

# ***China's Film and Television Short Video Products International Trade Probe***

## ***-Characteristics and Trends about TikTok and ByteDance***

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**Abstract:** Short videos have evolved into the standard for contemporary trends due to the ongoing development of business and current science and technology. Short videos on smartphones have become a need in life for the majority of younger generations and some elderly people. The creeping e-commerce and live-streaming economy driven by the rise of short videos have played a huge role in China's economy. The era of universal use of short videos has begun. The company ByteDance offers a fresh-new track for both economies, and social media has a significant impact. Use quick videos. It's impossible to discuss short videos without mentioning ByteDance as a firm. ByteDance is leading short video fields and making them more accessible to the public. ByteDance's TikTok offerings have virtually monopolized the market for short videos. Although other short video companies enter and do short videos work early, they don't reach the level of TikTok. This paper begins by delving deeply into the advantages and success of TikTok items under Bytedance, their use in ordinary routine, and the worldwide fame of a Chinese product. Finally, this study will predict future markets and trends.

**Keywords:** short video, international trade probe, characteristics, trends

## **1. Introduction**

### **1.1. Research Background**

One of the first technology businesses to use artificial intelligence technology in mobile Internet vision was founded in Beijing in March 2012. Its name is ByteDance Co., Ltd. Launched in June 2016 was TikTok. From June 2017 to April 2018, ByteDance started making significant investments in the market for short videos investing significantly in the short video market. The three programs saw a considerable rise in active users during this time. Due to its distinct product positioning and effective marketing, TikTok is experiencing the quickest development among them. There are now more than 500 million users. ByteDance has effectively taken first place in the short

video industry by depending on a multi-brand strategy, accounting for more than half of the market, and TikTok is the best performer.

Moreover, after TikTok first appeared in the Chinese media market in 2016, the overseas TikTok entered the global media market in 2017 [1]. Thus far, In the US, it has been downloaded over 80 million times. The TikTok industry chain graphically and effectively illustrates the significance of core competitiveness to ByteDance's survival and long-term growth. TikTok hasn't yet developed a big competitive advantage, though. More study on TikTok's fundamental competitiveness has a better applicability value in the face of formidable rivals.

In the paper "Foreign Media's Expectations of TikTok: Critical Discourse Analysis," Zhu Yumei of the Sichuan Academy of Fine Arts stated: It is obvious that TikTok has never faced the same bias as TikTok for worldwide competition despite the fact that it is only a technological firm that offers Facebook-like services [2]. Chinese IT companies view political meddling in the trade as inappropriate because it creates an unlevel playing field and undermines the rules-based international economy. Taking it a step further, XiaoSan came to a conclusion included in his article that Tik Tok could have thrived in markets other than China without the US government's interference and the anti-Chinese bias in Western nations.

The TikTok app, on the other hand, was created by Shevany Anumanthan and Harwati Hashim. Social media and technology in the classroom help to dissolve geographical barriers and create a productive learning environment that is accessible to all. Hence boosting competition and further solidifying Tik Tok's connection to the American people. The majority of researchers and articles focus mostlyMost researchers and articles focus on how TikTok is stigmatized and subject to discrimination abroad. Only a small portion considers using TikTok as an effective example of how to help other Chinese firms to enter the global market.

## 1.2 Research Framework

In this post, we attempt to complete how ByteDance became wealthy; after that, we'll look at the benefits of short videos like TikTok, why they can flourish on a number of video platforms, and how they can aid businesses in determining their niches and securing a competitive edge. Third, the study of ByteDance core competitiveness can assist businesses in forming their own core competitiveness and determining the focus and direction of future development.

## 2. Method

The primary method of acquiring first-hand information for this work was a questionnaire survey. Respondents are free to select their own responses on the questionnaire. The solution is consistent in quantitative research. Also, the author can calculate the data's quantitative value. Surveys allow for the collection of statistical data that can be used to strengthen the paper's research [3]. The survey may make it easier to process and analyze the results statistically. 100 questionnaires were originally intended to be distributed by the authors to users and non-users of TikTok. Random distribution is helpful in getting the people being surveyed using TikTok to match the age ratio of TikTok because of the vast age distribution of the community population.

