



A Study of the Impact of the Rise of Short Video Platforms on the Film and Television Production Process

Jinghao Lu*

College of Chemistry and Environment, Guangdong Ocean University, Zhanjiang, Guangdong, 123456, China

*Email: zhangsanfeng@gdou.edu.cn

Abstract. With the rapid rise of short video platforms, the film and television production process has experienced significant changes. This paper summarizes the specific impacts of short video platforms on the film and television production process, including the changes in the creation cycle and cost constraints, the transformation of team structure and collaboration, the challenges of platform algorithms and traffic acquisition, and the diversification of content innovation and narrative. The analysis shows that short video platforms not only accelerate the production cycle of film and television content and reduce production costs, but also promote the streamlining of team structure and the flexibility of collaboration methods. At the same time, platform algorithms have posed new challenges to traffic acquisition, requiring creators to optimize content to adapt to algorithmic recommendation mechanisms. In addition, the rise of short videos has promoted content innovation and narrative diversification, bringing new vitality and development direction to the film and television industry.

Keywords: Short video platform, Film and TV production process, Content Innovation

1 Introduction

In the era of digital transformation, the advent of mobile Internet has revolutionized the way we consume and share content. Among the various digital platforms that have emerged, short video platforms have risen to prominence as the new darling of content consumption and dissemination. These platforms, characterized by their brevity, conciseness, and ease of distribution, have swiftly captured the fragmented attention spans of users, carving out a significant niche in the media landscape.

The impact of short video platforms on the traditional film and television industry has been profound and multifaceted. They have not only challenged the status quo but also prompted a reevaluation of the entire content production ecosystem. The traditional model, with its lengthy production cycles, high costs, and linear narrative structures, is being disrupted by the agility and cost-effectiveness of short video content.

By exploring these dimensions, we aim to provide a comprehensive understanding of the challenges and opportunities that short video platforms present to the film and

television industry. Our goal is to offer insights that can inform the industry's adaptation and innovation strategies in response to these digital disruptions. This exploration is crucial as the industry navigates the new landscape shaped by the convergence of technology, audience preferences, and content creation.[1]

2 The Rise of Short Video Platforms and the Current Situation of the Film and Television Industry

2.1 Overview of the Development of Short Video Platforms

The rise of short video platforms marks a major change in the digital media era. Since 2018, the user scale and utilization rate of short video have continued to grow, with the user scale growing from 648 million to 1.026 billion in June 2023, and the user utilization rate growing from 78.2% to 95.2%, short video has become a universal application. This growth is not only reflected in the number of users, but also in the expansion of content creation and industry scale. The scale of the short video industry has reached nearly 300 billion yuan, becoming the main engine of the online audiovisual industry, and its content industry is maturing, with platforms exploring the industrialization of the content's cash mode in a variety of ways. The development of short video platforms has not only changed the way of information dissemination, but also had a far-reaching impact on the pattern of the film and television industry and the viewing habits of users.[2]

2.2 Initial Impact of Short Video Platform on Film and Television Industry

The impact of short video platforms on the film and television industry is first reflected in the promotion and marketing process. Short video has become an important channel for content distribution with its advantage of “short, flat, fast and wide”, injecting new vitality into film and television works through secondary creation and hybridization, and prolonging the life cycle and dissemination radius of works.[3] In addition, short video platforms have shown great potential in delivering IP content and incentivizing cross-media interaction of headline projects, promoting cross-media and cross-media production and dissemination. This impact is not only limited to the marketing level, but also goes deeper into the content creation and industrial structure, bringing deep changes to the film and entertainment industry. The rise of short video platforms has also triggered copyright disputes, for example, in 2021, a number of film and television companies and video platforms jointly issued a statement to launch a rights defense action against unauthorized editing, cutting and carrying.

3 Influence of Short Video Platforms on Film and TV Content Creation

3.1 Differences in Content Forms and Audience Habits

With the rise of short video platforms, the form of film and television content creation and the audience's viewing habits have changed significantly. Short videos have quickly attracted a large number of users with their fast-paced, high information density and easy consumption. The rise of this form of content has prompted film and television creators to adapt to new narrative styles in order to meet the audience's demand for fast, fragmented information. Under this trend, the traditional narrative structure has been broken, and creators have begun to experiment with more compact and direct narrative techniques to attract and maintain the audience's attention. In addition, the interactivity of short video platforms has changed the way viewers participate; instead of being passive receivers, they can actively participate in the dissemination and discussion of the content by liking, commenting and sharing. This interactivity requires creators to pay more attention to viewers' feedback and engagement when creating content, thus influencing the creation and optimization of content.[4]

3.2 Challenges of Platform Algorithms and Traffic Acquisition

The algorithms of short video platforms play a decisive role in content exposure and traffic acquisition. These algorithms usually recommend content based on users' behavioral data, such as viewing hours, likes, comments and shares. For movie and TV creators, this means that they have to understand and adapt to these algorithms in depth to ensure that their content gets enough exposure. Not only does this require creators to optimize their content creation, such as creating more attractive covers, titles and synopses, but it also requires them to pay close attention to user behavior and feedback so that they can adjust their content strategy in a timely manner. In addition, due to the constant changes in algorithms, creators need to continuously learn and adapt in order to keep their content competitive. This reliance on algorithms may also lead creators to over-pursuing short-term traffic at the expense of long-term content quality and brand building.

