uploaders, appreciated for their quality content, receive support from fans while they watch Vlog videos. Fans utilize the platform's donation feature to reward creators.

e. Social E-commerce

Using live broadcasts or videos to showcase and sell products constitutes a social e-commerce business model, generating revenue from product sales. This typically involves advertisers paying for product placement and video uploaders earning "commissions" from fans' purchases through provided links.

f. Cross-Industry Collaborations

Some video uploaders engage in collaborative efforts with other uploaders, appearing together in videos, co-creating content, or participating in online interactions. This approach introduces novelty to fans and facilitates shared traffic. Collaborations with uploaders from different domains lead to jointly crafted content and collaboration-based revenue.

Certainly, different uploaders may adopt distinct business models or combine multiple approaches for revenue generation. Additionally, some uploaders increase fan loyalty and revenue by offering membership subscriptions and exclusive benefits.

g. Content Operations

Each video uploader's operational strategy varies based on their target audience, core focus, and video style. Lifestyle Vlog uploaders often start by creating foundational content that aligns with their personal style. After attracting an initial batch of followers, they engage in interactive forms like bullet screen comments, comments, and community engagement to discuss video ideas, foster positive interactions, and produce new content.

4. Audience Feedback Analysis Based on Bilibili

To gain a deeper understanding of audience feedback for lifestyle Vlogs on Bilibili, we conducted research encompassing analysis of audience feedback on the platform and interviews with users.

4.1 Analysis of Audience Feedback on Bilibili

Currently, Bilibili has attracted a significant number of popular video uploaders who produce videos in their respective domains. To illustrate this, we will analyze the audience feedback for two uploaders, namely "Li Ziqi" and "Ouyang Nana," to better understand their audience dynamics.

First, it is vital to delve into the audience feedback

analysis for "Li Ziqi." Renowned for her culinary videos, Li Ziqi achieved the Guinness World Record for "Most Subscribed Chinese YouTube Channel" in February 2021, with a staggering 14.1 million subscribers. Beneath her videos, a plethora of feedback has been compiled, primarily positive and supportive. Examples include comments like *"Soothing and appetizing, makes me crave!"* and *"Watching her videos is so comforting. We need more creators like her."* However, there are occasional negative opinions such as *"Vey unreal. Real rural life is nothing like this"* and *"Who does chores so exquisitely? Overly packaged!"* Overall, Li Ziqi's successful business model is evident; she has cultivated a self-brand, achieved monetization, and garnered a positive reception.

Next, it bears significance to analyze the audience feedback for "Ouyang Nana." In comparison to Li Ziqi, Ouyang Nana maintains a slightly higher update frequency and offers a more diverse range of content, encompassing a broad spectrum of Vlog topics. Presently, Ouyang Nana's audience feedback exhibits polarization. Some audiences commend her for her authenticity and her ability to display a glimpse of her daily life as a celebrity. This satisfies curiosity about celebrity lives, and fans are inclined to embrace her recommendations, including products from her own clothing brand. Examples of positive comments include *"Love you, Nana! I'm going to buy it now!"* and *"Nana is one of my comforts during the time my preparation for the postgraduate examination."* Nonetheless, there are also negative voices, such as *"She clearly doesn't lack money, yet she seems so eager to make more, unattractive behavior."* This analysis of Ouyang Nana's audience feedback highlights that celebrity popularity can indeed attract traffic and followers as content creator. Yet, they also bear the burden of greater responsibilities and heightened scrutiny.

4.2 Audience Analysis

4.2.1 User Portrait

Based on Bilibili's user portrait report for the year 2022, it is evident that the user base of Bilibili exhibits a distinct trend towards youthfulness, with nearly 80% of users being under the age of 24. In terms of gender, males account for 57% of the user base, while females comprise 43%, indicating a higher proportion of male users. From a geographical perspective, Bilibili's primary user concentration is in prosperous coastal regions (such as Guangdong, Shandong, and Zhejiang) as well as in first-tier cities (Beijing, Shanghai, Guangzhou, Shenzhen). These regions benefit from favorable geographical locations and relatively developed economies, enabling users to be exposed to diverse cultures from Hong Kong, Macau, Taiwan, Japan, South Korea, Europe, and the United States. As a result, they possess a higher capacity to embrace subcultures and readily accept novel concepts.^[22]

In light of this, a concise summary of the user portrait for lifestyle Vlogs on Bilibili can be outlined as follows:

a predominantly youthful audience, mainly comprised of students, with a slightly higher male-to-female ratio but generally balanced; an overall higher level of education; and a notable concentration in economically prosperous coastal regions. In addition, These engagements are self-presentation bricolage, self-identified branding, and community participation.^[23]

4.2.2 Analysis of Audience Purchase Intent and Consumer Behavior

First and foremost, the youthfulness of the audience signifies a strong propensity for embracing novel experiences. The audience for lifestyle Vlogs on Bilibili is largely concentrated within the 18-24 age group, characterized by their heightened openness to new ideas. Consequently, they are not only receptive to the Vlog content itself but also inclined to engage with product endorsements and introductions within the content.

