

# The Research about Film and Television IP Communication Strategy Based on Short Video Platform

Xinyu Zhang \*

School of Journalism and Communication, Nankai University, 300210 Tianjin, China

\* Corresponding author: 2111484@mail.nankai.edu.cn

**Abstract.** This paper investigates the influence of short video platforms on the dissemination effect of film and television IP. By collecting and analyzing the data of movie box office and its short video dissemination, it is found that the three movies with higher box office have higher heat on short video platforms. From the perspective of communication subject, this paper divides short video communication into two kinds: official publicity and audience spontaneous communication. Further analysis reveals that short video platforms can enable film and TV IP to expand the scope of dissemination, maintain their popularity across media, and increase their commercial value. In the case that the content is high quality, the short video platform can keep the IP hot in a new text form. In addition, this paper also discusses the problems that need to be paid attention to in the dissemination process, like copyright management and over-publicity, and puts forward suggestions. In maintaining a balance between promoting users' free creation and copyright management, Propaganda subjects should also pay attention to the data feedback and adjust the publicity density.

**Keywords:** Short video platform; film and television IP; communication strategy.

## 1. Introduction

### 1.1. Research Background and Significance

#### 1.1.1. Research background.

The rise of short video platforms has had a profound impact on the propagation strategies of movie and TV IP. Its massive user's group and highly interactive provide new carrier and forms to IP spread. It is a good way to decrease the producing cost, and improve the propagation efficiency at the same time. Besides, with the acceleration of media convergence, the combination of short video platform and film and television IP will become an important trend in the development of film and television industry in the future.

#### 1.1.2. Research significance.

Researching the film and television IP communication strategy will be helpful to expand the field of communication research and get in-depth understanding of the communication characteristics and laws of film and television IP in the new media environment. Interdisciplinary research plays a n important role to improve the communication between different subjects and promote the development and innovation of related disciplines.

Meanwhile, the research about the communication strategy's market value and the economic impact will be meaningful to understand the new trend of film and television industry. It will provide decision-making basis for investors and producers, promote the innovation of film and television content, and create a more attractive brand image. In the research, knowing more about the cultural needs and consumption habits of contemporary young people, which is related to user behavior and market trends, will provide accurate market positioning for film and television production and promotion. As a performance of media fusion, studying this communication strategy can help to predict the future trend of media convergence and provide guidance for the sustainable development of the film and television industry.

## **1.2. Research Methods and Objectives**

### **1.2.1. Research technique.**

This study adopts the literature research method, consult related books, academic papers, industry reports, etc., to understand the development process, current situation and future trend of film and television IP communication and short video platform, to provide theoretical support for the research.

At the same time, the case analysis method is used to select some successful communication cases of film and television IP on the short video platform for in-depth analysis, to understand the reasons for their success, communication strategies and effect evaluation, so as to provide practical reference for their own research, and the quantitative analysis method is used for data analysis in the research process.

### **1.2.2. Study purpose.**

By researching the strategy of IP spread on the short video platform explore new communication modes and business models, and provide practical guidance and decision-making basis for film and television production companies, advertisers, platform operators and other relevant enterprises and institutions, so that they can better formulate and implement the communication strategies of film and television IP, and enhance their market competitiveness.

## **2. The Communication Status Quo of Film and Television IP in the Short Video Media**

### **2.1. Current Situation and Development**

#### **2.1.1. Official publicity.**

Before the movie is released, the official release of plot clips, character introductions, and behind-the-scenes footage on short video platforms allows viewers to have a basic understanding of the movie's story background, and improves their familiarity and curiosity about the movie. From February 5 to February 25, 2024, China's movie box office statistics report, "Hot and Hot Rolling", "Article 20" and "Speed Racer 2" have been in the top three. Compared with other films of the same period, all three movies have been heavily promoted on short video platforms, with more than a million followers and over 100 million total likes.

One of the movies, Hot and Rolling, was officially released on February 10, 2024, and the official promotional account was opened on January 11 to release the first video, which received 4,627,000 likes and 227,000 comments. As of March 13, this account has posted 359 videos with a total of 231 million likes, and the number of interactions is higher than 90% of similar accounts. Within a month of the movie's release, 193.99w new fans were added, and the change in the number of fans showed an upward trend, gaining a total of 3.398 million fans.

