The problem analysis and optimization strategy research of the advertising strategy of the Bilibili platform

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Abstract. In contemporary society, the Bilibili platform has gained popularity incrementally in the world. Undoubtedly, the advertisement strategies indirectly have such a conducive effort to assist Bilibili in achieving great success. However, there are still some problems in the advertising strategy, which need to optimize the advertising communication strategy. The literature research and analysis method can be properly harnessed to find out the problem of the strategies about the advertisement propagation and address them by supporting many optimization strategies. Unfortunately, there have been multiple issues with the content of the advertisements on the Bilibili platform, such as piracy of the animation, inappropriate content, false propaganda, and fierce competition. The strict supervision of the government might solve that problem, and the supervision can include inventing the monitoring application, universal education, and related regulations or law. Meanwhile, the platform should be capable of investigating the irregular contents of the advertisement. And the consumer should be aware of judging the latent, risky advertisements. To establish a harmonious website environment, many advertisers should consciously comply with the regulation related to advertisement dissemination. By taking the case of the Bilibili platform, the other similar type of industries can acquire constructive experience from this paper, learning how to address the current issue about advertisement strategies.

Keywords*:* Bilibili platform; Problem analysis; Optimization strategy; Advertising strategy.

1. Introduction

1.1. Research background

Bilibili is one of the most prevalent emerging video-sharing platforms based on user-generated content. Its recent surge has shown a new side to the Chinese video landscape. Meanwhile, the platform was launched in 2010. As we know, the rising number of people of distinct ages are more prone to utilize the Bilibili platform for relaxing their mood because there are plenty of engaging and various videos people might be interested in. The content of this platform is separated into several sections, including animation, films, live streaming, sharing videos, and comics. So far, Bilibili is gradually becoming very popular, which is not coincident, meaning the Bilibili platform has been executing several strategies to attract consumers to use this platform. As an effective advertising strategy, how Bilibili carries out its business in advertising has attracted extensive attention.

Furthermore, there is some previous research about the Bilibili platform. Wen proposed that Bilibili always cooperates with the uploads which make the videos and post them on the Bilibili platform. The official of Bilibili will request each upload to insert some advertisement in the content of their videos. Commonly, the advertisement will be settled at the end of the content. Thus, their audiences and customers can tolerate the extra advertisement. Therefore, the advertisement could be better disseminated and let many people watch. Meanwhile, they will arrange offline activities and meetings such as animation comic novel exhibitions and recitals at some given times. Advertisers can properly utilize this chance to promote their products. In terms of advertising communication, the authorities have created separate compartments for advertising so that the features of innovative products can be directly presented to users.

1.2. Literature review

Several requirements have been proposed for the advertisers who want to post their advertisements in this zone. For instance, some companies like HUAWEI and Microsoft publish their advertisements there. However, inserting the form of advertising into the content is also the key to advertising communication. Liu and Sun found out that Bilibili had given up and displaced the traditional way of advertisement dissemination. It is waiting for the advertisement before the start of the video so that the audience begins to set the advertisement at the bottom. Then the customers can click the advertisement to get more detailed information. There are numerous forms of publicity for the advertisement. Sometimes, The advertisement devised in a specific pattern will be presented on the bullet screen. This kind of advertising pop-up is usually designed as cartoons and larger, mostly taking up nearly a quarter of the screen. There are also hidden ads that pop up when you click the button. Besides, inserting the advertisement in the uploads' videos is also an effective way to advertise the products. This kind of advertisement commonly entails the advertisers and uploads cooperating and communicating with each other directly. From the content of the video, the uploads will intentionally expose the specific brand of the productions to impress the audiences. The advertisement strategy has been becoming a mainstream way to market the products. Ma analyzed that fragmented marketing based on click links on the Internet has become a major temptation for consumers to complete purchase activities, which can not only effectively expand the scope of advertising communication but also further enhance the influence of advertising communication. Thereby fully stimulating the demand of consumers and facilitating transactions. The effect of self-media advertising marketing is all-around, which can reduce unnecessary expenses and complete the promotion and marketing of advertising. However, they should pay more effort to coordinate the different aspects. On the other hand, accurate marketing should possess three characteristics. First and foremost, the advertiser is supposed to pinpoint their target customer group. Furthermore, they should ensure that the customers would be optimized the benefits to some extent, and thus the customers will rely on this marketing in the long run. Finally, according to the search record, the e-stores can seek the related goods the customers are interested in. Therefore, it is convenient for customers to shop online. During the impact of the advertisement, several companies are prone to fully take advantage of the media so that they require to improve the quality and the function of their products as much possible as they can, which ensure that the finished products can bring about an extraordinary experience and surprise for the customers. Subsequently, they can get credit and trust from their customers. Undeniably, there are large amounts of scholars who analyze the operation of advertisement marketing. However, they have not supported and provided a way to optimize the advertisement strategy.

