

The Analysis and Mining of the Profit Model of "Popular Web Star"

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Abstract. Under the background of the e-commerce's rapid development, "popular web star" has been developed explosively. This article summarizes the emergence and development of the "popular web star", and analyzes its characteristics and drawbacks. It also summarizes and analyzes the profit model of "popular web star" at present. Furthermore, the article mines its profit model and development in the future.

1. Introduction

"Popular web stars" are people who quickly become popular because some of their behaviors or events have attracted attention of the web users on the mobile Internet. In December 2015, the YAOWENJIAOZI released the annual "ten pandemic". The word "popular web star" appeared as a public hot topic. In 2016, it continued to be frequently used by the public. No doubt it also became a hot topic in the year 2016. Convenient and fast network environment provides the right environment and a superior platform for the people who want to become popular quickly. Network puts someone in the network environment with its rapid and efficient dissemination and powerful diffusion, to make them popular rapidly. Those specific characters who quickly become popular on the network become "popular web stars", and become the focus and object of the public, then some people become their fans in real life. The "popular web star effect" similar to the "star effect" emerges.

2. The Development Background of "Popular Web Star"

"Popular web stars" gather popularity in the social media, and do marketing targeted at a large group of fans. With specific influence on the values and lifestyle of the fans, some economic effects occur. Although the word "popular web star" appeared popularly in 2015, in fact "popular web star" has been developed for nearly 10 years, starting from the "baby Anne" to the "Papi jiang". It has experienced three periods: Text Era, Graphic Era, Podcast Era.

2.1 In Text Era, Grassroots became Famous (1998 - 2003). In late 1990s, there was no concept of "popular web star". Internet grassroots only published literary works and comments to win the attention of net users through BBS, literary website and etc. They obtained a large number of Internet users' attention and common. "Popular web stars" of this period obtained long-term concern from readers with their literary talent like Li Xunhuan, Murong Xuecun and Pizi cai.

2.2 In Graphic Era, Everyone could be a Creator (2004 - 2011). Graphics and texts bring more truth in the graphic era. We could distinguish the beauty, the ugliness and the monster in this period. The appearance of Micro-blog and WeChat opened the graphic era for "popular web stars". They wrote a few brief words with exquisite pictures in their "friend circle", QQ space, WeChat, or Micro-blog, then they could become small "popular web stars" in their own social circle. "Popular web stars" in this period were categorized into two types. Type one, they became popular quickly because of some of their characteristics or some special events, such as the iconic figure, Furong sister, fairy sister and etc. Type two, they were just for commercial purpose. They recorded their lives with texts and pictures to attract more web users' attention, then to achieve their own commercial purposes, like many Taobao stores. They attracted the attention of fans by writing their life details in their micro-blog, and then sold their goods to fans in mature time. Therefore, the graphics era also

brought the so-called “popular web star economy” and opened up new marketing model for the E-commerce industry.

2.3 In Podcast Era, Brand Communication (2012 -). The opening of the podcast era increases a new way of development for “popular web stars”. With various types of video software or network broadcast platform, they spread their original contents to more channels through short videos or live broadcast. But the commercial trend of “popular web star” has gradually become evident. There are two types of “popular web star” in this period, one is “video sharing popular web stars”. By using micro-video, beauty shot, second shot, fun shot, funny shot, small show and other short video they record and share their original contents. These contents are mainly funny scripts, music, imitation, performance, and dance, such as “AIKELILI”, “a small Sweet-smelling Roast Chicken ”, “ SKM broken sound ”, and etc. The other is the “network anchor popular web stars”. They record original contents on broadcast platform such as Douyu-TV, Zhanqi-TV, Yingke, Huaying, and etc. The anchors attract a lot of fans to watch online lively. They gain profits by receiving flowers, gifts and other virtual items from fans. The latter type could also be divided into “show-type anchor”, “e-sports-type anchor” and “other-type anchor”, such as “Mr. Li”, “Dopa”, and “Qige Zhang Qige”.

