New Mechanism of the Production and Marketing of TV Series on the Basis of Big Data*

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Abstract—In recent years, based on a lot of use of big data analysis technology, the TV series adaptation of online novels has flourished day by day, and good artistic effect and economic benefit have been obtained. The participation of big data has greatly changed the production and marketing mechanism of TV series. Therefore, today's TV series show new aesthetic characteristics.

Keywords—big data analysis; network fiction; TV series; quantitative analysis; popularization

I. INTRODUCTION

In the second decade of the new century, the society started to enter the Age of Big Data. The big data, as a new technology, method and concept, affected all fields of the human society, from commercial technology, health, government, education, economy, to humanity and other areas of society [1]. Especially in the time of data explosion, the data had become a new production factor [2], and even equivalent to gold mine [3], just as Guojie Li said, the size and ability of a country to own data would become an important component of the overall national strength and the new competition focus among enterprises [4]. So the data collection, storage, operation, the analysis and mining had become important focuses of the present social competition. It can be said that to mine the potential economic value behind the data, as well as the new thought, new knowledge and new cognition, were important function of big data analysis. Today big data had also played an important role in making and promoting the TV series and brought new opportunities and challenges to the development of the TV series.

II. BIG DATA ANALYSIS AND THE DIVERSIFIED DATA SOURCES OF TV SERIES

What the most attractive of the big data was its data analysis method. Many scholars also defined big data era as "The Era of Data Analysis" [5]. Big data analysis (BDA) mainly referred to analyzing massive, diverse, fast-growing and real data (that is, big data), helping find out the hidden mode and make decisions from the process of unknown correlation and other useful information.[6] The prerequisite for big data analysis was the storage and retrieval of massive data. Today the TV series could provide massive data. The generation of these data was closely related to the popularity of cable television and network broadcasting platform rather than the sampling survey of the past Small Data Age.

According to the statistics of the National Bureau of Statistics, by 2016, the number of cable radio and television users in China had reached 228.3 million, of which the number of digital television users was about 201.6 million. [7] Cable TV, especially digital television, could collect the information from television users through cable digital TV set-top boxes, IPTV, OTT TV and other technical equipment. The frequency of turning on, operation marks, as well as TV channels and TV programs, watching time and length, even fast forward, backward, pause during the program and other viewing marks generated by the data information were collected and stored and formed a television information database. Besides cable television and digital television, nowadays TV series began to make more use of multimedia internet platform, computers, mobile phones, and so on. The viewers could also upload information into the database. The traces of television watching on the Internet were collected and sorted out. At present, Nielsen-CCData successfully obtained the accurate viewing rate through monitoring, collecting and analyzing the massive data. Major video sites also monitored users viewing data. Youku Tudou, mined more than 400 million video users viewing data through the search platform to, Sohu website can obtain more than 900 million user data per month. [8]

However, these data are relatively complex in structure, including not only structured data that can be represented by digital or unified structure, such as user comments, criticism, story speculation, etc., but also semi-structured and unstructured data, such as documents, pictures, images, audio, video, web pages and so on. These semi-structured and unstructured data often produce recognition difficulties in the processing of big data analysis. So digital conversion needs to be carried out in format. Digitization is mainly to re-input text, image, table, digital and other information into measured data information, which is convenient for computer information recognition, retrieval and processing. At the same time, this problem can be solved by improving information technology, such as OCR (Optical Character Recognition).
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same name internet fiction written by FreshGuoguo. The
knowledge, which helps us to rediscover the data. [11]

find new values and new knowledge behind the data. [10] 8.02 billion of network users and 2.283 billion of
cable-based broadcast television users jointly formed the
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classification and challenge to the production of TV series.

Taking the TV series named the Journey of Flower for
example, this is a typical network IP play adapted to the
same name internet fiction written by FreshGuoguo. The
fiction had accumulated a large number of fans and got a
certain amount of potential audience group before making
the TV series. The data analysis found that the Xianxia plays
had a certain market. The big data analysis method was also
adopted in the selection of the character of the TV play. The
actor and actress, Jianhua Huo and Liying Zhao, had high
network popularity at the time, while the data in various
aspects showed they were more close to the image of the
hero Bai Zhua and Qiang U. In the course of concrete
production, the advantage of big data analysis was brought
into full play, the plots and characters were criticized,
negative, dragged and fast-forward in the course of reading
the network novel were deleted or reduced, and vice versa.
The Big data made contribute to the success of the Journey
of Flower, which has become the first of Chinese network to
play a 20 billion-dollar TV series, and only the first round of
broadcast rights were sold 1.68 million.