1.3. Research framework

So far, this paper tries to suggest how to improve advertisement strategies, but this study needs to investigate the problems which are still occurring nowadays at first. With many references, this paper finds out the problem of advertisement strategies in the Bilibili platform. Meanwhile, this study could simultaneously figure out the solution and advance advertisement marketing.

2. Methods

This paper will find out the shortcomings and deficiencies of current advertising strategies by consulting an amount of literature on advertising communication on the Blibili platform. After that, several problems of the contemporary strategies will be listed and the issues presented in the different aspects so that the potential risk of the failure of the advertisement strategies will be demonstrated specifically. Thus, the reasons why advertisement marketing fails to attract customers could be figured out. Subsequently, the analysis method can be harnessed to resolve the problems the advertisement strategies sill occur. Eventually, there will be some effective and available methods to improve and optimize the advertisement marketing strategies. With the advent of the optimization for the advertisement strategies, It could establish an conducive video platform without any deceptive

advertising by strictly supervising the quality of the content of the upcoming advertisements. Thus, there should not be some misleading information or claims to deceive the customers to make a move in favor of the advertisers.

3. Results

In the ever-changing contemporary society, governmental policies facilitate the development of the Bilibili platform. The animation industry is a vigorous and dynamic emerging cultural industry with government support. The National Radio and Television Administration has established seventeen animation industry foundations and provide suggestion for the animations. Those initiatives dramatically motivate and advance the development of the animation industry. Under this favorable circumstance, Bilibili has many chances to develop.

Besides, supervising the government and related regulations is insufficient and inadequate. In the new media environment, piracy is the most severe problem encountered by Bilibili, which is unavoidable. The relevant analysis report on the Chinese animation industry pointed out that, in the animation market, the profits from pirated editions far exceed those of the genuine versions. Nowadays, an increasing amount of people would like to pay for the experience of the different cultures, especially for the ACGN (animation, comic, game, novel) culture. Whether the modern people's awareness of payment or the acceptance of the distinct cultures implicitly promotes the development of the Bilibili. There has been fiercely competitive in the animation industry market. At the beginning of the establishment of Bilibili, it was clear that its core users were mainly ACGNer, and it also radiated other groups of people. Its establishment satisfies the demand of niche groups and provides a platform for communication among the ACGN (animation, comic, game, novel) groups distributed worldwide. Except for the regular updating drama, some uploads publish their videos on that platform.

However, some uploads will post vulgar and violate videos, adversely influencing people's mentality. While according to a report by the Chinese Internet Network Information Center, nearly 80% of users choose to use mobile clients such as mobile phones and tablets to watch online videos, and the increasingly developed network is the basis for the survival of Bilibili. The core user groups of bullet screen video sharing sites have the basic characteristics of balanced gender distribution, positive correlation between the number of fans and the number of broadcasts, large differences in the frequency of posting videos, and clear division of posted video content. The core user relationship network is relatively sparse, and core users are relatively independent. Users can improve their coreness by strengthening interaction. False propaganda uses false advertising or other forms of propaganda to deceive and mislead consumers by making false propaganda about goods or services. In the advertisements of the Bilibili platform, there are a lot of false advertisements. The false propaganda of the product is used to deceive and mislead its fan group. The public has criticized and boycotted the false propaganda mixed with advertisements and not marked in the sharing of favorite things it publishes. Utilizing ads denigrates or demeans other merchandise. It is unfair to compare one's promoted goods with other well-known goods through advertisements and thus promote one's goods. For instance, some uploads use different makeup techniques and makeup tools to cause huge differences in the makeup effects of the two sides. From the perspective of advertising law, it constitutes unfair competition to highlight the excellent effect of one's promotion products and the inferior quality of other products to guide fans wrongly. Similarly, the use of keyword technology in video advertising is also unfair. Competition makes it easier for users to find the videos when keyword searches. When customers search for these well-known brands or heated keywords of the current affairs, the speculative uploads video will be related to those well-known brands or the heated current affairs. Brands appear together with current affairs hot videos to gain popularity and attention. This behavior is also an unfair competition. There is a real case about the false propagation listed below；
The man received a "50 RMB No Threshold Coupon "through the "Bizarre Girl" campaign at Beeping, but when the man placed an order for the item the man wanted, the man found that the man could not

