

Tencent Video's "Broken Circle" and "Cross-Industry" Marketing Strategy Research

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Abstract. This article focuses on Tencent Video's marketing strategy in today's video industry landscape, exploring in depth how it realizes multi-dimensional development through circle-breaking and cross-border initiatives. With the continuous progress of Internet technology and the popularization of mobile devices, users' demand for video content consumption is growing and diversified. Tencent Video has actively innovated in terms of content themes, cooperation modes, audience expansion, and distribution channels, breaking through traditional boundaries, effectively integrating resources, and accurately matching the needs of different audiences. Combined with the SWOT analysis of Tencent Video and the principles of fun, interest, interaction, and individuality of the 4I Marketing Theory, Tencent Video has created a series of successful cases to consolidate its market position and lead the industry trend, and provide diversified and high-quality content experiences for users, while reaping significant benefits. This has helped consolidate its market position and lead the industry trend, providing users with diversified and high-quality content experiences while reaping significant commercial benefits.

Keywords: Tencent Video; Marketing Strategy; SWOT Analysis; 4I Marketing Theory.

1. Introduction

Under the sweeping wave of digitalization, the video industry has become the core battlefield in the field of culture and entertainment. The rapid progress of Internet technology, especially the widespread popularization of the 5G network, has greatly changed the production, dissemination and consumption mode of video content. Users' demand for video is no longer limited to traditional film and television programs, but shows a trend of diversification, personalization and socialization. They are eager to obtain richer, newer, and more unique content experiences on video platforms and actively participate in the process of video dissemination and interaction.

At the same time, competition in the video industry has become more and more intense, with many new video platforms springing up and traditional video giants increasing their investment and seeking innovation. In this environment, Tencent Video is facing huge challenges and opportunities. On the one hand, it needs to stand out from the vast amount of video content to attract and retain different types of users; on the other hand, it needs to explore new business growth points and marketing models in the ever-changing market landscape to maintain its leading position in the industry. Circle-breaking and cross-border marketing, as an innovative marketing concept and strategic approach, have gradually become key choices for Tencent Video to cope with competition, satisfy users' needs, and achieve sustainable development.

Since its launch in 2011, Tencent Video has gone through a number of important development stages. In the early stage of its establishment, Tencent Video was mainly committed to building a huge content resource base, and through massive procurement of domestic and international high-quality film and television copyrights, it rapidly accumulated a wealth of video content, attracting the attention and use of many users. During this period, Tencent Video occupied a place in the copyright competition by virtue of Tencent Group's strong financial strength and resource integration ability [1].

With the development of the market and changes in user demand, Tencent Video gradually increased its investment in self-produced content. From some small self-produced programs in the early days to a number of explosive self-produced dramas and self-produced variety shows later, such

as “Nirvana in Fire” and “Creation Camp” series, Tencent Video has made remarkable achievements in the field of self-produced content. These self-produced contents have not only gained extremely high ratings and word-of-mouth domestically, but have also generated a certain degree of influence in the international market, enhancing Tencent Video's brand awareness and reputation [2].

In recent years, Tencent Video has actively explored a diversified business development model, and in addition to its traditional long-form video business, it has also ventured into emerging areas such as short videos, live broadcasting and interactive videos. At the same time, Tencent Video has continued to strengthen cooperation and integration with other industries and carried out a series of cross-border marketing activities, such as cooperation with gaming, e-commerce, fashion, and other industries, which has further expanded its business boundaries and enhanced user stickiness and commercial value [3].

This study focuses on Tencent Video and explores its circle-breaking and cross-border marketing strategies in depth. The study covers content topics across borders, such as the integration of diverse elements of innovative film and television creation to expand users. Forms of cooperation across borders, analyzing the mode of cooperation with multiple industries and resource sharing strategies. Audience circles break the circle and examine how to appeal to different groups to achieve diversity. The form of communication breaks the circle and explores the use of multi-channels and emerging technologies to enhance the effectiveness of communication. The objective of the study is to reveal the successful elements of Tencent Video-related marketing strategies and provide strategic recommendations for the video industry. At the same time, it explores the combination of theory and practice in marketing innovation in the Internet era. Help the whole video industry to develop healthily and sustainably and enrich the theoretical system of marketing.

2. The SWOT Analysis of Tencent Video

2.1. Strengths

Tencent Video has a huge amount of licensed content such as film and television, variety shows, and anime. Numerous exclusive copyrighted dramas and popular variety shows have attracted a large user group and met the diverse taste needs of different viewers, with strong competitiveness in terms of content breadth and depth [1].

With the support of Tencent's strong technical team, its video playback technology is advanced, ensuring a smooth playback experience and stable transmission of both high-definition and ultra-high-definition videos. It also excels in multi-platform adaptation, covering web, mobile (including iOS and Android) and smart TV, making it convenient for users to watch videos anytime and anywhere.