3. Features of “Popular Web Star”

3.1 Features of “Popular Web Star” in Text Era. In text era, the “popular web stars” attract users just by their text language charm, style, novel plot, peculiar logical thinking, ideas and fascinating chapters. “Popular web stars” in this period changed their superb talents into magic weapons for the victory. In the text era, users did not care about their face beauty, figure beauty, or sound quality, so the “popular web stars” in this era had natures as like simple, plain, civilian, not flashy, neither pompous nor of bravado. They became outstanding among numerous excellent people by their unique writing, and turned into leaders of them.

3.2 Features of “Popular Web Star” in Graphic Era. The “popular web stars” in this period benefited from the graphic. They showed their beautiful photos, their lives and dresses with funny and joking literal comment. They attracted fans’ eyeball by funny shows, exaggerating shapes, shocking language, unconventional fashion, visual freshness, Korean imitation, scale-amazing show and wealth show. Some of them even made topics no matter how vulgar and ugly in order to make their name. To win fame and catch eyeball they did not care if the things were disgusting or if they would get bad reputation.

3.3 Features of “Popular Web Star” in Podcast Era. The “popular web stars” in this period plan video contents and lament social phenomenon by catching hold of the network hotspot to resonate with the public and shorten the distance between web users and themselves. With multi-platform interaction, the “popular web stars” obtain much public attention on each different platform and expand their influence through interaction between different platforms. Gradually it turns to be a complete “popular web star” industry chain. They become famous in social media, broadcast platforms and other platforms. At the same time, there is way of realization in this era. It increases business motivation of the “popular web star”, which leads to the emergence of “popular web star economy” and “popular web star industrial structure”.

3.4 The Overall Features of “Popular Web Star” . Overall, “popular web stars” in every era have the following characteristics: the common communication style is “Pan-entertainment”; all Internet users can carry out content production; “popular web star culture” is mainly lamenting-culture, resonating with the masses; “popular web star” groups tend to be diversified, and the category of “popular web star” is also more diversified; every “popular web star” lays emphasis on building their own personal IP.

4. The Current Drawbacks of “Popular Web Star”

The “popular web star industry” has been developed for 10 years, but it is still in the development stage where there are many immature ideas. The “popular web star” phenomenon leads to easier spreading of negative information which does harm to personal privacy, reputation or copyright to some extent. It also makes many people think that to become rich is very easy, so they desire to be “popular web stars” blindly. Therefore, it will have negative effect on the youth in the society and on the overall social phenomenon.

4.1 Bring Negative Impact on Young People. Some “popular web stars” eagerly made advertisement, film or television TV show after becoming famous because of some accidental or conscious factors, grasped every opportunity to make money, and succeeded indeed. Many young people follow them, then have the same mind that “popular web stars” make money very simply by just showing off their literary talents or beautiful faces. It would lead these youths to become anxious to achieve quick success, impetuous, and become vain. It will bring great problem to the young people’s career development.

4.2 Bring Negative Impact on the Overall Social Phenomenon. Although the “popular web star economy” brought by the “popular web star” is popular in the society, it also let many public keep distance with it. They worry that they will be commented “Three Outlooks are incorrect” if they walk into “popular web star economy”. They also worry they will buy inferior goods from the Taobao stores which are managed by “popular web stars”. It can lead to business integrity problems. “Popular web stars” are to public figures. Their behaviors would become guide to some extent in the society. If there are some problems with themselves, or they themselves are considered problematic, the public would not trust in either their own stores or products they represent. Then it will worsen business sincerity or exacerbate negative impact on the society.

5. Analyzing the Profit Model of “Popular Web Star”

5.1 Reward Model. A lot of “popular web stars” broadcast live on their broadcast platforms. They attract many fans with their own advantages and eloquence. Through interactive broadcast platform, they share part of their own lives or lament social phenomenon to trigger fan effect. Fans grant rewards to them by presenting virtual goods as gifts. “Popular web stars” share the revenue of virtual goods with broadcast platform.