Among the films in the same period, Mr. Red Carpet also opened an official account, but it was ineffective, and within a week of its release it announced that it was withdrawing from the Spring Festival slot to postpone its release. Its fan base was around 600,000, with less than 40 million total likes, only one-third of the data of the three hit movies. Its official account was opened on September 16, 2023, but as of March 13, 2024 it only had 239 works. This implies a low density of releases of its works, an excessively long publicity cycle, and a low rate of audience interaction. This is also evidenced by its video data: there are only 6 videos with more than one million likes, and a large number of videos with less than 10,000 likes. In addition, most of the video content focuses on interviews and on-set footage of lead actor Andy Lau, which lacks relevance to hot topics and is prone to audience aesthetic fatigue.

Therefore, the official account in the short video platform for publicity, should pay attention to the diversity of video content, fit the hot topic, publicity cycle should not be too long and should increase the density of works released.

### **2.1.2. Spontaneous dissemination of the audience.**

On short video platforms, audiences spontaneously mix, dub and narrate movie and TV content, focusing on the highlights of the movie in a 5-minute video. This approach allows audiences to quickly understand the content of the movie and the highlights of the movie, and triggers their curiosity about the whole movie.

In addition to the editing of the movie itself, there are also popular parodies of characters and plots on short video platforms. For example, the parody of the scene of the characters chanting in the snow in the movie "Seal of the Gods" has gained a maximum of 450,000 likes and more than 500,000 shares. This is because short video platforms optimize the creation process, lower the release threshold, and set up topic initiation mechanisms to make users' emotional experience reach a link, thus constructing an interactive ritual chain in the short video communication field. In the process, users can satisfy their self-expression desire and find highly relevant groups under the platform's push mechanism. For example, the total number of video plays under the "college students" tag can exceed 202.31 billion, and when a certain work becomes a hot topic and spreads in this range, the work will be given social attributes in the group. In order to consolidate their identity in this group, the audience under this group label will consciously learn about the relevant topics and apply them in their daily life, thus creating a wide spread of topics in a certain group.

## **2.2. Compared with Other Media**

Compared with other traditional media, such as TV, newspapers, large billboards and posters, short video platforms can utilize algorithms to accurately locate the target audience and improve the efficiency of communication. Meanwhile, based on the rich interactive functions provided by the platform, such as liking, commenting, sharing, etc., users can deeply participate in the dissemination process, and realize fission type dissemination through sharing, forwarding, etc., further expanding the scope of dissemination. At the same time, it is easier for creators on short video platforms to establish contact with users, obtain timely feedback and adjust content strategies. Finally, short videos are usually shorter in length and more concise in content, which can convey a large amount of information and ideas in a short time, in line with the public's habit of utilizing time in a fragmented manner.

Compared with some social platforms, such as Weibo and WeChat, short videos have a greater visual impact. The combination of visual elements, such as images, music and subtitles, can convey information more intuitively. This form of communication is not only easier to attract users' attention, but also deepens their memory of the information. Social platforms such as Weibo, on the other hand, are dominated by graphic forms, which are slightly less effective and attractive in terms of visual effects and appeal. Moreover, although this kind of social platform can also carry out user interaction, this kind of interaction will focus on familiar people, and the scope of dissemination is limited [1].

## **3. The Beneficial Impact of Short Video on Film and Television IP Communication**

### **3.1. Expand the Scope of Transmission**

As of March 13, 2024, Hot Rollers ranked first in the box office list with a total box office of 3.411 billion, and its dissemination data on short video platforms is also the highest, so this movie is used as an example.

The content of the video mainly triggers audience empathy through the experience of the characters in the movie, triggers the interest of the audience through the funny behind-the-scenes footage, and raises the heat of discussion through the comparison of the before and after image of the main actress Jia Ling. First of all, the character in the movie went through the process from a fat girl with low self-esteem who was bullied to a fat girl who practiced boxing to lose weight successfully and to be happy with herself. Such a story makes viewers with similar experiences empathize with the movie, and the theme of "loving oneself" is also in line with the current hot values. For example, the video titled

"Girls seem to be born to love people, but it takes a lot of time to learn to love themselves" received 760,000 likes, and the video titled "Only those who have experienced it know what it's like to be betrayed by the one they love most" received 1.55 million likes. Once empathy is formed, its influence is greater than consensus, but the cost of empathy is extremely low [2]. Consensus requires a basic knowledge base, while empathy is an instinctive emotional response, and the public is easily guided by opinion leaders in the group. A sense of blind obedience can overwhelm individual rationality, causing the original independent rationality to be replaced by the emotional expression of the group [3].