In addition to the traditional advertising profit model, Tencent Video has a comprehensive membership service system, with members enjoying privileges such as exclusive content, ad-skipping, and high-definition picture quality, attracting a large number of paying users. It has also actively expanded its content creation and distribution business, creating high-quality content through investment and self-production, and cooperating with other platforms or organizations for distribution, further enhancing its influence and commercial value in the industry chain [2].

Tencent, as a globally recognized Internet company, has high brand awareness and reputation. Tencent Video, relying on the Tencent brand, has a natural advantage in terms of user acquisition trust and attracting new users, and there is a relative basis for user loyalty. And in brand promotion and market expansion can leverage Tencent's overall resources and channels to reduce marketing costs.

2.2. Weaknesses

There is a certain degree of content homogenization with other competitors in terms of popular topics. For example, some popular TV series genres or variety show formats are competed by multiple video platforms. This has resulted in Tencent Video lacking a unique competitive differentiation in

certain content. This may lead to an increase in user arbitrariness in choosing a platform and reduce user stickiness.

Although advertising is an important means of profitability, the length and frequency of advertisements sometimes affect the user viewing experience. Excessive patch advertisements or interstitial advertisements may cause user resentment, especially when users are frequently interrupted while watching exciting content, and may even cause some users to switch to other platforms with fewer advertisements or to use ad-blocking tools, thereby negatively affecting the image of the platform and user retention.

In order to attract and retain members, it is necessary to continuously invest costs to enrich membership benefits, such as purchasing more exclusive content and providing more value-added services. However, if the price of membership is too high, it will discourage some potential users; while the price is too low, it may not be able to cover the cost and achieve the profitability goal, so how to find the optimal balance between membership benefits and costs is an ongoing challenge.

2.3. Opportunities

With the popularization of the Internet and the further development of mobile devices, the size of the global video market shows a trend of continuous growth. In particular, emerging markets and sinking markets still have great potential for development, and Tencent Video can leverage its brand and resource advantages to further expand its user base and market share, such as strengthening its promotion and service optimization in third- and fourth-tier cities and rural areas.

The popularization of 5G technology will bring faster network speeds and lower latency, which provides Tencent Video with better video transmission conditions and can promote the development of new businesses such as ultra-high-definition video, cloud game live streaming and interactive video. At the same time, the application of artificial intelligence and big data technology can more accurately understand user needs and behavioral habits, achieve personalized recommendations and precision marketing, improve user satisfaction and conversion rates, and create new momentum for business growth [1].

The trend of integration between the video industry and other industries is becoming more and more obvious, and Tencent Video can carry out extensive cross-field cooperation with games, e-commerce, education and other fields. For example, it can cooperate with gaming companies to launch film and TV adapted games or in-game live video events; cooperate with e-commerce platforms for content marketing and bandwagon; and cooperate with educational institutions to provide online course video resources, etc. By integrating the resources of all parties, it can expand its business boundaries and create more business opportunities and user value.

2.4. Threats

The video industry is highly competitive, not only traditional competitors such as iQIYI and Youku continue to make efforts, but also emerging short video platforms such as Jittery and Shutterbug are also grabbing users' fragmented time and attention. These competitors are constantly investing and competing in content innovation, technology development, and user experience optimization, etc. Tencent Video is facing tremendous pressure to defend its market share, and if it fails to continuously maintain its advantages and innovations, it may be overtaken by its competitors or have its market space squeezed.

With the continuous improvement and strengthening of national regulatory policies for the culture and entertainment industry, Tencent Video is facing stricter content review requirements.

For example, in terms of copyright protection, content compliance (e.g., resisting objectionable content such as vulgarity and violence), and so on. In the event of violations, they may face penalties such as fines, taking down content and restricting business development. This poses certain uncertainties and risks to the platform's content operations and business planning.

User needs in the Internet era change rapidly and are unpredictable, and viewers' demands for video content quality, novelty of subject matter, interactivity and other aspects are constantly

increasing. Suppose Tencent Video fails to keep up with the pace of changes in user demand and quickly adjust its content strategy and product features. In that case, this may result in a loss of users, especially among the younger generation of users, who are highly receptive to new things and are prone to switch to emerging video platforms that better meet their needs.

3. 4I Marketing Theory

3.1. Principle of Interesting

Tencent Video creates a sense of fun in a variety of ways. In the field of self-produced variety shows, such as the “Creation Camp” series, the training, competition and growth stories of the contestants are presented in a dramatic and entertaining way by creating a unique idol selection model. The program set up a variety of interesting links to attract the attention of a large number of young viewers, triggering a wide range of topics for discussion and social media dissemination [1].

