

Research on the Advantages of Short Video and the Way to Revive Long Video

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Abstract: Short video is one of the fastest growing industries at present, and the spread of short video on social media is very large. Long videos not only provide more selectivity, but also change the way humans watch videos. However, in the face of massive content competition, it becomes more difficult to attract viewers, leading to more people choosing to watch short videos. This paper explores the advantages of short video in modern communication, and proposes the revival of long video. Short videos are popular for their concise and clear features, which grab viewers' attention in a fast-paced society. They are easily shared and disseminated across various platforms, expanding the reach of information. Moreover, short videos provide a rich audio-visual experience, making communication more lively and interesting. On the other hand, long videos face challenges such as the dominance of short video platforms, rising membership fees, and copyright restrictions. To revive long videos, platforms can open up copyrights, reduce fees, and improve member benefits. Creators should focus on producing premium content with appealing themes, while the government can promote the import of foreign films to enrich viewing options. Viewers can use their free time to watch long-form videos in theaters or on TV. By addressing these challenges and promoting quality content, long-form videos can thrive alongside short-form videos in the modern media landscape.

Keywords: Short video, long video, new media, communication, fragmented time

1. Introduction

The popularity of social media today has made short videos a widely used means of communication. And the long videos also play an important role in modern media. Short videos spread fast and reach a wide audience, spanning almost all ages. Long videos spread relatively slowly, mostly through movies or video platforms such as Bilibili, and the audience for long videos is relatively limited, with children and the elderly usually not interested in long videos. This study focuses on the dissemination advantages of short videos, as well as ways to revive long videos. This paper summarizes the development status of long and short video and predicts the development of long and short video in the future. This study focuses on the dissemination advantages of short videos, as well as ways to revive long videos. According to research, short video platforms such as TikTok and Instagram have large audiences and attract a wide range of user groups, especially young people. Short videos have the advantage of spreading quickly. Because of their short, interesting and easy-to-digest characteristics, they can quickly attract users' attention and spread quickly.

2. The Advantages of Short Video Dissemination

In the era of rapid technological advancement, the advantages of short videos in terms of communication have been quickly demonstrated.

To analyze the advantages of short videos, it is important to first understand their commonalities and differences. The main difference between short and long videos is the length of time for which the video content is presented. The attention span of the audience is limited, and short videos can attract the attention of the audience within the limited attention span. From this perspective, short videos are more conducive to wider dissemination. When discussing long videos like movies, one might think of a spectacle montage. The original intention of spectacle montage is to attract attention, as there are some commonalities between spectacle and attraction. When people watch animal spectacle performances, people are attracted by their unique movements, which aligns with the purpose of spectacle - attracting the audience. The application of juggling montages in movies has multiple benefits for attracting audiences. Firstly, juggling montages bring visual impact and surprise to the audience by creating non-traditional visual effects and editing techniques. This breakthrough in traditional expression can arouse the audience's interest and attention, making them more immersed in the film. Secondly, the application of juggling montages can convey the theme and emotions of movies in a unique way. Through non-linear processing of time, space, and events, juggling montages can create strong emotional effects, triggering emotional resonance among the audience. For example, in 'Strike', the scene of police suppressing workers alternates with the scene of slaughterhouses slaughtering cows, showcasing the brutality of the police and the brutality of the suppression, further strengthening the theme and emotions in the film. In addition, the application of juggling montages can also enhance the artistic expression and viewing quality of movies. By creating unique images and rhythms, juggling montages can bring viewers into a completely different visual experience, enhancing the tension and appeal of the movie. For example, the tense editing and extension of the Odessa staircase in "The Battleship Potemkin" immerses the audience in an atmosphere of war brutality and despair, highlighting the unique charm of juggling montages in emotional expression [1]. Undoubtedly, the common element between short and long videos is attraction, but attraction stands as their biggest difference. When the audience watch a movie, they can clearly feel the ups and downs of emotions, indicating that there are many waves in long videos. Just like in movies, certain scenes, such as fights or arguments, will start to captivate viewers and influence their emotions, while other scenes will allow them to relax, causing emotional fluctuations. In the current era of short videos, compared to long videos, viewers have a higher degree of freedom in their emotional fluctuations. When someone is scrolling through TikTok, they can choose to swipe to the next video if they get tired of one [2]. As mentioned earlier, this provides viewers with a high degree of freedom in their viewing experience. Additionally, short videos can target audiences more accurately. Long videos, like movies, cover various genres such as romance, horror, action, etc., leading to diverse preferences among people. On the other hand, short videos break down a lot of content, allowing viewers to easily skip videos they dislike. Two other shared characteristics between long and short videos are condensation and conflicting elements. Short videos condense the essence of long videos, while long videos condense life or events that span a long period of time. Conflicting elements exist in every aspect of videos, as people are always drawn to conflicts and contradictions. For example, the more reasonable conflicts and contradictions a short video contains, the higher its view count, indicating that more people are willing to watch it.