In the beginning, the author created two questionnaires: one for individuals who use Tik Tok and one for those who do not. It was converted into a WeChat applet after numerous changes. Then, 113 questionnaires were dispersed at random within the neighborhood's social circles. The authors questioned respondents about their use of Tik Tok before distribution. The author distributed the questionnaire based on the response to the first query, "Have you ever used TikTok?" The questionnaires were then subjected to a preliminary analysis by the author, who discovered 13 questionnaires for "No" and 87 for "Yes." The inquiry will automatically close after selecting No

and entering your gender, occupation, and age. Among the 87 questionnaires, 21 had a 31–40 age range, and 54 were under 30. 12 of the population are over 40. There are 100 legitimate data because the remaining 13 copies have not been adequately saved. We can comprehend the opinions of TikTok users on TikTok through quantitative analysis. In general, the author's investigation of the fundamental competitiveness of TikTok used these two research techniques extensively.

According to sources, ByteDance Co., Ltd., the organization owned by Toutiao, is the largest shareholder in TikTok. For being too similar to a foreign short video called Musical.ly, TikTok has drawn criticism. Nevertheless, on November 10, 2017, Toutiao, a short video platform under Toutiao, announced the acquisition of Musical.ly for \$1 billion and the combination with TikTok. After the short video platform Flipagram, Toutiao has now purchased the second North American short video product. The affiliated company of TikTok has regularly bought other businesses using its robust cash support to increase its own strength, creating the financial groundwork for TikTok's future growth. To understand why TikTok won this competition, the author will compare the two businesses in the following essay.

To ascertain the current state of TikTok, the writers of this study gathered both primary and secondary data. This objective, in the author's opinion, has been accomplished. The information is thus reliable. The term "generalizability" describes how broadly this study can be applied. The study's findings can be used in other situations and are somewhat representative and can be used in other situations. The author of this study examines the primary competitiveness of the short video sector as TikTok represents it. Furthermore, TikTok is somewhat representative of the sector and has accomplished a number of several successes.

### 3. Result

#### 3.1 Current Analysis Based on the Survey

Q0: 13% have never used TikTok, and 87% have used TikTok, see Figure 1.

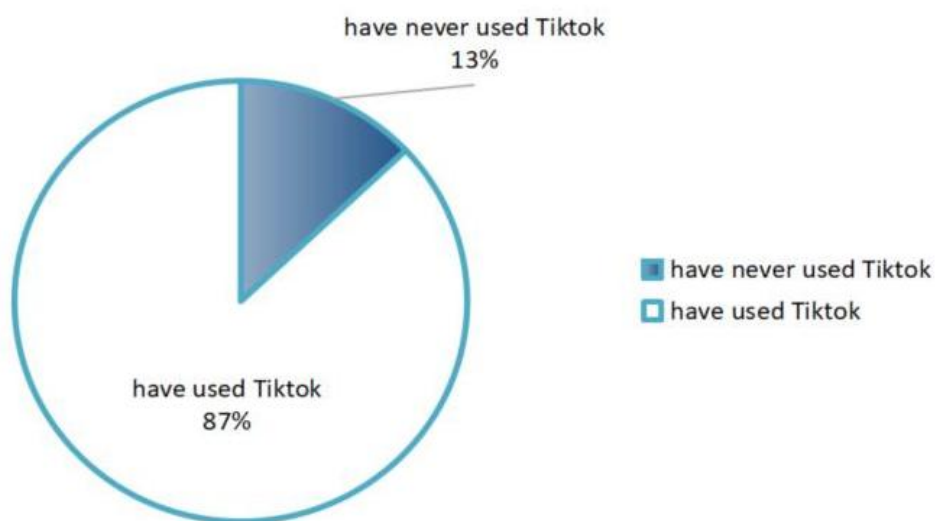


Figure 1: Percentage of users who used TikTok (Photo credit: Original).

