

The Problems and Management Strategies of Network Show in China

-- A Case Study of Hunger Game in 6 Rooms

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Abstract. Network show, which also called video show or online reality show, is a kind of online coverage supported by the internet. In China, such so-called industry has wildly spread all over the country. while for the sake of economic interest, most female anchors usually dress scantily clad in live webcasts, playing the coquetry that makes people being lost in reveries. Besides, the low qualification of the most netizens, especially grass roots, coupled with the vulgar, inferior online chatting, all of above let the network shows covered by a pornographic veil. In contexts of the Hunger Game on 6 Rooms, an example of online reality show, this paper is about the deficiency of network shows, and trying to figure out the regulation methods of it.

Development status of Network Show

In China, network show has been popular for 10 years. Larger scale of video sites like 6 Rooms, 9158, I Show, YY, FanXing, GuaGua have developed to top the list. In 2012, 6 Rooms made a profit of over 400 million RMB, the new comers YY earned 150 and the GuaGua gained 580. At the same time, TianGe, which owns 9158, Sina Show, Sina UC and keeps a strategic cooperative partnership with Sina, made a big profit of nearly a billion RMB, i.e. the whole industry is still in the quick developing stage. [1] The industry data from iResearch shows that, in 2012, the social video industry own a market scale of 2.2 billion RMB while in 2013 it reached to 3.2 billion and is going to break 10 billion RMB, expecting an annual increase of 50 per cent. In 2015, the Unique Users Per Month for PC clients were more than 470 million except for that February it only shared 450 million. As for Mobile Application Clients, the Unique Visitors reached over 300 million, all show a high level of social network overall activity. Sina has invested TianGe company, and Enlight Media injects 75 million RMB into GuaGua, while 6 Rooms declares to made a strategic cooperation deal with Phoenix TV, deeply combining the new media with the old. For recent years, magnates including NetEase, IQiYi, YouKu have launched the network show projects. Thus, the network show owns a huge market with big potential and wide prospect.

Network show employs an comparatively easy operating pattern. The performers are called anchors. Each video sites cultivate their own anchors. All they need is only one computer with microphone and camera, then the direct seeding room starts up. Usually, in order to attract the fans, anchors will do some chatting, singing or dancing. The more fans one she attracts, the larger fame she will enjoy. An outstanding anchor always needs to face hundreds and even thousands of audiences. Mostly they are young charming ladies, average ages ranging from 20 to 30 years old. Their beauty, verbal and coquetry, successfully arrest netizens' attention. People favor their beauty, graceful figure and vague words, which are supposed to be the best selling points. However, compared to those appearance-oriented anchors, there rises up kinds of different styles that certain handsome boys and fashionable elder mummies focus on talent show and even show their antics to capture eyes. Generally, the fans express their love to anchors by purchasing props, membership cards, lucky numbers, guardians, mounts, clothes, flowers, cars, air-crafts and other virtual items. Then the anchors together with house-owners and network platform share the interests. The anchor is supposed

to be the best selling point. A capable anchor always means a potential gold mine that little inputs can bring back a generous reward. With the development of this industry, the anchors world has evolved prosperously, that certain clans and legions appear in guild form. These guilds hype for those potential anchors, managing to make them well-known. In general, each anchor who is in the limelight needs the meticulously build from their companies and teams.

Introduction of Hunger Game on 6. CN

6 Rooms is an reality show produced by 6. CN in 2013. It lasts for 15 days during which the participants, 4 females and 2 males, including a single mother, a super model, an 18-year-old boy and a brave young guy from northern China will compete with each other. This program is a totally closed competition show. Both votes from netizens and successful selling of ads will be scored and calculated as Star Energy. A 6-shaped medal, made of 266 grams of pure gold, is the biggest prize-- Most Attractive Anchor Award. This 200 thousands RMB worthy prize will go to the maximum Star Energy gainer. What's more, the 6 anchors will decide who to get the Best Performance Award and the winner will be awarded a 266-gram pure gold medal. This program broadcasts 24 hours a day and all their daily activities like eating, sleeping, going to the toilet, showering, performing, are all exposed to the audiences, through 60 fixed cameras.