In the animation segment, Tencent Video has introduced and self-produced many different styles of animation works. For example, Douluo Continent, with its exciting fantasy plot, distinctive characters and exquisite animation, not only attracted anime fans, but also expanded a large number of new user groups.

In addition, Tencent Video has also increased the interest in its content through creative advertisement implementation and other means. In some popular dramas, advertisements are cleverly integrated with the plot and presented in a humorous and natural way, avoiding the feeling of hard advertising sales pitches.

3.2. Principle of Interests

Tencent Video provides users with a wealth of points of interest. The first is the membership rights and benefits system, in which members can enjoy privileges such as watching without ads, watching some episodes in advance, and enjoying high-definition picture quality and a large amount of exclusive content for members. This satisfies users' demand for quality viewing experience and access to exclusive content, and attracts a large number of users to pay for membership, thus enhancing the platform's profitability [2].

In terms of content cooperation and resource integration, Tencent Video has cooperated with many film and television production companies and talent agencies to bring users more high-quality film and television resources. For example, in cooperation with major Hollywood studios, Tencent Video has introduced a large number of classic and popular overseas movies, broadening users' horizons of movie watching and satisfying their demand for international high-quality movie and television works.

At the same time, Tencent Video also organizes a variety of online and offline activities to provide users with benefits and bargains. For example, online movie-viewing sweepstakes give users a chance to win star peripherals, movie tickets, membership hours and other rewards; offline fan meetings, premieres and other activities allow users to come into close contact with celebrities and film and TV creators, increasing users' goodwill and loyalty to the platform.

3.3. Interaction principle (Interaction)

Tencent Video has built a multi-level interactive mechanism. In the video playback interface, a pop-up function is set up so that viewers can make comments, express their emotions and share their views in real time while watching the video, and this instant interactivity greatly enhances the user's sense of participation and community. In addition, Tencent Video also actively interacts with users on social media platforms. Through official microblogs, WeChat public numbers and other channels, it publishes content such as episode previews, behind-the-scenes footage, and actor dynamics to attract users' attention and discussion. At the same time, it initiated interactive activities on topics such as Tencent Video Hot Drama topic, encouraging users to share their feelings and experiences of watching the drama, further expanding the scope of topic dissemination and video influence [1].

Tencent Video also focuses on user participation in the process of creating self-produced content. For example, through online voting to decide on the guest candidates or program settings for some variety shows, it allows users to become part of the content creation process, which enhances the stickiness and sense of belonging between users and the platform.

3.4. Individuality Principle (Individuality)

Tencent Video has a distinctive personality in brand image building. Its brand logo is simple and easy to remember, and it always maintains a consistent visual style and brand tone in various publicity and promotional activities, conveying a young, fashionable and diversified brand image.

In terms of content, Tencent Video focuses on tapping and supporting niche and unique content themes. For example, in the field of documentaries, it has invested in the production of a series of documentaries focusing on humanistic history, natural sciences, social phenomena and other niche topics. And with unique perspectives and in-depth analysis, they show individual stories and social changes in the waves of the times. This not only meets the needs of users with specific cultural tastes and curiosity, but also highlights Tencent Video's individuality and depth in content selection.

Tencent Video also highlights its personality through cross-border cooperation with different fields. For example, it cooperates with fashion brands to launch co-branded apparel or peripheral products, and cooperates with art exhibitions to conduct online and offline promotions, combining video content with fashion, art and other elements, further enriching the brand connotation, shaping distinctive brand personalities, and attracting user groups pursuing individuality and quality of life [2].

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4. Cross-Border Content Themes: Fun-Oriented, Diversified Integration

Tencent Video accurately captures the emotional pulse of the public, skillfully integrates diversified content segments, and releases viewers' emotional resonance points in the creative process [2]. With the help of Tencent's huge ecosystem, Tencent Video realizes wide dissemination and in-depth marketing effect amplification during content distribution. By virtue of the creative combination of novel and unique content themes, it fully stimulates viewers' interest and curiosity, effectively attracting widespread attention and in-depth participation.

5. Cross-Border Cooperation: Interactive Synergy and Resource Sharing

Tencent Video attaches great importance to cross-sector cooperation, actively working with other industry brands or popular IPs to deeply explore the advantageous resources of both parties and reach all-round resource sharing and complementarity, thereby realizing the extensive expansion and precise reach of audience groups. These modes of cooperation vividly demonstrate the interactive principle of 4I marketing theory, building a bridge of close emotional connection with viewers through the in-depth integration and interaction between brands and content, and significantly enhancing marketing effects and brand influence [1].