3. Analysis of the Ways to Resurrect Long Videos

To truly "revive" long videos, people must first understand why long videos are at a disadvantage. The first is the dilemma of the business model of long videos. The profit methods of mainstream

media usually include selling content products, advertising products and channel products. Mango TV and other video websites mainly rely on advertising revenue to make money, followed by selling content to paying users, and rarely make money through sales channels. In contrast, Hunan Satellite TV is an industry leader in selling content, advertising and channels. The most successful sales channel case is "Happy Shopping". By selling advertising time to brands or distributors, the media platform becomes a sales channel for products with the help of media influence. At the same time, radio channels and online channels are developed to achieve cross-media integration and interaction. For Mango TV, the "Happy Purchase" sales channel can not only attract more users, and enhance the platform's influence, but also alleviate the current profit pressure. [3] One report wrote that many film and television platforms in the Chinese Mainland frequently increase their membership fees, reflecting the difficulties in the field of long videos and changes in business models. In the context of the report, membership fees seem to have become the main source of revenue for most long-form video platforms. However, the increase in membership fees also means that long video platforms will face more intense competition with medium and short video platforms. The data shows that by March 2023, the number of Internet users in China has reached 1.067 billion, of which the number of short video users has exceeded 1 billion, and the utilization rate has also reached an astonishing 94.8%. In addition, from 2018 to 2022, the utilization rate of short video users has also increased by 16.6%, which indicates that a large number of people choose short video platforms such as Tiktok and Kwai rather than long video platforms such as Mango TV and Tencent Video. The popularity of long videos was astonishing ten years ago, as short videos had not yet developed. Ten years ago, various variety shows, TV dramas, and movies were ubiquitous on the internet, and at that time, long video platforms did not have the current membership mechanism, and most of their revenue was still based on user numbers and advertising. As for the long-term video paid to be viewed like the member-based system, there is a threshold for consumers to pay. Short videos without consumer thresholds are preferred by audiences as they offer more colorful content and compelling features. Secondly, copyright is a highly controversial topic. Nowadays, many variety shows and TV dramas only provide copyright in specific apps, which can lead to a phenomenon: when viewers want to watch the video they want, they must recharge and become members of the specific app to watch it. A new term has emerged in the copyright operation model of Chinese TV dramas - "the process of using property management methods and means, with the copyright involved in the creation, production, distribution, broadcasting, and derivative works of TV dramas as the core, to exercise various rights, assets, and related corporate value of TV dramas. The competition for copyright in TV dramas has gradually intensified due to the competition among various platforms for copyright. But the most important thing is that various platforms will choose to compete for the copyright of what type of long videos based on different audiences. [4,5]

On the contrary, short video platforms do not have a so-called paid copyright mechanism. People can search for and watch anything they want for free, and according to the specific mechanism of the platform, users will recommend videos that they may be interested in, so users will invest their time in browsing short videos instead of recharging members to watch long videos. The most important question is: Are long videos worth reviving? The answer is definitely worth it. Film has gone through 152 years of development and progress since its invention in 1872. It has evolved from a form of artistic expression to an industry, and such a solid foundation will not fall due to an era of development. Long videos have more space for technological use and can tell a story more fully. If people want to "resurrect" long videos, they need to start with two aspects: platforms and people. For platforms, copyright should be open so that users can find the videos they want to watch on multiple platforms; Reduce the fees required for membership, such as by allowing users to enjoy 4K and higher image quality after becoming a member. For people, creators should create more high-quality movies and choose more attractive themes. For the government, it should encourage the introduction of good

foreign films and enrich citizens' viewing choices. For audiences, they should make more use of their free time to go to the cinema or watch movies, documentaries, TV dramas, and other film and television works on television.

4. Conclusion

In conclusion, short videos have gained immense popularity and become a preferred means of communication in the modern era. Their concise and clear characteristics attract the attention of audiences, who often lack time or patience for lengthy video content. Short videos are easier to share and disseminate on various platforms, expanding the reach of information. Additionally, they provide a richer audio-visual experience through the combination of images, sound effects, and text, making communication more vivid and interesting. Despite the advantages of short videos, there is still value in reviving long videos. The business model of long videos faces challenges due to increasing competition from short video platforms, which heavily rely on membership fees as a revenue source. Copyright issues and the exclusivity of content in specific apps also hinder the accessibility of long videos. However, considering the long history and development of film as an industry, long videos still have significant potential. To revive long videos, platforms can open up copyright to multiple platforms, allowing users to find and access the content they want. Reducing membership fees or offering additional benefits for members can also incentivize viewership. Creators should focus on producing high-quality movies with attractive themes to engage audiences. Governments can encourage the import of foreign films to enrich viewing choices, while audiences can make more use of their free time to watch long videos in theaters or on television. In conclusion, while short videos have their advantages, it is important to recognize the value of long videos and take steps to revive them. By addressing the challenges faced by long video platforms, promoting quality content, and encouraging audience engagement, long videos can continue to thrive alongside short videos in the modern media landscape.

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