This game can divide into two stages, sharing a same theme-- hunger. During the first stage from Day 1 to Day 5, anchors perform then audiences vote. The favorite anchor could earn correspond food. During the second stage from Day 6 to Day 15, the competition will focus on their intelligence and marketing skills-- successful sales of advertising space by telemarketing will bring a certain commission as well as an improvement in living standards. In above two stages, anyone who gives a poor performance is likely to be caged, suffering from cold and hunger. Anchors cast aspersions upon others in order to canvass for themselves. Some comments say, "I bet within 5 days it will drive them crazy, if not I'll go streaking." "Poor they! There is no doubt that they are too hunger to behave in such a morally bankrupt way, in order to get food and votes." "Dad, Where Are We Going seems like a program letting children to beg, these guys are playing something like an adult version of begging through the internet." "It's unbelievable that a tender girl like her would be so malicious for food." A documentary reality programme like this attracts up to 40 million audiences and has 4 million hits per day. Meanwhile, as the anchors struggling, the competitions among their supporters worsens. In order to canvass for their own idols, each fan-base talks disparagingly in public without any scruple. Because of the anonymous chatting online, everyone "swear in a quite open way", with dirty words fulfilling the screen.

The Deficiency in Network Shows Field

The "Erotic Edge Ball" Created by Anchors. There goes a saying among Internet bigwigs: "The one who are supported by the losers will win the world." It shows the importance of the losers for network show because they are the main force of booming the anchor and the profits source of each party. What most shows focus on is finding out the solution to meet this group's needs. Spontaneously, almost all shows hit an "erotic edge ball" to attain this goal. A large number of anchors dress in skimpy clothes, playing the coquetry and even place cameras right towards their beds that makes people lost in deep imagining. Hunger Game takes advantage of netizens' curiosity, letting 4 female sleep with 2 male in a bed that makes the screen swamped by fiercely comments. Netizens excitedly share their imaginary images and dirty thoughts. After watching several shows, I found that most anchors prefer to put on makeup in the live show. Applying lipsticks towards camera makes them quite sexy and charming let alone a blowing kiss will absolutely make fans crazy.

Anchors should be good at chatting as well as performing. They are supposed to gain the food by their performances, according to the rule of Hunger Game. Here you will see the single mother playing pole dancing, the Northeast guy showing the song-and-dance duet, the beautiful model becoming the spotlight of the whole show. Some anchors have the real strength, but some deliberately please fans. On 6. CN, I randomly entered a few rooms. One of the anchors is dancing, back to the

camera. She dances to the music, touching her body with one hand and the other is on the chair beside her. When she turns back, I see a nearly 40-year-old female anchor dancing with excess fat quivering around her waist. There are more than 2000 fans in this room. The other is a new entrant. To raise her fame, she wears a lingerie, dancing in cheers. After a while, afraid of being switched off, she changes into another outfit. This wearing is no worse than the former and as sexy as before. In this field, some people rely on their appearances and capabilities, some play the coquetry or show their antics, whatever, it depends on their qualifications.

"Mass Violence" Made by Fans. In network show, anchors are the protagonists while the fans are supporting roles. Driven by huge interests, the companies and anchors will meet the needs of netizens as much as possible. They try to please audiences, treating them like customers and making themselves feel like nobles. Especially for those suffering from a heavy stress or often being ignored in real life, this is exactly a place where one can find himself valuable. Any consumption will be touted no matter who does it. Anyone who sends 999 roses or better gifts will receive cheers, thus his vanity is fully satisfied. However, some people enjoy it, some make it bungled. In Hunger Game, anchors fight with each other for surviving; the fans fight to support their favorite anchors. And some fans even turn their fire on other anchors. Tang Xiaotang, the champion of Hunger Game, is a single mother. This tag has brought her tremendous attack from netizens, whose sharp and strong words precisely touch her raw nerve. This revelry of losers breeds a kind violence - language violence. The netizens are absolutely the violence-maker, the monarch of it. In network show, under the "protection" of virtual environment, people are strangers to each other. In a sense, network show is more like a place for pressure and malignant release. Everyone can release their own "virulence", enjoy expressing the inner darkness spontaneously and freely. Strangers can fight for their favorite anchors or any topic, making others cannon fodder to their obscene language, without caring anyone's feel and just do whatever they like. There is no need for netizens to feel responsible for their words as the ridicules will be dwarfed by thousands of words, which maybe only acting as a punctuation. This is a capricious stage where one is willing to express himself. In this stage, personal power is fully amplified and recognized, and one would achieve an invisible self-satisfaction though nobody cares what you said.