Q1: Among the 87 questionnaires that answered "Yes", 43 were male, accounting for 49.42% of the total number; 44 were women, accounting for 50.58% of the total. There are 4 women in the second category, accounting for 30.7%. There were 9 males, accounting for 69.3%, see Figure 2.

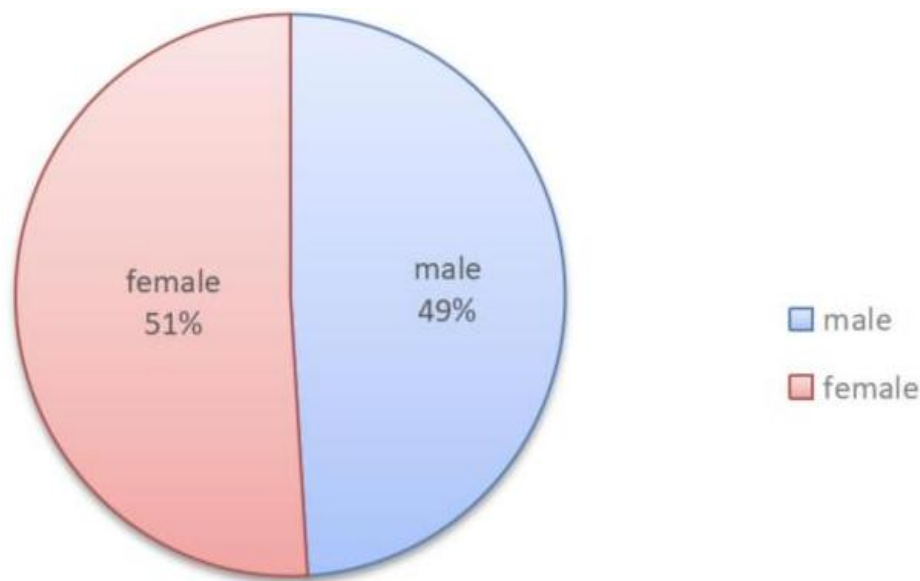


Figure 2: Percentage of users' gender (Photo credit: Original).

Q2: Regarding the identities of the interviewees, 46 are “yes” students, 31 are working, and 10 are retirees. In the second type, there are 7 retirees and 6 people who are working.

Q3: In the first category, 77% are under 30. 15% are 31-40 years old, and 8% are over 40 years old. This ratio is in line with the age ratio of actual TikTok users of 7.7:1.5:0.8. In the second category, 1 person is under 30 years old, 4 people are 31-40 years old, and 8 people are over 40 years old, see Figure 3.

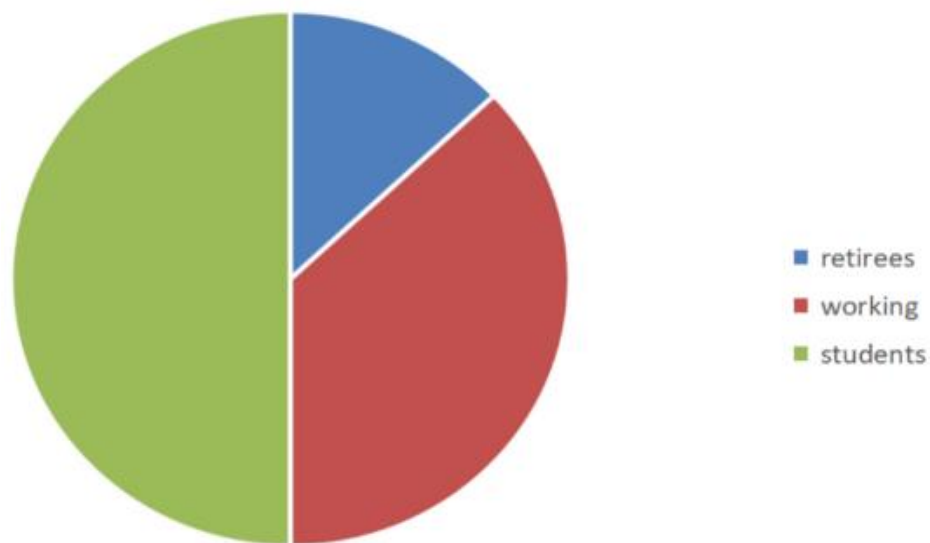


Figure 3: Percentage of users' occupation (Photo credit: Original).

