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Design and Analysis of Interactive Film and Television Platform

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***Abstract**: At present, in the online video platform market, Bilibili, TikTok and YouTube occupy a large share and have become the mainstream platform for video creation. In order to drive users to participate in content production, short video platforms have taken the initiative to lower the technical threshold and simplify the difficulty and process of video production. Since the material provided by digital repositories is too homogeneous and of low quality and completely dependent on the platform, it shows the phenomenon of creative homogenization and does not form a large-scale community for collaborative creation. In contrast, online platforms such as Bilibili have formed a community-based creation, and have strict control over the copyright platform, without forming a corresponding system to promote the reuse of high-quality digital assets. The interactive film and television platform has solved the above problems well through user propaganda and re-creation, building an all-round platform framework, and adjusting to industry dynamics, not only providing video creators with a large number of high-quality video resources, but also propagating national realities, enhancing public cohesion, improving the quality of life of users, broadening their international horizons, and showing Chinese wisdom around the world.*

***Keywords**: Interactive film and television platforms; Platform design; Platform development*

Interactive film and television platform

According to the 47th Statistical Report on the Development Status of China's Internet, as of December 2020, the scale of China's Internet video (including short video) users was 927 million, up 76.33 million from March 2020, accounting for 93.7% of Internet users as a whole; among them, the scale of short video users reached 873 million, accounting for 88.3% of Internet users as a whole. Short videos have become an important link between users and the Internet industry as well as a marketing tool.

Interactive Film and TV Platform—Digital Asset Continuous Creation: By building a cloud-based interactive film and TV platform, combining the front-end of the website, online back-end data platform and offline mobile terminal, the platform promotes community-based creation by theme through the classification of video digital asset resource library. The platform classifies the collected materials according to themes to form a material library, sets up variable acquisition and reward mechanisms to motivate users to upload materials and create, and transforms users' high-quality works into digital assets to realize the cyclic update and sustainable creation of materials. The interactive video platform forms an interest-centered community based on the classification of themes, and transforms high-quality works into re-creatable digital assets, such as 3D assets, image assets, sound assets, special effects assets, etc., to improve the organic collaboration of digital resources and user interaction in video creation. At the same time, it enhances user viscosity through

user reward, work value transformation, title upgrade, personal video material library and other forms of value storage, and promotes video creation mode from UGC to PUGC.

The Difference between Interactive Film and Television Platforms and Other Platforms

Other Film and Television Platforms

1. TikTok

TikTok was launched in September 2016 and is a mobile short video social software. TikTok video length is generally within 5 minutes, compared to other platforms it is more suitable for low-threshold, fragmented videos created using mobile phones. TikTok users are very active, and as of February 11, 2021, the platform has over 580 million daily active users, far exceeding other platforms, making it a representative of domestic mobile short video platforms. As a representative, the TikTok has begun to carry out the dissemination of short video knowledge, and it has strengthened its support for resources while cooperating with other organizations. Through a large number of user scale greatly accelerates the speed of information dissemination, and has a driving effect on a lot of positive energy knowledge. The knowledge extended outward by the TikTok lowers the threshold of understanding through diversification and fragmentation, effectively enhancing the efficiency of academic dissemination and meeting the requirements of online knowledge dissemination in the new era.

2. YouTube

YouTube as the world's largest video website combines the functions of video publishing, forwarding and recommending, and covers a variety of media forms such as traditional media and self-media. The platform presents an international overall form, which has a greater role in predicting and judging international political, economic and trade, and cultural dynamics, like a multi-view video shooting of objects under the same space through multiple cameras. In terms of social influence, YouTube attracts the public's attention through the role generated among social networks, making the influence of the video spread among the public as a continuous process. For example, Li Ziqi uploads a lot of quality videos on YouTube to let many foreign users know about Chinese food and intangible cultural heritage.