Besides, behind-the-scenes funny blooper videos can cover the whole audience. In the era of pan-entertainment, people pay more attention to entertainment and visual forms, and tend to pursue sensory stimulation, so the public pays more attention to entertainment-oriented works. For example, the video titled "The Last Punch Makes You Laugh" received 1.272 million likes. Last but not least, star Jialing's 100-pound weight loss was also a hot topic of discussion. It realizes the linkage from "within the plot" to "outside the plot", so that the reality is replaced into the watching experience [4]. The video of her singing a duet with her past self in a gown received 4.292 million likes, the video showing her past and present changes through boxing transitions received 6.041 million likes, and the series of videos titled "Someone's first look at the slimmed-down Jia ling" all received 3 to 5 million likes.

In addition to the content itself, the creators actively interacted with each other, creating a star effect. The lead actors actively posted short videos related to the episodes on Jitterbug and interacted with their fans. This increased the exposure of the episodes, brought the distance between the movie and the audience closer, and raised the audience's expectations and interest in the movie. For example, the princess hug video between lead actors Jia Ling and Lei Jiayin received 9,096,000 likes and 328,000 comments.

### **3.2. Maintain the Heat of the Works Across the Media**

Secondary creation creates new textual content based on the original work. Its essence is still a "restatement" of the narrative content and character setting of the source film text [5]. These adapted texts undertake, imitate, and even subvert the narrative structure and symbol composition of the original image.

The most typical of which is the re-creation of the TV series Legend of Zhen Huan. The drama was broadcast in 2011 and is still a traffic code on short video platforms. Among them, blogger "Xiao Xia Zi" has gained 1.15 million followers through her detailed explanation of the drama, "Ling Lin Qi" has gained 2.31 million followers by adapting and reinterpreting the classic drama based on her university life, and there are even bloggers who mimic the voices of the main actors, using the tunes of popular songs and the plot of the drama as the basis for their short-video content. There is also a blogger who imitates the voice of the lead actor and uses the tune of a popular song and the plot of the drama as the basis to create a song from the perspective of the character played by the lead actor, which has gained 3.4 million followers. Moreover, these accounts have a high level of fan activity, with the number of interactions exceeding 90% of the accounts of the same period.

Since the premiere of Zhen Huan, it has accumulated a lot of audiences. From the "post-80 s" to the "post-00 s", it may become the main body and target audience in the second creation carnival of Zhen Huan, showing a distinct national character and can arouse the resonance of audiences in different times [6]. At the same time, the appropriation of material by new dissemination subjects does not stop at the interpretation of the same object, but shifts toward other texts, making the recreated new text and the original text dramatically different [7]. The symbolic significance of the work itself is no longer important, but rather the new meanings that are produced. In turn, these new textual materials are appropriated and disseminated, and the use of recreated audio in videos less relevant to the episode is frequent; the emperor's voice packs from The Legend of Zhen Huan appear as background sounds in videos in several domains, effectively attracting audience favor.

Through secondary creation on short video platforms, works that have been broadcast for thirteen years can still be kept alive. The prerequisite for realizing this kind of communication effect across time is that the content of the work is of sufficient quality to trigger collective memory, and the short video platform is an effective tool for improving the efficiency of communication.

### **3.3. Provide Data to Support to Achieve Commercial Value**

Through the statistical tools of short video platforms, analyzing information such as users' viewing habits, interests and preferences, and consumption capacity can pinpoint the target audience. This helps producers better understand the market demand, formulate more accurate marketing strategies, and improve the communication effect and commercial value of movie and TV works.

Through data statistics, film and television producers can understand the level of audience interest in derivatives, so as to develop the derivatives market in a targeted manner. In addition, they can cooperate with brands based on audience profiles to realize income in the form of advertisement implantation and brand endorsement. Resource exchange and wider collaboration can be achieved between users and between stakeholders [8].

Utilizing data statistical tools to monitor the broadcast volume, likes, comments and other key indicators of film and television works in real time, so as to understand market feedback in a timely manner. This helps movie and TV producers to identify problems and make adjustments at the first time to ensure that movie and TV works can continue to attract audiences and maintain commercial value.

## **4. Problems Brought about by Short Video Communication**

### **4.1. Copyright Management**

Audience-spontaneous short video creations, especially in the category of mashups, can involve copyright infringement. According to the 2022 Online Copyright Protection Detection Report released by the 12426 Copyright Monitoring Center on September 7, 2023, a total of 8,886,700 works were monitored throughout the year, with 42,251,100 links suspected of infringement. In the court's decision, an important element in determining fair use is the "market impact of the use on the work being used", and if a short video intercepts a large number of fragments of the original work, or even forms an independent market, it may form a competitive relationship with the original work [9]. Nowadays, more and more viewers are accustomed to receiving fragmented information and have lost the patience for complete appreciation, so the risk of short videos of movie clips impacting the market for complete movies has increased greatly.