Q4: 33.2% of users use TikTok for 0.5-1 hour daily. However, 43.1% of users spend more than two hours on videos daily, which shows that people spend most of their free time watching videos. This shows that watching short videos has replaced watching TV and playing games, see Figure 4.

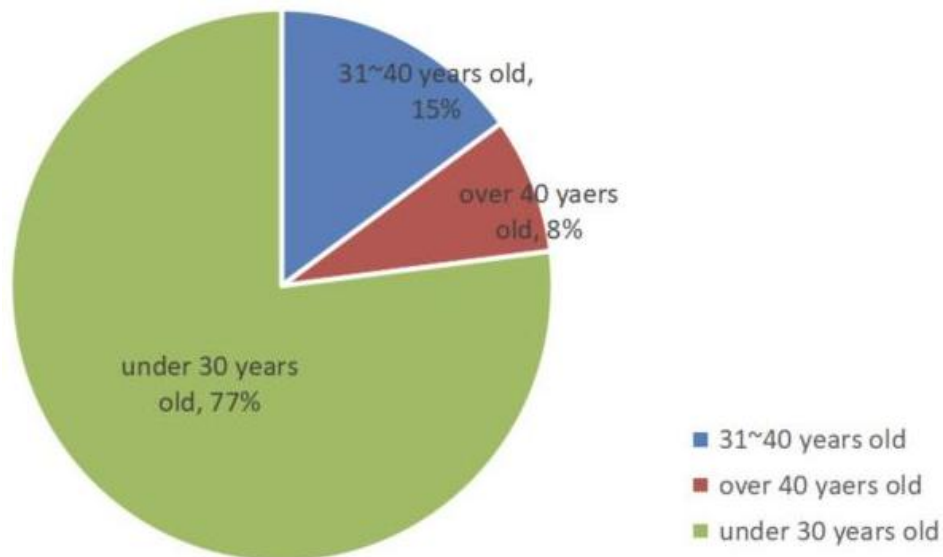


Figure 4: Percentage of users' age (Photo credit: Original).

Q5: From most people's answers, it can be seen that the main purpose of using TikTok is to have fun and pass free time. Among them, the proportion of learning knowledge and chasing stars is very small.

Q6: Among Type 1, 83.3% chose TikTok as their main video platform, and 16.7% of them spent time on multiple video platforms at the same time spent time on multiple video platforms simultaneously, See Figure 5.

