

The Development and Research of Live Streaming MCN Company

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Abstract. The live-streaming MCN companies have become an important force in the industry. This paper discusses the development and research of live-streaming MCN companies. Nowadays, short videos are very popular in our daily lives, so there are many MCN companies set up and help train the anchors. The company should help them improve their professional skills and provide some support for the anchors. There are many anchors in TikTok and they can make more profits. There are many competitors in this market. Therefore, the company and the anchors need to come up with creative and timely videos that are interesting to your audience. The paper's main aim of this paper is to know how the MCN companies can develop the rules of live streaming. When researching this topic, the short video industry also has its own rules not everyone can go as an anchor. It requires long-term training as well as the management of the company.

Keywords: Development research, Live streaming, Creative idea.

1. Introduction

In China, the streaming media is popular with most citizens. For example, TikTok, Red Book, and so on. In recent years, more and more people have uploaded their videos on TikTok as bloggers. They will join the MCN companies to work. Someone will start live streaming to get the profit. During the pandemic, they can earn money to keep the pot boiling. There are many kinds of live streaming, such as dancing, singing, selling goods, and so on. It can help people make more profits than working in offline businesses. If they are successful in live streaming, some poor people can improve their quality of life. It also can help China's economy. When the quality-of-life increases, there are more people who want to consume.

MCN's full name called Multi-Channel Network. It comes from America's famous video application called YouTube. In the last five years, the MCN firms have had a population in the Chinese market. For example, WUYOU media company. This kind of Netflix has successfully opened the realization path of traffic realization - content production + e-commerce [1]. However, in the current live delivery mode, it will have the quality problem of the products. The problem of unclear quality risk sharing between brand owners and anchors. Consumers will withdraw the products, and anchors should give consumers some compensation [2]. Some head offices also monopolize the price of the product. They do not allow other anchors to sell the product at lower prices than they do. Then consumers will go to the fixed anchors to buy the goods. It will affect the profits of different companies profits [2]. The anchors use high-quality video to attract the audience to watch their video or create a story to get the attention of consumers [3]. Then, if they get enough attention, they will livestream to get the money. For example, many people use TikTok to sell their products [3]. There are some professional people to live stream to sell goods, they can give the consumers suggestions to buy the goods that are suitable for them, like Li Jiaqi, most of the consumers want to buy the goods on his direct broadcasting room [3]. However, some stars also sell products through live streaming, they have a high refund rate. Because they do not have the professional knowledge to support them [3]. Hou et al. found that the personal charm of anchors and the interaction in the live broadcast process influence and affect consumers' willingness to continue watching and buying. Xiao et al. found that the fit between the image of the anchor and the product brand would affect consumers' recognition of the product brand [4]. Live e-commerce is simpler than short video implantation, but it has high requirements for the personal cash ability of the owner of the broadcast,

and "people" have become a key factor in the success of the selling of goods [5]. Live streaming can help some enterprises get the network popularity to reduce their variable cost of goods [5]. Passing on the short video app's characteristics of real-time broadcasting, channeling off-site traffic into online stores is a cost-saving way to attract customers [5]. Nowadays, as the short video platform development, there are many firms in this market [5]. In China, the government company also uses live streaming to pass on some information to the citizens [6]. It can make them learn some useful things when they watch the video, they can pass on some positive messages [6].

Because the network can quickly pass on messages quickly [7]. This is very important for the video quality and the anchor's professional knowledge to help them attract consumers [8].

This paper introduces the mode of the MCN live stream business. How can they get the profits and manage the business. How to manage their employees and win the trust of their customers who are always willing to support them? The most important thing is to beat the competition in so many anchors to make the viewers prefer their company's anchors, which requires a lot of creative videos [9]. This way, in the future, they can continue to grow and get more market share and quality staff. There will also be more viewers willing to support them. This way they can also expand their field and use some of the money to train actors to make short dramas to attract viewers [10].

2. MCN Firms' Development Research and Current Situation

2.1. Different Types

2.1.1. Original Video

Different anchors will have different styles. For many short video platforms, there are always many people who like to imitate other anchors videos and they will shoot the same videos on the platforms. However, if the original vloggers discover these kinds of anchors. They will be reported and they cannot upload any videos. The audience also hates them, they cannot develop in any network platform. The MCN company also cannot be willing to employ them.

2.1.2. The Unique Video

The unique video is the anchors create their own style of video that can attract the consumers to like or comment on their video. For example, they will create stories or make a vlog to share their life. Some successful anchors will join MCN company, they will give them some professional workers to help them manage their network account or answer some advertisements to earn profits. It needs a responsible team, otherwise, when the consumers use some low-quality products, they will feel angry and the public praise will be bad for anchors. The anchors will lose the loyalty of consumers to support them.

2.2. Business Mode

2.2.1. Livestream the Benefits and Status of Cargo

According to COVID-19, there are many companies using live streaming to sell their products. It can help them reduce the cost. They can use some special offers to attract consumers to buy more products, like "Double Eleven". And they do not need to open many stores in different cities or countries. Consumers can use the express delivery to get the products. Most companies will also cooperate with the anchors to sell the products, they will give them lower prices that sell the products to their fans. Some famous anchors, have many loyal consumers and the consumers will support the products. The companies also will give them commissions. However, the big anchors will monopolize the markets, because they do not agree that other small anchors can sell the same or lower price than them. Most of the consumers will go to their live stream to buy the products.