"A Splashing out Competition" Guided by Tuhao. "Some people think that network show belongs to the losers, but on the contrary, it is a game for rich people, like most online games. A minority of Tuhao contributes most interests. " Said a former product manager in 9158. All the anchors and fans are strictly divided into different grades. People at higher level enjoy more distinguished honor and envy from others. There are 14 rankings of Regal Title in 6 Rooms from high to low: Dadi, Huangdi, Guowang, Qinwang, Junwang, Panwang, Wangjue, Guogong, Jungong, Gongjue, Houjue, Bojue, Zijue, Nanjue; Their wealth is divided into 10 grades and each refers to a certain money, e.g, 1 Wealth= 10 yuan, 10 Wealth= 10,000 yuan. The rights of speaking and commanding varies in different grades. For example, people of grades 10 or above have the right to purchase VVIP, which is 100000 Six Coin per month, and 1 RMB = 10 Six Coins. They may never be kicked out or silenced except that the Room-owner is titled with 5 or more crowns, and are able to enter full rooms and hide themselves. While the visitors are not allowed to speak during the broadcast, and 50 characters are the upper limit for registered users. Thus we could say that network show is totally "a splashing out competition"guided by Tuhao.

Some people regard the profitable network show as "grass root economy". While it can not be denied that grass root do bring lot of cash flow, but Tuhao are the real group to pour money. In the past several years, "Jiangjun" , a loyal 9158 user, has spent more than 300 million yuan in the network show from 2007. Once in a night, "Jiangjun" and another Tuhao "Sulei" competed to celebrate the birthday for a female anchor. "Sulei" spent 500, 000 yuan to buy more than 1, 000 virtual air-crafts, while "Jiangjun", spending money like water, gave 700, 000 yuan virtual gifts to the anchor, and occupied the upper hand. It is said that Stay away from the trend for it saves you a lot of money. Huang Qiang, a 40-year-old married man in Chongqing, has fallen in love with two female anchors, and for the pursuit of the two female anchors, he owed more than 1,000,000 yuan in usury. Network show makes exactly good use of the fans mentality: comparing, showing off, envying, being

jealousy and capricious. Anyone may lose their mind when pursuing inner satisfaction. Just like in network show, rich people spend money like water while poor people flatter. If poor people also want to seek the limelight with money, it may smash their life.

Management Strategy of Network Show

Establish and Improve the Anchor Audit Mechanism. Network companies should devote to develop anchors' quality connotation as well as good image. At present, anchors could sign a contract with network companies only by a simple image, and a talent assessment. The requirements for the anchor is very low, not including their identity information, background information, academic information and so on. The anchors only need to be facetious and open in chatting with their fans, so their cultural level, so the overall quality is not high. The attainments of the anchor will determine their chat, and even affect the atmosphere of the entire network show. The author found that college student anchors are relatively conservative dressed, more elegant in makeup, more civilized in chat. There are less flirty messages or nasty words. Facing the user's unreasonable request, college student anchors will give the rational rejection. While some other anchors thickly made-up, scantily clad, ambiguously behave, and the chat is often a bit pornographic. Facing the user's unreasonable request, these anchors will meet the fans' demands as long as their fans reward them.