3.3 Changes in Team Structure and Collaboration Methods

The rise of short video platforms has also driven changes in the structure and collaboration of film and television creative teams. In the production of short video content, the team size is usually smaller, and the roles of members are more flexible and changeable. This smaller and more flexible team structure makes the creative process more efficient and agile, and enables rapid adaptation to market changes and user needs. At the same time, with the development of remote collaboration tools, team members can work together across geographical boundaries, which provides creators with a wider range of talent resources and creative inspiration. However, this decentralized collaboration also poses communication and coordination challenges, and team members need

to rely more on technology and processes to ensure the smooth running of their creations. In addition, the roles and responsibilities of team members may become more ambiguous, requiring clearer division of labor and collaboration mechanisms to ensure the quality and consistency of content.

3.4 Adjustment of Brand Positioning and Marketing Strategy

In the environment of short video platforms, film and television creators need to reconsider their brand positioning and marketing strategies. Since the user groups and viewing habits of short video platforms are different from those of traditional media, creators need to adjust their content and marketing strategies according to these characteristics. For example, they may need to focus more on the creativity and fun of their content to attract a younger user base. At the same time, they also need to capitalize on the social and interactive features of short video platforms, such as challenges and hashtags, to increase content distribution and engagement. In addition, creators need to pay close attention to market trends and user feedback in order to adjust their brand positioning and marketing strategies in a timely manner. This flexibility and adaptability is key to success in the short video platform environment, but it also requires creators to have the ability to learn and innovate quickly.

4 The Specific Impact of Short Video Platforms on Film and TV Production Processes

4.1 Changes in the Creation Cycle and Cost Constraints

The rise of short video platforms has led to significant changes in the film and television production process in terms of creation cycles and cost constraints. Traditional film and television production usually requires a long planning, shooting and post-production cycle, involving a large number of personnel and equipment, and high costs. However, the production cycle of short videos is relatively short, usually completed within a few days to a few weeks, greatly shortening the process from creative conceptualization to the release of the finished film. This efficient production model not only reduces time costs, but also reduces capital investment, enabling more creators to participate in film and television production. In addition, short video production often does not require complex scenes and costly special effects, simplifying the production process and further reducing production costs. For example, many short video creators only need a cell phone and basic editing software to complete high-quality works. This low-cost, high-efficiency production mode has injected new vitality into the film and television industry, and has prompted traditional film and television production companies to re-examine and adjust their production processes to meet new market demands.[5]

4.2 Transformation of Team Structure and Collaboration Mode

The rise of short video platforms has also brought about a shift in team structure and collaboration. In traditional film and television production, it usually requires a large team and a complex collaborative process, including multiple roles such as screenwriter, director, actor, cameraman, editor and so on. However, short video creation pays more attention to individual creativity and fast execution ability, often requiring only one or a few people to complete a work. This change in team structure and collaboration requires traditional video producers to learn to efficiently complete creative and production work within a limited time frame. For example, short video creation teams usually include several core roles, including content planning, shooting, editing and operation, and each role needs to have multi-faceted skills to cope with rapidly changing creative demands. In addition, the algorithmic recommendation mechanism of short video platforms requires creators to pay more attention to content interactivity and user feedback to increase the visibility and attractiveness of their content. This new team structure and collaboration not only improves the creative efficiency, but also promotes close cooperation and rapid response ability among team members.[6]

4.3 Challenges of Platform Algorithms and Traffic Acquisition

Short video platforms usually adopt an algorithmic recommendation mechanism to recommend appropriate content based on users' interests and behaviors. This mechanism makes new entrant creators face certain difficulties in acquiring traffic and exposure. Traditional film and TV producers need to adapt to this algorithmic recommendation mechanism and increase their visibility by optimizing their content and improving their interaction rate. For example, platforms such as Jieyin and Shutterbug will decide whether to further recommend a video based on indicators such as the completion rate, like rate, comment rate and retweet rate of the video. This requires creators to focus not only on the quality of their work when creating content, but also on how to capture users' attention and prompt them to interact. In addition, the competition on short video platforms is extremely fierce, with a large number of creators competing for limited traffic and attention. This makes traditional film and television producers potentially face greater competitive pressure in the transition process, and they need to continuously innovate and optimize their content to adapt to the platform's recommendation mechanism and user preferences.

4.4 Content Innovation and Narrative Diversification

The rise of short video platforms has promoted content innovation and the diversification of narrative styles. Short videos cater to the viewing habits of modern audiences with their fast-paced and fragmented features, while traditional films and TVs pay more attention to the depth and completeness of the story. The rise of short video platforms has prompted the film and television industry to start exploring integration with short videos, such as secondary creation and promotion of content through short video platforms, as well as the development of micro-dramas and short programs suitable for

short video platforms. For example, many movie and TV dramas release trailers, footage and behind-the-scenes stories through short video platforms before going online to attract audience attention and increase the exposure of the movie. At the same time, short video platforms also provide new business models and cash flow channels for the film and television industry, such as live streaming bounties and content payment. However, the rise of short videos has also brought challenges to the traditional film and television industry, such as the distraction of viewers' attention, the change of viewing habits, and the declining demand for long video content. This comparative analysis reveals that short video and traditional film and television are jointly shaping the future pattern of the film and television industry in mutual competition and integration.

5 Conclusion

The rise of short video platforms has brought a series of challenges and opportunities to the film and television production process. It not only changes the way of content production and consumption, but also promotes the innovation and change of the film and television industry. In the face of the challenges of the new media environment, film and television production teams need to adapt flexibly, grasp the new opportunities brought by short videos, and explore the new boundaries of film and television content with more open and innovative thinking. In the future, with the continuous progress of technology and the continuous evolution of user needs, the integration of short video and the film and television industry will be more in-depth, and together they will shape a new film and television ecosystem that is diversified, interactive and efficient.

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