use the "50 RMB No Threshold Coupon " the man then tried several items and found that none of them could be used. the man then complained to Beeper customer service, who told him， it was my own problem and did not resolve the issue. First of all, the description of the voucher called "No Threshold" says "available for some items". However, there were no details, so the man had to click on "Go to use" to see which products the man could use the coupon for. So, the man clicked on "go use" and was taken back to the home page of the member's shop, which had many items, so the man guess they were all available. the man liked "Veggie Genie", so the man selected the "Veggie Genie" tab to filter and then clicked on the promotional image on the cover and saw that the coupon was not available for that item. the man then exited to select the next item and could see that the next item was also not available. the man asked the customer service to tell me to click on "go use", but when the man clicked on "go use" the man was taken to a screen that showed him something that the man still could not use the "50RMB no threshold coupon". Therefore, the man would like to ask Blee to apologize to me as a consumer and amend the content of ---- either by changing the description of the "$50 No Threshold Coupon" to Either change the description of the "50 RMB threshold coupon" to "50 RMB threshold coupon" and add the statement "not valid for hipster items" or make the coupon valid for items including but not limited to the items in the image the man have shown, otherwise it is deceptive and false advertising

4. Discussion

Undoubtedly, so far, there are still plenty of problematic things about the strategies of the advertisement for the Bilibili platform. The dissemination method of the advertisement has already been improved to quite an extent. Nonetheless, this still seems far from enough, which means there should be some ways to figure out and address the generic weakness and drawbacks mentioned above. Subsequently, there will be multiple efficacious solutions for several issues in the distinct aspects. Foremost, laying down and perfecting the adjacent regulations in law is vital for the advertisement strategy. The advertisement dissemination in the Bilibili platform regards as an innovative marketing pattern.

Recently, the binding regulation for advertisement publishing on the Bilibili platform has been sluggish and stagnant in China. Therefore, for the fast-spreading and wide-ranging advertising form of Bilibili, relevant laws and regulations should be formulated and advanced as soon as possible so that it can be developed more healthily in the future. For the government, they can gradually establish a credit mechanism to measure against the level of credit from the distinct advertisers. It is more convenient for them to supervise the advertisement’s content by classifying the different credit levels. Thus, the government can act to punish dishonest advertisers. They don’t comply with the regulation about the advertisement immediately, which can lower the possibility of the inappropriate video occurring online. Moreover, the public sector can motivate the platforms to autonomously supervise the advertisement’s content inserted in the numerous videos. The platforms could tackle these problems by exerting some techniques such as filtering the keywords and inhibiting the curse word so that this can assist them in investigating the illegal contents abruptly. Thereby, they can address this problem fundamentally. Furthermore, the public firm can also invest and develop innovative applications to automatically supervise the advertisement content. Meanwhile, this special application should include several functions. The priority is to grasp the seemingly illegal advertisement contents on the platform. Secondly, they can devise a built-in button capable of preserving and collecting the evidence of the illegal dissemination of the advertisement in the application. This function should track the website and keep the screenshot in time so that the supervisors can receive the document and inform the public sector the first time. Last, this application can find similar irregular content by analyzing and classifying one sample of illegal advertisements. It utilizes the database, which contains various inappropriate advertisements, to supervise the circumstance of the advertisement dissemination.

Besides, their supervision is extremely slack for the management sector, and they cannot punish the offenders appropriately. This leads to the fact that the content advertisement on the Bilibili platform makes quite a demographic feel uneasy and uncomfortable, even impacting their mentality adversely. There should be several ways to examine and verify each content of the video launched by the uploads in Bilibili strictly and cautiously, forcing the uploads to support the high-quality videos. They should timely eliminate and eradicate the irregular videos that might jeopardize the platform's environment. Meanwhile, the management sector is supposed to improve supervision efficiency so that it is more convenient to punish the advertisers who launch mendacious advertisements. Advertising supervision should actively adapt to the development trend of advertising media. Especially mobile Internet terminals, apply new management and monitoring methods, establish intelligent monitoring systems at all levels, and realize data sharing. On this basis, it can effectively prevent false advertising and other illegal advertising. The study of the big data monitoring model will increase the investigation and punishment of network clues and cases. It can even cooperate with the public security bureau, procuratorate, and court to form a joint governance force for major illegal events with bad influence. Meanwhile, all kinds of advertising management experience accumulated since the reform and opening up are concentrated in the scope of traditional media advertising. Advertising supervision is mainly based on the administrative management of the market supervision department. However, the traditional supervision system can no longer fully adapt to the development status of online advertising, mainly in the form of advertising management—insufficient team personnel, inconsistent standards, insufficient funds, etc. In order to better maintain the competitive environment of online advertising, firstly, it is necessary to improve the quality of management personnel, strengthen Internet knowledge training, and keep pace with the development of the industry; secondly, it is necessary to introduce network technology professionals to solve technical problems in online advertising supervision effectively; thirdly, With the technical support of relevant network platforms and close cooperation with professional technology companies, the latest technology can be effectively used to assist supervision, to save the cost of personnel training within the system and improve the efficiency of supervision to a large extent. Receiving reports becomes proactively attacking based on intelligent monitoring results.