Advantages of Interactive Film and Video Platforms

The interactive video platform provides users with resources through which they can upload resources for the public to use. First of all, the threshold of video creation is now low, and the production technology has been greatly simplified so that the public can create content directly from their mobile phones. The improvement of mobile phone functions such as the perfection of filter functions makes the threshold of video creation continuously low, optimizes the audio-visual effect, and the good user experience inspires their passion for creation, so the demand for user video resources keeps increasing. Secondly, the entertainment of video is getting stronger and stronger, and the participation of all people in the production has expanded the type

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of video and enhanced its entertainment and interactivity. Videos on fashion, film, life, games, music, knowledge, and technology are quite popular among platform users. Users can also interact instantly on the video platform, commenting, liking, collecting, retweeting, sharing and other behaviors create a new social network on the platform, making users gain a sense of belonging and enhancing social stickiness. But the more interactive the creation video is the more complex the demand for video material.

The competitive advantages of interactive video platforms can also be seen in the following aspects: first, community-based interactive creation. Users can select and join thematic communities through their interests, upload their own video materials and works to interact with other creators, and promote the creation of aggregated videos. For example, around the theme of "fighting the epidemic", users can upload the surrounding events and people, and use the community forum as a unit to enhance the interactivity and synergy between groups, effectively expanding the scope of audience. Secondly, the digital assets formed by the community-based creation of sub-themes can be shared, reused and modified repeatedly. The new industrial structure and industrial model formed around the digital assets of fixed themes and their management system can create sustainable value and expand the scale of production subjects and creations.

Study the Significance and Role of Interactive Film and Television Platforms

Current Economic and Political Situation

Currently, China's economy has entered a new normal, and the digital economy has become a new driving force for the development of the cultural industry, a new growth point for cultural consumption and an important grasp for promoting supply-side structural reform in the cultural field (Fan, 2020). As an important branch of the cultural industry, the video industry has gradually expanded its market scale. In this context, economic development has driven the penetration of new technologies from the consumption side to the production side, and has continuously given rise to new business models and new modes in the video industry. From the perspective of content video creation, the digital economy based on Internet information technology and digital technology has provided a wide range of channels and modes for personalized and diversified video production, making video more technically operative and convenient.

At present, the microscopic nature of short-form video production, the diversity of content and the high frequency of dissemination have made it more difficult to control short-form video, all of which has forced changes in the regulatory mechanism. The UN Working Group on Internet Governance defines "Internet governance" as the designation and implementation of common principles, guidelines, rules, decision-making procedures and programmes aimed at regulating the development and use of the Internet by governments, the private sector and civil society, in accordance with their respective roles. The Chinese government has clarified the subjects, principles, and ideas for the governance of the short-form video industry developed on the basis of Internet technology, and is building an optimal governance system of "government - platform - user". system. With government governance as the main body and platform regulation and user self-discipline as the "two wings", the government is improving the governance system of one, two wings and three parties to create a healthy short video content environment (Guan, 2019).

Achieving Resource Sharing

The construction of the platform is integrated with current affairs and history to push current affairs and politics for the general public, thus increasing the patriotic sentiment of the people. By pushing current affairs and politics, people can be informed about current social dynamics and also get access to video resources, solving the problem of rummaging around for information to find video resources. By from the platform can be directly search and quickly find the video that you want to ask questions. For example, many famous scholars upload their science videos to the bilibili website for the majority of users to learn. Students can search for learning knowledge on the website, which means that the knowledge can be spread to the general public and at the same time the concerned students can also learn. By searching through the videos, the time spent on finding information in schools as well as educational institutions can be reduced.

Real-time Advocacy and Optimization to Promote Cohesion

Due to the diversity of video types and user favorites on the platform, video authors produce and upload videos in different styles, even when using the same material. For example, for information related to epidemics, floods, and the Olympics, video authors produce and publish videos through their own perception of values. In the current open speech space, multiple views collide with each other, and accommodating and protecting multiple expressions is conducive to the benign development of public opinion space and social stability. The style of the video is inherited and constant, but the video authors take the initiative to add their own values and analyze the pros and cons of the event on the basis of adapting to the style of the network platform, reflecting the users' understanding and interpretation of culture.

The national actions initiated by the growing number of young Internet users' video platforms now not only promote the social function of diplomacy, but also rework the public's sense of national identity and pride. In which the younger generation expresses patriotism in different ways, anthropomorphizing the nation, integrating individuals into the group, and discussing around national ethnic topics to further strengthen the sense of national pride and identity. Currently, young people integrate their personal interests into patriotic actions on online platforms and show their identification with the country in the face of current affairs happening both internationally and domestically. The types of videos posted show that youth show a strong sense of identification and rational attitude towards national interests.