Under the background of big data, the audience groups’
aesthetic needs were found and were respected. The audience
group began to participate in the production process of the
TV series rather than being regarded as audience. In the big
data age, the readers, who were also consumers, have got
unprecedented high status. The reader's preferences
determine the direction of creation of the works to a great
extent. The market, as an invisible hand between the reader
and the author, maximizes the reader's expectations [12]. The
position of the ordinary readers and the audience in the four
elements of art (works, universe, artists and the audience) is
promoted to the greatest extent, and their aesthetic taste is
also discovered to the greatest extent. The audience group
has started to make a certain voice. If the voice is a kind of
control force, it will embody the social power and
corresponds to the specific power structure. [13] The voice
of the production of the TV series in the big data era is no
doubt inclined to the bottom layer. The big data found this
voice.

The audience information, whether intentionally left or
not, will play a role in the big data analysis. But the problem
of those information is too complex, extremely volatile and
with contradiction between data. The big data analysis
method with the full data mode, analyzes all the data, and
automatically corrects the data in the comparison and mutual
authentication process of each other, automatically removing
the useless information or the error to avoid the error of the
analysis result. This is also the fundamental guarantee that
big data analysis plays an important role in the production of
TV series.

IV. QUANTITATIVE ANALYSIS OF TV SERIES BASED ON
BIG DATA ANALYSIS METHOD

The advantages of BDA compared with other
information analysis methods are mainly in the following
three aspects: first, the full data mode. Compared to the
sample analysis method of the Small Data Age, the whole
data is beyond the limitation of the sample analysis on the
amount of the data, the accuracy of the data is no longer
necessarily a requirement, and the erroneous data in the full
data mode can be ignored and corrected in comparison to
each other. Second, the related relationship method, which is
mainly directed to the traditional causality method, is
focused on "What is it", the relationship between the data-to-
data rather than "Why?" of the essentialism. The core is to
to quantify the mathematical relationship between the two data
values [1]P71. For example, the shifting of a class of data
affects the shifting of another kind of data, so the change of
latter kind of data can be predicted through the changing law
of the former class of data. Third, the pursuit of rate effect:
the big data analysis is the most efficient analysis method so
far, which is most prominent at efficiency and success rate. It
is good at capturing the data change and the fact that is
hidden behind the change, and foreseeing the development
direction of the things quickly and accurately.

The database involved in the data analysis of the TV
series is also diversified, such as the reviews published by
the professional reviewers in the paper-media journal, the
relative professional film-fans’ comments on the Douban,
the rotten tomatoes, etc., random comments on the Internet,
shooting and marketing data for various types of movies, and

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so on. These different data sources are within the information collection range of the full data mode, so that the most detailed and comprehensive film and video information can be provided, and the ratio between them is more efficient.

In the whole data mode, the quantitative analysis of the film and television works was realized, which is one of the most important big data analysis methods. Quantitative analysis is used to re-classify and integrate the mass data by computer information technology, and the big data is transformed into small data, the potential value behind the data is excavated by the quantitative analysis method such as data mining, statistical analysis and document measurement. For example, the quantitative analysis of the marketing situation of the TV series type showed that the market share of the ancient plays was high. Further analysis of the ancient drama found the higher market share of the network IP plays due to the fans of original fiction. From Empresses in the Palace in 2010 to Nirvana in Fire in 2015, those network IP plays were basically small-cost and high-yield works. In the view of the correlation analysis, House of Cards, introduced by Netflix in 2013, adopted the big data analysis method, which had certain relationship with the hot-broadcasting of the Chinese network IP play on the internet of China. The appearance seemed to have a small gap, but there was a certain degree of communication in the aspects of in the political struggle, power and conspiracy theory.

V. CONCLUSION

Media is the extensions of man [14]. Negroo Ponty believed that the digital art was essentially an extension of human [15]. Nowadays, digital and internet-based television series extended the cognitive length, breadth and extent of the human being to a certain extent, and brought us new ideas and new knowledge.

REFERENCES