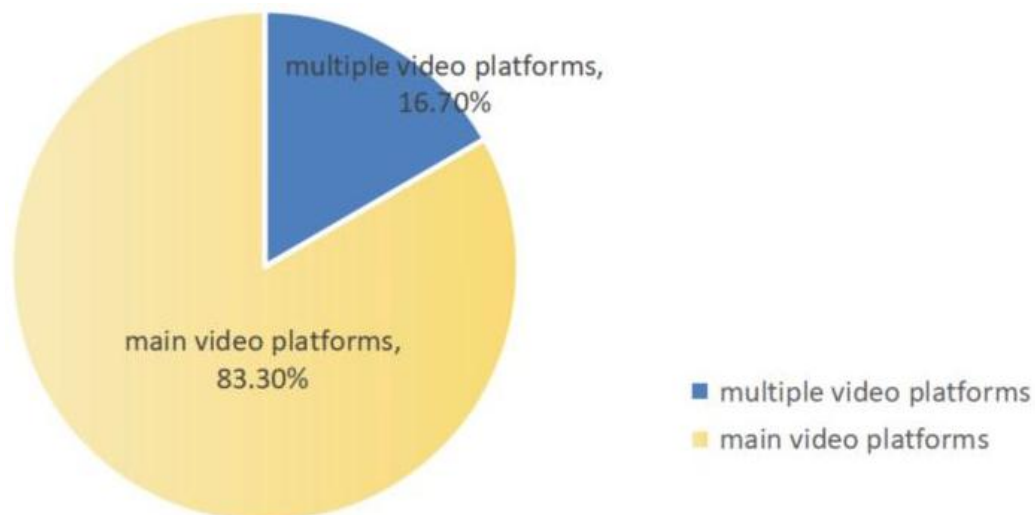


Figure 5: Percentage of users who use TikTok as their main video platform (Photo credit: Original).

Q7: 41.0% rarely comment, 24.33% sometimes comment, and 34.67% often comment, see Figure 6.

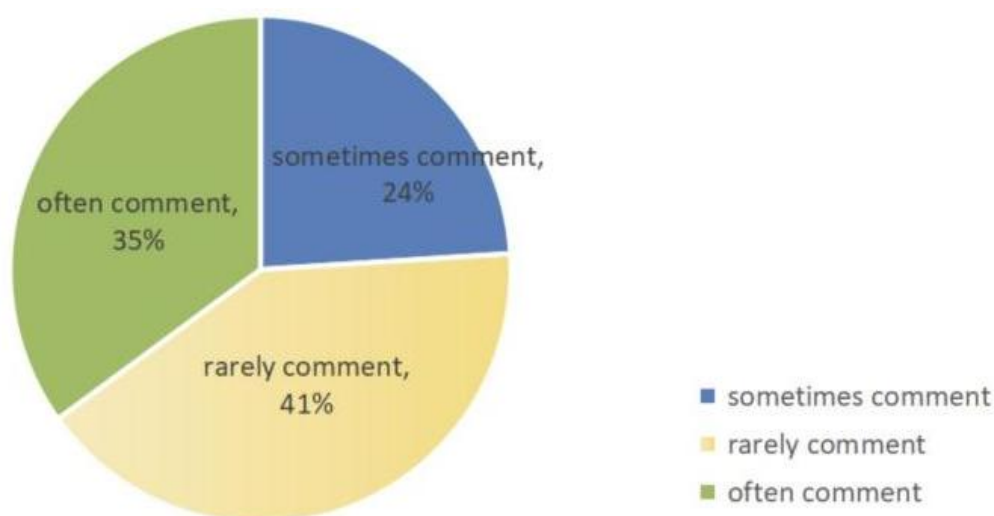


Figure 6: Percentage of measure of TikTok's success (Photo credit: Original).

Q8: The most attractive feature of TikTok is that it is rich in content and can quickly receive information anytime and anywhere. In contrast, the recommendation mechanism for learning expertise is not very attractive. This shows that rich content is the measure of Tiktok's success.

Q9: Funny is the choice with the highest liking rate among users. The second category is live streaming. Nearly half of the respondents also chose beautiful women or handsome men. The last selection is News.

In order to compare the two comparable products, we must first understand what Musical.ly is. Mobile video creation and sharing app Musical.ly are no longer available. Now that its functionalities have been merged with TikTok, the app. The software previously provided a platform for making video clips of any song or melody. TikTok is a mobile app that allows you to record and edit brief videos of any genre and then publish them to any social network account, which makes it different from Musical.ly. Videos can be produced without music as well. Similar mobile apps exist, but Musical.ly only creates brief music videos, as the name suggests. TikTok's primary output is music and videos, although it also enables users to make and publish videos that are not always related to music. With Musical.ly's extensive capabilities, TikTok users may go deeply into their most creative and treasured moments, even their own deeply explore their most creative and treasured moments, even their non-music films. The collapse of Musical.ly was caused by its single feature.