Enhancing Users' Quality of Life

1. Enhancing International Perspective

In the context of the global spread of the pneumonia epidemic, many domestic platforms in China have paid extensive attention to COVID-19, with a large number of videos launched on Bilibili, TikTok and Kwai one after another, giving everyone a deeper understanding of the epidemic and attracting the attention of users from other countries. There are many UP owners on Bilibili who have made videos about the prevention and control of the epidemic and the global epidemic status, calling on everyone to protect themselves and put aside their historical prejudices to unite against the epidemic, and to tell "good stories" from their own

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perspectives to promote the building of a community of human destiny.

2. Showing Chinese Wisdom

Many videos about Chinese culture exist on video platforms, and these videos promote the excellent Chinese culture to the world, such as Li Ziqi's food videos. Li Ziqi said that the initial purpose of posting videos on YouTube was not to spread Chinese culture, but her videos have inadvertently gained a large number of subscriptions and views from abroad. Each video has more than 10,000 comments, and some can even reach 40,000, showing how considerable the spread of Chinese culture can be. Li Ziqi's videos interpreted Chinese culture from many dimensions and different levels, introducing foreign netizens to the profound Chinese culture, including ancient Chinese poetry, clothing, pens, ink, paper, ink stone, high-speed rail, medical care, nation building, northern folk songs, southern dance programs, typical Chinese rural symbols, regional cuisine, and also showcasing the rich intangible cultural heritage, stimulating international netizens' interest in Chinese culture. After seeing the videos, many Internet users have gained a preliminary understanding of Chinese culture and the lives of ordinary Chinese people, and have become interested in learning about Chinese culture and traveling to China. In recent years, Chinese domestic documentaries have reflected the continuous push for Chinese stories, cultural confidence and Chinese development, and the audience gradually shifted to the youth group, as shown in Figure 1.

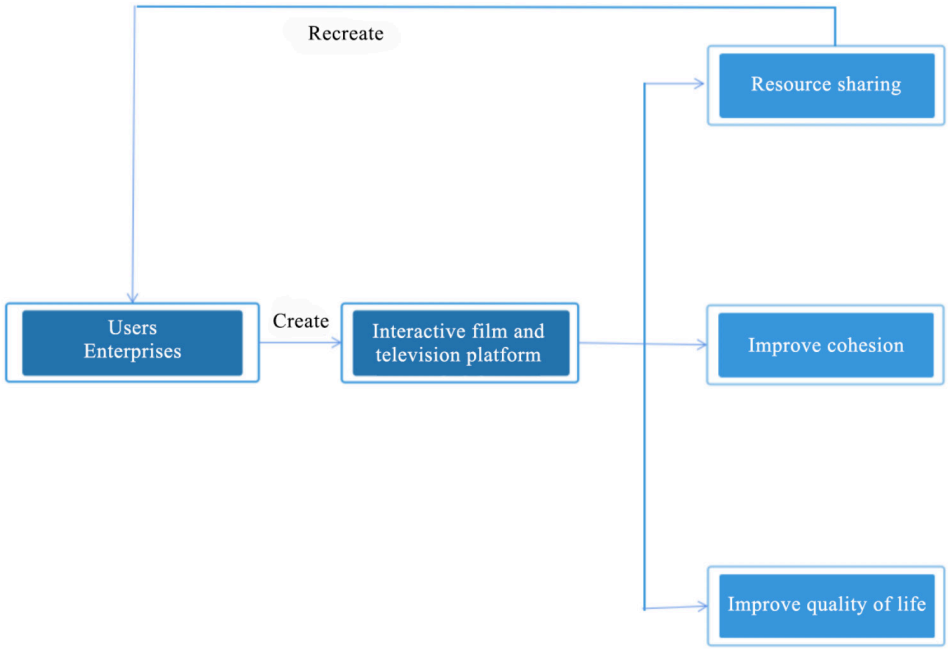


Figure 1. Flow chart of platform creation

Interactive Film and Television Platform Improvement Measures

Building an All-encompassing Platform

The emergence of interactive video platforms has provided users with an all-in-one platform for shooting,

editing, sharing and liking, lowering the threshold for video production and promotion and prompting the creation of a large number of UGC and PUGC. There are many weblebrities on video platforms who are good at shaping creative scenes. In the era of high-speed information dissemination, users' attention is scattered, and creative videos can quickly focus users' attention and convey their emotions to viewers in a short time to inspire their sense of identity.