5.2 Advertising-revenue Model. According to the data, advertising revenue is the main mode of the “popular web star economy”. For the high popularity of “popular web star”, many sponsors sponsor the advertisements even at high expense. After “Popular web stars” have a lot of fans with their own attraction they make their own ads platforms with a certain number of viewers. They can not only directly show the content to publicize, but also put the content in their own stories in order to promote the ads. The income of “Popular web star” is related to the number of fans. Today, micro-blog and WeChat have become the main positions where “popular web star” can get advertising revenue.

5.3 Content- subscription Model. Content-subscription model is prepaid. The fans prepay certain amount by the length of time or number of times to the “popular web stars”, then can watch the content provided by “popular web stars” according to the agreement. This kind of realization model is similar to reward model, but it can bring more stable revenue than reward model. However, this realization model is relatively uncommon. With the development of knowledge diversity, this model will become mainstream gradually.

5.4 Offline-activity Model. “Popular web stars” participate in commercial activities offline for appearance fees after creating reputation online. And some “popular web stars” promote their business offline in the same way.

5.5 Electronic- Commerce Model. The most critical channel of “popular web star” realization is the EC model. “Popular web stars” guide the fans to their Taobao shops through the fan effect and advertise their products through their own contents, which could bring certain profit income to their

own shops. Today Taobao platform has more than 1000 “popular web star” shops. On “double 11”, 2014, among the top 10 women’s dress stores with the largest sales amount, there are 7 “popular web stars” stores. Their performance is as good as some well-known clothing brands. “Popular web stars” form a unique EC model based on electronic-business platform. “Popular web star economy” generated from the combining of “popular web star effect” and Taobao platform will become a unique marketing tool in the future market.

6. Mining the Profit Model of “Popular Web Star”

6.1 “Popular Web Star” + Branding. In addition to cooperation with e-commerce shops, the “popular web stars” set up their own studios. They endorse some e-commerce brand or traditional brand. Some of them make their own designs, create their own brand, and even build their own factories. Under the environment of electronic commerce, “popular web stars” change from buying from factories to establish their own factories to make sample and produce, and products tend to be personalized and fashionable. Branding will become an important factor to the survival and breakthrough of “popular web star” stores. In the future, “popular web star” shops will be gradually developed towards the direction of branding, one towards the asset-light model, the other towards the traditional manufacturing industry.

6.2 “Popular Web Star” + Network Drama. Now the major video sites like Youku, Sohu and Leshi frequently launched their homemade films and television works. With the constant development and popularization of television technology and the changing of audience's psychology and viewing habits, network drama is more and more popular and has gradually become a new favorite in the film and television circle. However, the “popular web star” is also a hot spot in the market economy. Some “popular web stars” are graduates from professional schools of film and television, who have their own performance skills. Youku and other video sites can set “popular web star” as a leading role in homemade network drama. The “popular web star” not only brings the network drama higher audience rating through fan effect, but also improves their visibility by taking advantage of the high audience rating. This is a model of mutual benefit. Of course, there are drawbacks of this model. As some “popular web stars” have no performing skills, the audience may lament the network drama because their acting is not in place. Due to less cost than traditional opera drama, there would inevitably appear some crudely-made ones with old content and a flood of advertising. All this will worsen the audience’s impression on network drama, and then the number of fans of “popular web stars” reduces. Low cost of the network drama may also bring lower profit income to “popular web stars”.

6.3 “Popular Web Star” + Traditional Industries. By taking advantage of their own superiority and influences on the Internet, the “popular web stars” integrate with traditional industries. They deeply integrate with the industry chain in traditional industries, which works on production, circulation, consumption, feedback and other links. And the closed loop of supply and demand is opened up which makes the supply side and demand side connected comprehensively. In this case, the “popular web star industry” is overall upgraded and innovated. This model is the idea of a breakthrough in China's current “Internet +”. The “internet+ traditional industry” promotes the change of traditional industry, and accelerates innovation and upgrading of traditional industry. We believe that the “popular web star + traditional industry” can not only accelerate the innovation and transformation of the model itself, but also increase the publicity intensity of traditional industries to get more attention. “Popular web star + traditional industry” model will also be helpful for “popular web stars” to get more attention from traditional media, and to expand the range of fans. And then the traditional industry gets more attention from the public and the scope of sales is expanded.

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