The media editors should ensure that they will observe the several regulations regarding advertisement dissemination. And never touch the bottom line of the laws, which means they need to counteract and repudiate those illegal advertisements. In addition to the above-mentioned advertising management measures, the government's macro-control of the self-media advertising industry should also control market competition by strictly prohibiting and cracking down on malicious competition such as plagiarism and defamation, creating a conducive and orderly self-media competition environment and purifying this environment. Regarding brand building, advertisers should balance the relationship between social responsibility and economic interests, and the priority is the development of product functions and quality. Then they should focus on improving user retention and brand reputation, operating with integrity, instead of using Internet celebrities to create a well-known star product for temporary profit. Furthermore, advertising should also consciously decide the form and content of advertising expressions when creating self-media. They should stick to their bottom line and output high-quality content instead of aiming to attract people's attention for communication. Subsequently, the problem of self-media has intensified under the public influence of major Internet celebrity bloggers, and the whole rectification of their advertising industry still relies on awakening the self-consciousness of self-media users. While establishing legal awareness, we-media people should also improve their moral literacy, measure the scale of freedom of speech, and maintain a conducive internet environment. In the current network conditions, information is disseminated rapidly, and the content is complicated due to the lack of relevant knowledge and vigilance. It is very easy to fall victim to unscrupulous self-media advertising, resulting in ripple effects. Thus, improving information sensitivity and self-discrimination ability and consciously selecting and filtering advertising information is the key capability for consumers to eliminate the trap of self-media advertising. Under the influence of the consumerism and hedonism values of the

major marketing teams, most consumers have lost their rationality. They are troubled by several serious deeds such as impulsive, advanced, and loan consumption. Therefore, consumers need to rationally know the law of purchasing goods [9-10].

5. Conclusion

Relying on the development of Internet technology, self-media advertising has become an irresistible part of the advertising industry. At the same time as the rapid development of self-media advertising, the current regulatory system has shown difficulty defining the nature of commercial advertising and the impact of advertiser identity competition on regulatory processes, even the lack of platform supervision. However, the system is supplemented and improved. Currently, the Chinese country's self-media advertising regulation system should be based on promoting the healthy development of self-media advertising formats. By learning from the existing experience of other countries and establishing a regulation system that can give full play to the comparative advantages of government regulation and self-regulation. Meanwhile, it can improve the sense of responsibility of relevant practitioners and jointly build a multi-level regulatory system, which can promote the development of self-media advertising.

All in all, numerous problems with advertisement dissemination have been found. And there have been several effective ways to address those issues and optimization strategies to advance the regulations related to the mechanism of advertisement dissemination. Due to the lack of government regulation, the advertisement launched on the Bilibili platform might have something violent or illegal, which will adversely influence people's mentality. In contrast, the government can tackle these severe issues with several methods to eliminate them. For instance, the government can settle a credit system to assist them in distinguishing dishonest advertisers, which enables the public sector to find out those advertisements with unqualified content and eradicate them readily. Besides, the government is either capable of investing some expenses in developing an application that can supervise the operation of the platform automatically or advocates each platform and educates them to monitor the environment of the advertisement by themselves. Meanwhile, the advertisements on the Bilibli platform also have other latent and potential risks. Like, many advertisers are prone to propagate and publicize their products profusely and exaggerate the functions of their products rather than deciphering them virtually. Undoubtedly, to repudiate these problems, the supervision must be strictly strengthened to eliminate these advertisements that might jeopardize society's development. Advertisers and consumers need to establish a conducive Internet environment together so they can utilize it properly. Advertisers must ensure that the advertisements they launch are legal and regular, which is suitable for the consumers to watch. However, consumers should judge right from wrong, so they have the conscience to discern the distinct advertisements.

Obviously, there is no doubt that this research about the problem and optimization of the advertisement strategies in the Bilibili strategies could help the Bilibili to handle their current issue to some extent and also can advise the other similar video, which enables them to optimize those problems properly. With the assistance of my study, integrating social media like video platforms, such as Bilibili, Tiktok, and Youtube might greatly improve and establish a conducive and proper environment on the Internet because those large platforms might be aware of dealing with the issue of the advertisement dissemination.

All of the conclusions are analyzed with literature proven by previous scholars in this field. They have not been tested in practical ways, meaning those conclusions still have some limitations because they are still examined. So far, It is uncertain that whether the optimization for the advertisement strategies is seemingly plausible so that there should be numerous ways to evaluate the possibility about the advance in strategies from distinct respects. Those can be tested from the users' comments for the advertisement in the Bilibili platform，while the reputation of individual companies also is a decisive and fatal factor to measure against the strategies. However, there are more than two methods mentioned above. In future, the optimization will be further refined.

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