6. Audience Circle Breaking: Personalized Customization, Accurate Reach

Tencent Video has continued to launch many explosive masterpieces, showing excellent strength in breaking through the audience circle, significantly ahead of its competitors such as Aiqiyi and Youku. On the one hand, Tencent Video creates headline breaking content with high-quality

production standards and brilliant plot arrangements. On the other hand, it has invested resources to support the creation and development of niche vertical content such as animation and documentaries, fully utilizing advanced personalized recommendation algorithms to achieve accurate content delivery based on different user interests and preferences, and deeply exploring the potential value of niche content to effectively broaden the platform's audience boundaries and diversified structure. This strategic layout is highly compatible with the principle of individuality in the 4I marketing theory. Based on the accurate insight into the personalized characteristics of different audiences, we customize the content products to meet their interests and needs, so as to fully satisfy the pursuit of users' personalized experience, and significantly enhance users' stickiness and loyalty [2][4].

7. Broken Circle of Communication Forms: Benefit-driven, Innovative Experience

Tencent Video gives full play to its strong technological advantages and rich platform resources to fully innovate the form of content dissemination, and is committed to creating the ultimate viewing experience for users and comprehensively enhancing user participation and interactivity. At the same time, cloud editing technology empowers users to create content on their own, enriching the form and dimension of content dissemination; with intelligent personalized recommendation algorithms, it provides in-depth insights into the unique interests and preferences of each user, realizing “1,000 faces, 1,000 faces” precise content delivery, and significantly improving content dissemination efficiency and user stickiness. Wang Wei, Vice President of Tencent Online Video, put forward the concept of “Tencent Video is more than just Tencent Video”, highlighting the structure of the whole-link marketing capability built by Tencent's ecosystem. According to the financial report, as shown in figure 1, the number of paid members of Tencent Video in the second quarter was as high as 117 million and increased by 13% year-on-year, and Tencent's advertising revenue increased by 19% year-on-year due to the synergistic efforts of the video number. This series of results fully embodies the benefit principle of the 4I marketing theory, which is to effectively satisfy users' multiple interests, including quality content experience and personalized service enjoyment, through innovative forms of communication and precise personalized service provision, while creating abundant commercial value and sustainable development momentum for the platform [1][5].

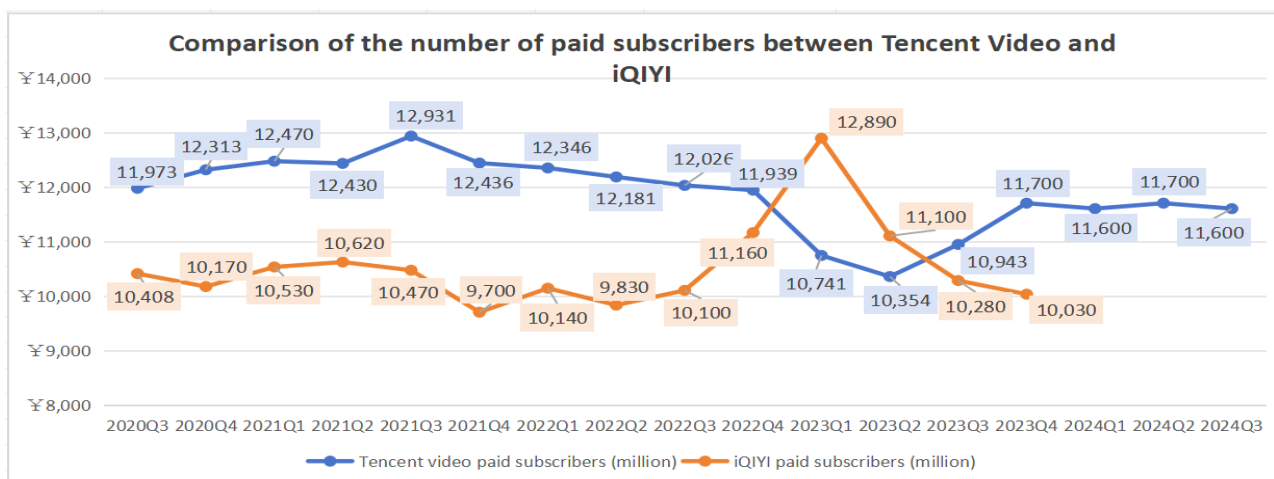


Figure 1 Comparison of the number of paid subscribers between Tencent Video and iQIYI

8. Conclusion

Tencent Video has skillfully integrated 4I marketing theories in its comprehensive layout and in-depth practice of circle-breaking and cross-border marketing strategies, achieving remarkable results in key dimensions such as innovation of content themes, expansion of cooperation forms, extension of audience circles and change of communication forms. With a solid audience base and profound

commercial operation capabilities, Tencent Video has always taken a leading position in the competitive landscape of the video industry and continues to lead the industry in innovation and development, providing global users with rich, diversified and exciting audio-visual feasts, while at the same time opening up unlimited space for the expansion of its own business territory and enhancement of its value.

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