### 3.2 Factors Analysis of Tiktok's Success

ByteDance differs from conventional social media in terms of both concept and idea. It begins with the idea of users and then uses technology to address the issue of information demand in great detail. It recommends pertinent content to each user while maximizing the technical benefits of search and recommendation on the news client [4-5]. But, still, five specific factors can be summed up as the secret behind TikTok's success.

First of all, in keeping with the contemporary fast-paced life, the 15-second short movie focuses on the impact of one hit. Short videos before this lasted anywhere from 15 seconds to several minutes. The "2016 Chinese Video Entertainment Content Consumption Report" indicates that less than 15-second videos are the most widely seen, making up more than 50% of all viewings (54.4%). The 15-second short video's transmission format fits the Internet's fragmentation issue and consumers' fragmented reading patterns. The user's natural reaction is not to waste time or traffic

when viewing a video that lasts only 15 seconds. The opening rate of 15-second short videos is higher than that of lengthier videos since it doesn't matter if people admire them.

In addition, features like music, visual effects, and beauty can better satiate young people's need for expression. The 15-second content is made as appealing as possible by the video producers and uploaders, which increases the allure of the videos on TikTok. The majority of them exhibit the qualities of being "hot, attractive, and lovely." The product manager of TikTok, Wang Xiaowei, stated in an interview that music was purposefully chosen as an incision because they believe it to be a powerful expression tool, similar to a "filter." Young people prefer to express themselves and present themselves casually, and they enjoy unique and fascinating things. The music likewise strongly reflects the times in which it was created. Popular music will enhance the expressive aspect of the short video message, intensify and highlight its communication effect, and give young audiences a bigger and more powerful perception of emotional resonance and substitution.

Afterward, TikTok uses an algorithm recommendation and a manual selection recommendation approach. The AI technology used by TikTok enables it to fit a function that classifies and summarizes customers' preferences through three dimensions: content, users, and environmental characteristics. This personalized and precise recommendation locks in the customer base and captures their preferences [6-7]. Toutiao, the company that created the app TikTok, has already generated a lot of attention and debate with its algorithm suggestions. Toutiao has made it known that a number of its goods have adhered to the same algorithmic suggestions. The benefit of modern media in the Internet era is big data. First, using the user's personal information and prior click records, big data is used to identify the user's interests, and then similar, relevant movies are periodically sent to the user. With the release of innovative movies by TikTok masters, TikTok will also instruct regular users on how to mimic through actions. In order to encourage regular users to participate, the computer will also provide more recommendations on recent popular videos.

Fourth, most of TikTok's material is authentic and well-liked.

On TikTok, persons who meet the psychological demands of regular people who meet regular people's psychological demands to be seen and validated are more popular than exceptional stars. The elites in many areas typically hold a strong discourse power and garner greater attention in the media. This period draws young people and brings them closer to one another as they transition from following others to being followed, from being ordinary to grabbing attention.

Lastly, consider the role in society. The majority of Douxi's social features right now. Most of Douxi's social features are comments and attention, and the "located near" function has been made available. Yet social functions are not being intentionally improved. Yet, TikTok's comments area is already a plus. While the comments on some videos seem uninteresting and silly, they are actually incredibly intriguing. This is the basis for its very sticky fan interaction. To create communities of people with the same interests, users can privately message creator. Users can privately message creators to create communities of people with the same interests. It is clear that users find social functions appealing.

In just three years, TikTok was able to separate out from the strong competition exactly from the strong competition because of the aforementioned five factors, and a huge number of high-quality short videos appeared.

#### 4. Discussion

TikTok is a good demonstration of a short video, and the problem and the way forward that prevent its growth are problems and ways forward for short music videos of this kind. In order to examine TikTok's limitations from both internal and exterior angles, this article uses it as an example. The primary video time setting, excessive reliance on algorithm push, and excessive enjoyment of distributed material are TikTok's own drawbacks. The TikTok short video's timing is based on 15

seconds. The attention time and fragmentation time consumption rates for fast-paced folks are really taken into account by the 15-second time setting.