Furthermore, when examining geographic factors, residents of first and second-tier cities, as well as economically developed regions along the eastern coast, exhibit higher economic activity. This economic affluence translates to more disposable income available for product consumption. Moreover, these regions tend to display a more active mindset, making them more willing to accept innovative concepts and explore new products and ideas.

The audience for lifestyle Vlogs on Bilibili displays a notable inclination towards accepting advertisements. This phenomenon can be attributed to two primary factors. Firstly, Bilibili's advertising formats have departed from conventional methods, avoiding intrusive and forced approaches. Secondly, each content creator on the platform specializes in their own distinct field. This contextual relevance in advertising aligns with the interests of their fan base, making such promotions more appealing to fans. In the end, Bilibili must pay attention to the platform's interactive experience and user satisfaction in order to gain users' continuous subscription.^[24]

4.3 Inspiration for Media Practitioners to Enhance Operational Strategies

The aforementioned audience interviews, feedback analysis, and user portrait analysis provide valuable inspiration for media practitioners to refine their media management and enhance their operational strategies.

a. Segment the Overall Market and Identify Target Audience

As content creators on the Bilibili, the first step should involve segmenting the Bilibili community according to one's unique style, creative attributes, and other defining characteristics. By doing so, content creators can pinpoint their specific target audience. This strategic alignment allows for more effective content creation, better traction with audiences, and the achievement of sustainable growth. The stronger happy emotion video has, and the video is popular.^[25]

b. Analyze Market Characteristics and Formulate Operational Strategies

Once the target audience is determined, media practitioners should promptly analyze the distinctive features of their intended market. This includes understanding age groups, professional backgrounds, preferences, and other pertinent traits. Utilizing this comprehensive understanding, media practitioners can then develop appropriate operational strategies tailored to their specific audience.

c. Pay Attention to Audience Feedback and Optimize Operational Strategies

Timely attention to audience feedback plays a pivotal role. It offers a deeper insight into the audience's mindset and their opinions and suggestions regarding content and Vlogs. This ongoing assessment facilitates agile adjustments, enabling the optimization of operational strategies and ultimately fostering enhanced growth.

5. Existing Issues and Optimization Strategies for Video Platform Media Operators

At present, media operators encounter an array of challenges in their pursuit of effective media operation. In response, we have meticulously outlined these challenges and concurrently presented optimization strategies.

5.1 Analysis of Existing Issues for Media Operators

Through our summary and analysis of lifestyle Vlogs on Bilibili, it is evident that while these videos have numerous advantages, they also face several pressing issues that require attention. These issues can be categorized as follows:

a. Weak Innovation Awareness and Excessive Imitation

To maintain high-quality, engaging, and lasting content that appeals to fans, strong innovation and originality are essential. Many successful content creators have amassed large fan bases and high view counts due to their consistently innovative approach. When compared to other creators, they stand out by consistently presenting fresh and distinctive content that is both imaginative and unique. From the perspective of a creator's personal growth, the ability to continuously innovate and refresh their content while building upon their existing foundation is vital. This approach caters to users' curiosity, ensuring that their content remains engaging and relevant over time.

In contrast, some content creators lack innovation and resort to imitating outdated content and production styles. This leads to repetitive video themes and styles that struggle to capture users' attention. In more severe cases, creators directly copy other content or steal ideas from fellow creators, demonstrating not only a lack of innovation but also infringing upon others' legal rights.

b. Excessive Commercialization and Over-Promotion

As discussed above, one of the profit strategies for content creators is advertising revenue. They achieve this by incorporating advertisements within their videos or promoting related products, thereby earning advertising fees or commissions. When done in a way that doesn't compromise the audience's viewing experience, judiciously inserting advertisements or product promotions is acceptable. Properly timing these promotions and maintaining a balanced approach can generate income for content creators without compromising the quality of their videos.

However, some content creators excessively prioritize profitability, leading to severe commercialization of their content. They incorporate a high volume of unrelated advertisements or product promotions with little or no relevance to the video's content. These promotions occupy a significant portion of the video's duration, resulting in viewer dissatisfaction. Such behavior is akin to "killing the goose that lays the golden egg." While it may yield short-term gains, it is extremely detrimental to the content creator's development in the long run.

c. Inconsistent Content Quality and Proliferation of Low-Quality Videos

Due to the fact that anyone can upload videos, including their own Vlogs on Bilibili, there exists a significant disparity in content quality, with some content creators producing videos of lower quality. On a smaller scale, such Vlogs struggle to attract viewers, and on a larger scale, these low-quality videos undermine viewers' trust in Bilibili, ultimately impacting the platform's growth.