To improve the anchors' accomplishment is to enhance their images, which will make network show go further on the internet. Every day the anchor has to face thousands of people. In line with the users' requirements, they need to have their own judgment in order to have a strong ability in dealing with the problems. When the topic is going "deviation", they need to timely guide back, rather than "degenerate" with the users. For anchors have a strong appeal in this group, they need to have a strong sense to control the show content. Establish and improve the anchor audit mechanism, which can basically improve the ability of the anchor. One way is to improve requirements and standard in the selection period, to select both inside and outside outstanding people. The salary of network anchor is very high, tens of thousands yuan even millions a month. Since there is a high salary, we must have a high threshold; Another way is to regularly train the network anchor, and make assessments on anchor's overall quality and daily performance. Network platform should promptly correct unreasonable behavior, and establish the reward and punishment system. Those who do not obey the rules shall be punished by deducting bonuses or even be fired. Only by cultivating good anchors, can they truly become the backbone in the network show, the goddess in fans heart.

Actively Create a Good Entertainment Culture. In face of fierce competition, network show must form a good entertainment and cultural atmosphere for a long-term survival. Network platform need to establish user management system to create a good entertainment culture in the extremely individual and liberalized network show. It also need anchors' wisdom guide and users' self-discipline. Network companies should take the service objective that Customer is God, but Nothing can be accomplished without norms or standards. Internet companies should balance the two relationship, not only make users pay comfortably, but also strictly enforce any orders and prohibitions. Now, 6 Rooms, 9158 and other network shows have implemented some punishment like silencing bad users, kicking them out of the room, but due to the lack of intensity and a huge number of bad users, this method can't play a good effect. Network platform need to establish a sound user management system for there are still a lot of loopholes in current system. For example: establish users' rewards and punishments system. In terms of incentives, best users can be chose according to certain selection criteria, which is the users' consumption level and evaluations from the anchor and other users. Different incentives will base on the level of the score, such as, free VIP, a free lunch with a well-known anchor. In terms of punishment, network platform shall confiscate the account of bad users.

Chatting with the users, the anchor should not meet users' abnormal demands for the purpose of retaining the fans or for profit, but chose a wise approach. Like transferring fans' attention by singing, magic show etc. or asking other fans for help. In this situation, where the wind blows, people will run in that way. Only to get everything under control, can the anchors wisely solve the crises and form a better entertainment atmosphere. Tiange Hudong said that 59% of users are from three- or four-tier

cities, 30% from second-tier cities, 11% from first-tier cities. Vulgar words, erotic dialogue, Many users are regarded as losers for their vulgar words, erotic dialogue, few wealth, and low quality. Network show is not only a platform, but also an opportunity. Netizens should achieve self-esteem, seek out for meaningful chat with both anchors and other fans in mutual appreciation instead of malicious words, and build up valuable interests. So that the netizens can remove the losers name, and jointly create a good entertainment culture.

Strengthen the show content control. The reality show Hunger Games introduced by 6 Rooms has attracted the attention successfully, yet also been taunted into abnormal game. The good point is that this program makes the TV reality show into network. During 15 days' full broadcast, we see the sincerity of grassroots anchor. On the fifth day, there have been more than 35 million spectators, which is roughly the same rate with Hunan TV reality show. From this perspective, this program is successful, less investments with high returns. However, to make a good program on network show, both in form and in content, is to extend the life of the program. Hunger game, even with a large number of fans, failed to sustain its development, because of its vulgar content.

Strengthening the control of program content requires network companies to develop a reasonable audit system, to strictly censor the content of the program, and to promote the quality of the entertainment program. According to the relevant policies and regulations, there is no specifically audit system for network show. Network monitoring system should follow the trend of the times, and government should formulate relevant policies in time, stepping up efforts in potency dimension of network show. Network show, as a public platform, has a large number of users. Although it is for entertainment, it also should pay close attention to the information dissemination, the limitation of the platform, and the influence as a media platform. In network show, there are some young people, who are still in "Three view" education period. They will be profoundly influenced by people's behaviors on the internet. When advocating the entertainment orientation, network show should also seize the core values of socialism.

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