Nevertheless, humans can speak at a rate of 3–5 words per second, translating to 45–75 words in 15 seconds. With this rate, you can only present one subject, so keep in mind that this is only a short introduction; the amount of time required is dependent. Remember that this is only a short introduction; the required time depends on this. The setting itself is a restriction, and this restriction is directed toward the above-mentioned creative users. The push for users mostly reflects the TikTok algorithm's limits. It will disregard audience choices because of the overuse of data collecting. Also, as users belong to several groups and organizations, there will be overlap and similarity in preferences, which is easily the cause of the “silent spiral” phenomenon, resulting in the disappearance of some undesirable information. The aforementioned two restrictions cannot exist without the over-entertainment of content. The time constraint and overzealous consideration for most viewers' tastes will result in most viewers' phenomena, resulting in the phenomenon that entertainment comes first. T—the lack of public aesthetics and information results from this.

At the same time, market regulation, audience preferences, and industry limits on communication channels make up the majority of the external constraints limiting the development of TikTok. We can observe that the road to the growth of Tik Tok was long and challenging from many interviews and controls in 2018, as well as the “2018 Internet Market Supervision Special Action (Network Sword Action) Plan” passed repeatedly. In response, TikTok published an order to uphold the initial goal of keeping a peaceful TikTok community. The major objective of the TikTok Community Convention is to vigorously clamp down on the following undesirable behaviors: video violations, community violations, and user penalties for breaking community conventions. Nonetheless, based on the precise content, they are all sensible topics. From a different angle, TikTok does appear to have loose supervision and social behavior breaches. Due to the fact that TikTok provides services, it is associated with the audience's choices. Owing to TikTok's low threshold, the route cannot avoid the obscene road in order due to TikTok's low threshold, and the route cannot avoid the obscene road to keep excellent customers and draw in new ones.

In addition, TikTok is dealing with a problem of policy oversight and word-of-mouth on the global market. Tiktok was frequently “blocked” in exchange for splurging tens of millions of dollars on advertising in the Indian market. Facebook, YouTube, and other platforms also made significant investments, but statistics show that Tiktok's 30-day user retention rate in the US market was little than 10%, and the situation is comparable for TikTok in the Southeast Asian market [8-9]. The “cost-effectiveness” of TikTok on the global market cannot be considered high, and its input and output have not been as productive as in the Chinese market. Yet, it performs poorly in long-term operation and maintenance, and continuing user retention is quite concerning. In 2018, ByteDance lost \$1.2 billion due to TikTok's international expansion [10].

## 5. Conclusion

In response to the first of the three above queries, businesses ought to utilize big data more effectively to enhance Tiktok's recommendation engine. Big data should be able to accurately capture how long viewers watch a certain video and how frequently they see a specific kind of video. Big data decreases the quantity of stuff customers detest while raising the total amount of content they enjoy. The technology has to be further developed in order to push favored content. The material is not represented by the same kind and does not represent the material. Big data should refrain from pushing the same stuff repeatedly. To pique consumers' interest, it should be incorporated to many pushes of the same kind of material should be incorporated into many pushes of the same kind of material to pique consumers' interest.

From a talent-based viewpoint, we can address the issue of vulgarity. The development of more skills should focus on both sanitary and motivational components. According to the author, the short video market requires internal and external skills, particularly video makers. Thus, businesses ought to utilize Creativity Academy to its best potential. It's important to encourage people to think differently to identify their inherent skills. By using the Maker Academy's official channel, brainstorm once a week and expand the possibilities for makers in many sectors. It can direct uplifting material and make the content richer. Businesses should provide employees with a sense of pride and identity during brainstorming, per motivational considerations. According to motivational considerations, and businesses should provide employees with a sense of pride and identity during brainstorming. Companies must get into contracts with some positive energy video artists in order to hire external talent. In addition, businesses may use the Maker Academy to regularly train these video producers based on health considerations and train these video producers based on health considerations regularly. According to incentive considerations, monetary rewards can be used to motivate video producers to provide high-quality content. Businesses may steer clear of vulgarity by establishing systems and bringing the inside and the outside together.

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