At present, the interactive video platform can classify the huge amount of videos and provide different services according to their respective characteristics to cultivate diverse UP owners. The platform can be divided into personal accounts and institutional accounts according to the main body of video publishing: personal accounts mainly publish videos made by individuals, while institutional accounts are mainly used by organizations, enterprises and other institutions for the promotion of organizational content. For example, the local government's video account is mainly used to push local characteristics, culture, food and other content, fully express the connotation and life of the city, with highly recognizable images and refined language to create a city business card, driving local tourism pre-employment. At the same time, according to the type of video can be divided into food, entertainment, ghost animals and expertise areas. The intergration of multiple industries transforms professional knowledge into popular knowledge, making it general knowledge and fun, and promoting diversified content generation.

Pay Attention to Industry Developments and Make Timely Adjustments

The rapid development of the short video industry has led to the public scrambling to imitate certain verticals, resulting in serious homogenization, such as food, funny, and game fields with declining viewership figures, reduced competitiveness within the industry, and reduced broadcast volume showing a depressed trend. Only the head video creators among them can maintain high viewership, while the rest are affected by the industry competition. At the same time, due to the fierce competition, a large number of works are produced making the audience group generate aesthetic fatigue and form a fixed perception and impression.

At the moment, as some industries are saturated, attention should be turned to industries with less traffic but excellent growth potential. For example, Bilibili gradually shifts its attention to education, literature, military, travel, mother and child industries. For example, education groups are widely concerned by society, so special categories are set up in the science column to facilitate users to view and learn. Also the military has been the focus of netizens in recent years, and usually along with certain hot events there are easily videos with high play counts.

This can be done by focusing on videos that have the potential to grow, while working in synergy with other genres to drive traffic together. First, professional video producers produce videos with continuity and plot, so that users are attracted and gradually become long-term fans, thus developing a group of audiences who are very interested in the topic. They will have great resonance with the topic and gradually become loyal followers of the topic. Secondly, let authors with many fans create multiple small-volume genre propositions, such as Li Ziqi's video platform that not only shoots food but also has videos about the heritage of non-heritage cultural heritage. Finally, through cooperation with multiple platforms to optimize and integrate their own resources, using the advantages of multiple platforms to attract traffic to promote development.

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Enhancing Commercial Value

Video platform operation mode and characteristics determine the platform contains a huge business value. At present, the video user scale is huge traffic rich, with the platform of all aspects of the improvement of the time spent by users in the platform will continue to rise. On the one hand, the information on the platform to promote the visibility of the platform on the one hand. The platform video time is short which is good for the current fragmentation of people's life information, which has a positive effect on the promotion of the platform. The diverse video types of the platform bring together users with the same hobby. The forwarding, commenting and sharing functions of the interactive video platform make users who like the same kind of videos have high interactivity and make more quality contents of that kind of videos. The platform enhances the communication between users, who are timely receivers and senders, and builds a huge social network through the communication between users, creating conditions for the dissemination of network information and framing a good environment for platform propaganda.

Concluding Remarks

Previously, due to the low threshold of video creation, strong social attributes and the attribute of fragmented entertainment, user-created videos developed rapidly. Nowadays, the video industry presents the phenomenon of layered communication, where a single form of entertainment and experience cannot meet the needs of creators, and users' video content creation has reached an inflection point - the content needs to keep up with the development of the times, reflect hot issues in society, strengthen the sense of social responsibility and express correct values. Video creators have higher requirements for the professionalism and quality of their works and have gradually upgraded their creation level; the aesthetic level of video consumers has gradually improved, and the choice at the demand end also takes the quality of video content as the first element, putting forward higher requirements for video creators; the rich video resources of the platform provide a good foundation and quality services for the majority of creators. High-quality digital resources have become a key factor for content enhancement, while deepened interactive forms and community-based collaborative creation are key factors to enhance the fun of user creation. At the same time, a sound government governance system and regulation can provide a fair and healthy creative environment for user creation. Finally, an all-round, multi-genre, multi-platform interactive film and television platform should be built.

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