### **4.2. Audience Aesthetic Fatigue**

From the keyword search data of the movie "Hot Hot Hot", the search volume reached 12 million the day before the movie was released, and dropped to 2 million within only 20 days. This shows that the public's attention is shifted very quickly, and the heat lasts for a short period of time. In this case, a large number of similar short videos will easily cause audience aesthetic fatigue. In order to attract the attention of users, some movie publicity released some videos with heavy traces of performance, but this may even cause the audience to be disgusted [10]. For example, the short video publicity has repeatedly appeared: the director is shocked by the actor's explosive lines uttered on the spot; the director is shocked by the actor's eyes being in place, etc. The over-exaggerated promotional short videos of a movie will directly affect the audience's judgment of the movie, thus affecting their choice and the movie's reputation, and will also make people neglect the content of the movie itself.

### **4.3. Over-advertising**

Since the publicity of short video platforms needs to catch the attention of the audience within two seconds, it selects the highlight clips of the movie. This may lead to a large number of movie

highlights have been revealed in advance in the short video, and the audience will be disappointed after the official viewing, affecting the word-of-mouth of the movie. In addition, a large number of blooper clips do not exist in the main movie, which will make the audience feel cheated.

## 5. Conclusion

The algorithmic precision push and high user participation of the short video platform are conducive to the expansion of the scope of dissemination of film and television works and the improvement of dissemination efficiency. From the perspective of the dissemination body, short videos used for publicity are divided into two categories: official publicity and spontaneous dissemination by the audience. In the process of official dissemination, it is necessary to pay attention to the release frequency and diversity of types of short video works to prevent excessive publicity from causing negative emotions among the audience and affecting the reputation of the movie. At the same time, too low a release frequency will not achieve the expected publicity effect, and cannot become a hot topic, so that it cannot trigger large-scale spontaneous dissemination of the audience. Therefore, in the process of publicity, the dissemination data should be monitored in real time, and the feedback from the audience should be paid attention to, and timely adjustments should be made. In the spontaneous dissemination of the audience, the producer of the movie needs to pay attention to copyright management to prevent the content of the movie from being taken out of context. At the same time, a certain degree of creative freedom should also be given to increase IP exposure and prolong the duration of the heat.

With the continuous progress of technology and the change of using audience preference, the short video platform will play an increasingly important role in the dissemination of film and television IP, providing a broader space and more possibilities for the dissemination of film and television IP.

First, technological innovation will expand the application of short video in the field of film and television IP dissemination. For example, with the continuous iteration and upgrading of AI, big data algorithms and other technologies, viewers will be able to enjoy smoother, high-definition content, and at the same time allow film and television producers to more accurately find the target audience for placement. Second, in order to attract and retain users, the platform will encourage creators to create more creative short video content. At the same time, the platform will also strengthen the audit and management of the content to ensure the legitimacy of movie and TV IP dissemination.

In addition, film and television producers can further establish cooperation with short video platforms to promote the diversified dissemination of film and television IP through industry chain integration. For example, co-developing short video content and launching movie and TV IP derivatives. These collaborations will also bring more business opportunities.

## References

- [1] Tian Changle. Advantages and dilemmas of short video social applications in film marketing. *Contemporary film*, 2019, (04): 115 - 118.
- [2] Zhao Jianguo. On empathy communication. *Modern Communication*, 2021, 43 (6): 47 - 52.
- [3] Gustave Le Bona. *The Crowd: A Study of the Popular Mind*. The Central Compilation and Translation Press. 2004.
- [4] Wan Chuanfa. Narrative spillover, boundary reset and genre localization strategy - Review "Hot Hot". *Contemporary film*, 2024, (03): 39 - 43.
- [5] Deng Huimin. "Flow" in "shock": cross-media adaptation of movies in short video platform. *Contemporary film*, 2022, (11): 116 - 124.
- [6] Zhu Hui. On the carnival of the second creation of Zhen Huan Biography. *Art & Technology*, 2023, 36 (17): 137 - 139+155.
- [7] Lei Chenyang. Three kinds of fan text produced in the TV series Legend of Zhen Huan. *Beauty and Time*, 2023, (47): 143 - 145.
- [8] Bu Yanfang, Tang Jianan. Social enabling of the market: a logical interpretation of the value of the short video platform. *TV Research*, 2023, (07): 76 - 79.

- [9] Li Chen. The possible influence of the short video industry on copyright protection. *China Copyright*, 2017, (4): 11 - 15.
- [10] Wu Hao. Entertainment short video content research - Take the "Sanjiang Pan" series of videos as an example. *Audio-visual*, 2019, (07): 176 - 177.