2.2.2. The Impact of Live Streaming Will Happen

Nowadays, the Internet spreads very fast. The anchors will always have some negative effects on the network. For example, Jiaqi Lia famous anchors in China, say some negative impact sentences in

live streaming. His words aroused dissatisfaction among consumers, many consumers boycott the products he sells. The manufacturers need to find other anchors. It will increase their costs and waste time. On the other hand, there are always quality problems, because the consumers can not see the products and try them out it. Therefore, the sales return, which may increase the cost of traffic and the reputation of the vloggers will have negative effects. Consumers feel disappointed in producers and hosts.

3. Challenges

3.1. Negative Externalities of Head Effects

These headliners have unique personalities and styles that attract viewers' attention. They can attract many consumers, and they can cooperate with platforms to make profits. However, while the headlines work, the sustainability of the live-streaming economy has some negative effects. For one thing, the headlines can always get more resources and consumers, but it is harmful to other anchors because they cannot get enough consumer support for the operation. This not only affects the ecological balance of the live-streaming platform but also limits the development space of other anchors. The anchors provide the video to the platforms, they need to have long-term development to the platforms. The platforms can make anchors to train an apprentice to conditions for the formation of moisture. This not only affects the profitability of the live streaming platform but also the platform's dominant momentum. Therefore, the platforms will manage the monopoly of the headlines, they will foster the promising anchors to separate the consumers of the headlines. The platforms will them network popularity to help them increase the quantity of the fans in short time.

3.2. Management of Fake Product

For live streaming, there are many anchors who buy fake and low-quality products from consumers. Like Xiao YangGe, they are twins in TikTok to sell the product. They always sell the fake products to consumers. During the Mid-Autumn Festival, the crooked promotion of the moon cake, and the consumers are very angry about it. In the network, the anchors need to choose the products and be responsible for consumers. They need to build a risk management mechanism to evaluate the products. The regulator should adopt a hierarchical supervision mode, with the head anchor as a key regulatory object, when there are fake products or low-quality products, they need to communicate with suppliers to discuss how to make up for consumers and the platforms also need to give some punishment to anchors. For example, restrict his or her rights to carry goods, reduce traffic support, or even suspend his or her live broadcast qualification. Such penalties can not only reduce the recurrence of violations but also enhance the anchor's sense of responsibility.

3.3. Anchor's Words and Deeds

During the development of live streaming, there have been many people who want to make money. In video, they can cut some words that are negative, but in live streaming their words and actions are amplified. The public figure has a significant impact on society. There are many anchors who lost their jobs because of their words. For example, Jiaqi Li made fun of ordinary workers and then many people say they never go to his direct broadcast room to buy the products. Another anchor named JuanZi, in "918" a date with historical memories, says she does not have the culture and says some words that are illegal. Now, she's been arrested. The anchors need to give their fans some positive information. Because there are different ages of people who see live streaming. The government and the platforms also manage the live streaming. If there is some unhealthy live streaming, the platforms suspend their live broadcast room and never use it.

4. Development and Suggestion

4.1. Integration of Resources

MCN, as an organization integrating the incubation of online celebrities, content production, and business operation, should be independent of traditional TV stations, and build its own professional operation process to achieve corporate operation and market-oriented operation. Some MCN companies do not have enough professional employees to help them solve some questions and enough famous anchors to help them attract consumers. They can use more costs to find professional employees to help them do some commercial plans. It is very important to employ professional people to achieve business cooperation for some famous brands.

4.2. Creative

In the future, there will be more anchors to live-streaming and homogeneity. Significantly, the consumers will feel bored and it is easy to be replaced with other new things. Therefore, the MCN company needs to think the new forms of streaming and think of some interesting ways to make consumers gain more popularity of participation. The company needs to train the skills of the anchors, to carry out high real-time, highly interactive, highly emotional communication with fans, to establish a relationship link. If the anchors want to proceed with long-term live-streaming, they need to increase the ability to choose which product they should sell to consumers. They need to build the loyalty of the consumers. Then, the anchors can create a fan base, sometimes they can send some new products to their fans to try out for free and give some feedback. This is very valuable for reference. The fans also feel happy, because the anchors they like are giving them some gifts. Some anchors can use this point as marketing and attract more loyal fans.

4.3. Dissemination of Positive Knowledge

Nowadays, there have many children use their phones to see videos or live-streaming. Often what is said on the internet and the ideas that are spread can affect them. So, some official numbers also can participate to propagate some traditional cultures or some knowledge that the citizens can use in their daily lives and they also can transmit some sound values. For example, there are many policies and fireman in TikTok to teach people when they encounter danger, and how can they protect themselves. There also have some doctors give the girls some sex education to help them protect themselves. Spreading this knowledge will help many young people. It will also make more people pay attention to this knowledge. The government will also give these enterprises some help, such as supporting them on their official websites and promoting them, to help them gain some fans to support them.

5. Conclusion

This essay explores the objective, development, challenge, and suggestion of the MCN company. The key findings are that MCN company should manage its anchors and the products it sells. They need to be accountable to the consumer and not just looking for profits. Therefore, the anchors also need to have their unique style to attract consumers to watch their videos or live-stream and get some fans. The anchors also need to improve their knowledge and learn some sentences to help them sell the products or attract the consumers to buy their products. In the future, if the MCN company wants to achieve more profits instead of being replaced by other competitors then. They should integrate resources and use professional workers to help them develop their skills in live-streaming. Then, the anchors need to think of some creative ideas to engage the audience. If the audience always watches the same live stream, they will feel bored. This can be a big blow to a business if the audience starts to get visually fatigued. This is because they will lose some potential customers who may support their competitors. Finally, the MCN companies also can cooperate with the government on some positive topics and knowledge. This way the company will also get help from the government and

have a positive image in front of the public, and people will be more willing to support a company that has positive energy and is a voice for the public.

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