This low quality is evident in multiple aspects. Firstly, a lack of craftsmanship, encompassing issues like poor camera work, low resolution, and subpar editing techniques, leads to an unsatisfactory viewing experience. Secondly, the content might be unoriginal or even vulgar, including direct copying, offensive pranks and embarrassing acts. Such practices not only tarnish the image of the content creators themselves but also pollute the overall environment of the Bilibili.

d. Diminished Legal Awareness and Infringement of Others' Legal Rights

Lifestyle Vlogs often involve capturing daily routines and minor occurrences, which may inadvertently include other individuals or objects in the footage. This also extends to editing others' videos. However, this practice raises a critical concern—violation of others' rights.

Some content creators, in the process of filming videos, lack a sense of discretion and extensively capture footage of others. Worse yet, certain individuals might engage in surreptitious filming or recording of others without their knowledge, subsequently directly publishing the videos on online platforms. This constitutes a classic violation of others' rights, including privacy and likeness rights. In cases of serious offenses, content creators are liable to bear legal responsibilities.

e. Involvement in Illegal Activities and Disruption of the Online Environment

Certain content creators, while producing lifestyle

Vlogs, might engage in illegal activities or violations of regulations to attract attention and gain viewership. This could include activities like illegal camping, trespassing, or pranks. From an individual perspective, such behavior poses personal safety risks for the content creators, as their actions might expose them to danger. There have already been cases of fatalities resulting from extreme challenges conducted in violation of regulations. From a legal standpoint, some of these actions have contravened laws and regulations, subjecting those involved to legal liabilities. In terms of the internet environment, these actions set a highly misguided example for viewers, leading to negative influences. This impact is particularly concerning for young and inexperienced individuals, who might be more prone to mimicry, thereby exposing themselves to potential hazards.

5.2 Improvement and Strategies for Media Practitioners' Operational Models on Video Platforms

To achieve success and long-term growth in the context of media convergence, media practitioners need to continually optimize their content creation, output quality, and improve their operational models.

a. Enhancing Content Production and Quality

With the rapid development of media convergence, content production has become a core competitive advantage. High-quality content serves as the most direct and fundamental force for attracting users. Therefore, media practitioners need to significantly improve their content creation capabilities and elevate their creative skills and quality.

Simultaneously, achieving a balance between depth and diversity is crucial. "Depth" refers to delving deep into a specific field, creating content with substance and insight that differentiates the creator from others. This uniqueness enables audiences to recognize the creator's distinctive contributions within that domain. On the other hand, "diversity" emphasizes avoiding rigidity and adherence to established norms. It involves offering diverse and comprehensive content on the media platform, continuously innovating, and meeting the evolving needs of users.

b. Increasing Technological Investment to Drive Transformation and Upgrading

As media practitioners, it is imperative to possess a proactive mindset and take action towards progress. This entails both investing in technology and undergoing transformative upgrading. In the rapidly changing landscape of new media, technology is continuously evolving. As media professionals, it is essential to promptly adapt to new technologies, learn about them, and incorporate them into operations by intensifying technological investments. Furthermore, attention should be given to transformation and upgrading based on actual network requirements, environmental needs, user demands, and more.

For those operating in the realm of new media, it is crucial to embrace new technologies. For instance, leveraging artificial intelligence technology for mining

and analyzing web data can enrich the content of one's creations. Additionally, utilization of cloud computing technology can enhance information storage and transmission efficiency.

c. Strengthening User Communication and Implementing Timely Adjustments

Media practitioners should not operate in isolation or pursue a unilateral approach; instead, they should actively engage with user opinions and suggestions. It is essential to establish open channels of communication and interact with users proactively. Through these exchanges, media professionals can promptly grasp user needs and feedback, facilitating adjustments and optimizations according to user responses.

Enhancing user communication can be achieved through various means, including but not limited to engaging with comments sections, utilizing message boards, interacting with live bullet comments, and fostering interactions within fan communities. By participating in these online communication activities and engaging in discussions on relevant topics, media practitioners can gain valuable insights into the sentiments of their audience. This dynamic, two-way interaction not only enhances the user experience but also increases user engagement and loyalty.

d. Advancing Platform Collaboration for Accelerating Model Innovation

Media practitioners can foster collaborations with diverse platforms to drive innovation, amalgamate resources, and comprehensively enhance market competitiveness. For instance, collaborations with content production companies and advertising agencies can be pursued to develop products and services that align with user needs jointly. Simultaneously, proactive exploration of new business models and revenue streams, such as subscription-based services and e-commerce, is recommended.

Successful collaborations facilitate information exchange and method optimization, creating a win-win or even a multi-win scenario. Therefore, media professionals should take the initiative to engage in collaborations with peers and across various platforms. By doing so, they contribute to the elevation of content creation, expediting the innovation of operational models.

e. Prioritizing Information Security and Enhancing Data Protection

In the era of digital information, which has comprehensively arrived, issues such as information leaks and data breaches have become potential threats. Therefore, media practitioners must pay attention to information security and bolster data protection measures, while increasing investment in relevant technologies and management protocols.

Additionally, individuals should practice self-regulation and adhere to pertinent laws, regulations, and industry guidelines. Safeguarding users' personal privacy and information security is essential, making it imperative for media operators to operate in compliance with regulation.

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