

Strategy Analysis of Enhancing User Stickiness on Online Karaoke Platforms ---Taking We Sing as an Example

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Abstract. With the development of the information era, online karaoke apps have emerged as one of the ways for people to entertain themselves online, providing convenient mobile personal karaoke services for the public. This article analyzes the current situation of the platform in the market and the specific situation of user stickiness based on the current user activity of We Sing. This article starts with the platform's network effect and positive feedback loop, analyzes the ways to enhance user stickiness, and, based on this, explores the innovative ideas of the platform. Finally, based on the purpose of enhancing user stickiness, this article gives some suggestions that are made for the online karaoke platform's future development direction. The research results show that We Sing has effectively increased user stickiness through a series of innovative measures. Specifically, by optimizing the intelligent recommendation mechanism, the platform not only promotes interaction and communication among users but also enhances the stickiness between users and the platform. At the same time, it develops new sections and features, continuously bringing freshness and surprises to users, and effectively extending their usage time and frequency. In addition, through the strategy of mutual attraction between online and offline, We Sing not only consolidates the existing user base but also attracts a large number of new users to register and participate.

Keywords: User Stickiness, Positive Feedback Loop, Online Karaoke, Operational Strategy.

1. Introduction

In the era of digitization and networking, online karaoke platforms attract many users by providing convenient online karaoke experiences. The online karaoke platform combines the functions of offline karaoke with the features of mobile Internet so that users can enjoy karaoke without leaving home. Users no longer need to go to KTV but can enjoy personalized karaoke services at home by using smart devices. Online karaoke attracts two major user groups, Generation Z and middle-aged and elderly, by providing highly convenient and personalized entertainment experiences, occupying a place in the online entertainment market [1,2].

However, with the development of the online market, more and more online entertainment platforms with different directions emerge. Short video platforms fully utilize the fragmented nature of contemporary users' entertainment time, attracting many users. Social media is closely related to daily communication; thus it attracts high attention and has the largest user market. The trading platform attracts a user group that focuses on trading monetization, and the diverse range of online entertainment platforms constantly refreshes the freshness limit of users, further compressing the market held by online karaoke, which is limited by basic functions. Data shows that the top five mobile karaoke apps in the industry had a total of 146.3889 million active users in the first quarter of 2022. But in the fourth quarter of 2023, the total active users of these platforms decreased to 95.5589 million. In less than two years, over 30% of users have left the main market of the mobile karaoke industry. It is obvious that the online karaoke market is significantly shrinking, and online karaoke apps are also facing a more severe industry situation.

The intensification of market competition and the diversification of user demands make enhancing user stickiness a major challenge for online karaoke entertainment platforms. Enhancing user stickiness means retaining old users while attracting new ones. On the one hand, it reduces the loss of existing users, and on the other hand, it breaks the downward trend of the industry and attracts fresh blood into the market.

Despite the overall downturn in the industry, We Sing still maintains a market share of over 75% of active users, demonstrating a high existing user stickiness advantage and consolidating its industry position. However, at the same time, the decline in the number of active users of We Sing is also very serious, which highlights the urgency of exploring new strategies to break the status quo and revive growth. This article will analyze the strategies and future innovation directions of online karaoke platforms such as We Sing in enhancing user stickiness through a positive feedback loop, aiming to provide some references and inspirations for relevant platforms to increase platform traffic.

2. The Current Operational Status of We sing

2.1. Analysis of the Number of Active Users in We sing

In terms of the number of active users, As shown in Figure 1, We Sing has 73.7903 million active users, forming a sixfold gap with the second place. In terms of the number of active users, We Sing ranks first in the mobile K-song industry. However, in terms of the number of lost active users, compared to other apps, the number of active users of We Sing has shown a significant downward trend. This data indicates that the industry user gap advantage accumulated by We Sing in previous years still exists. But the number of active users is showing a downward trend, just like the overall industry trend of online karaoke. In the early stage of platform operation, We Sing accumulated a large active user base. However, in recent years, with the rapid development of the online entertainment industry, We Sing lacks innovative strategies to break through the comfort zone, resulting in a significant decline in the number of active users.

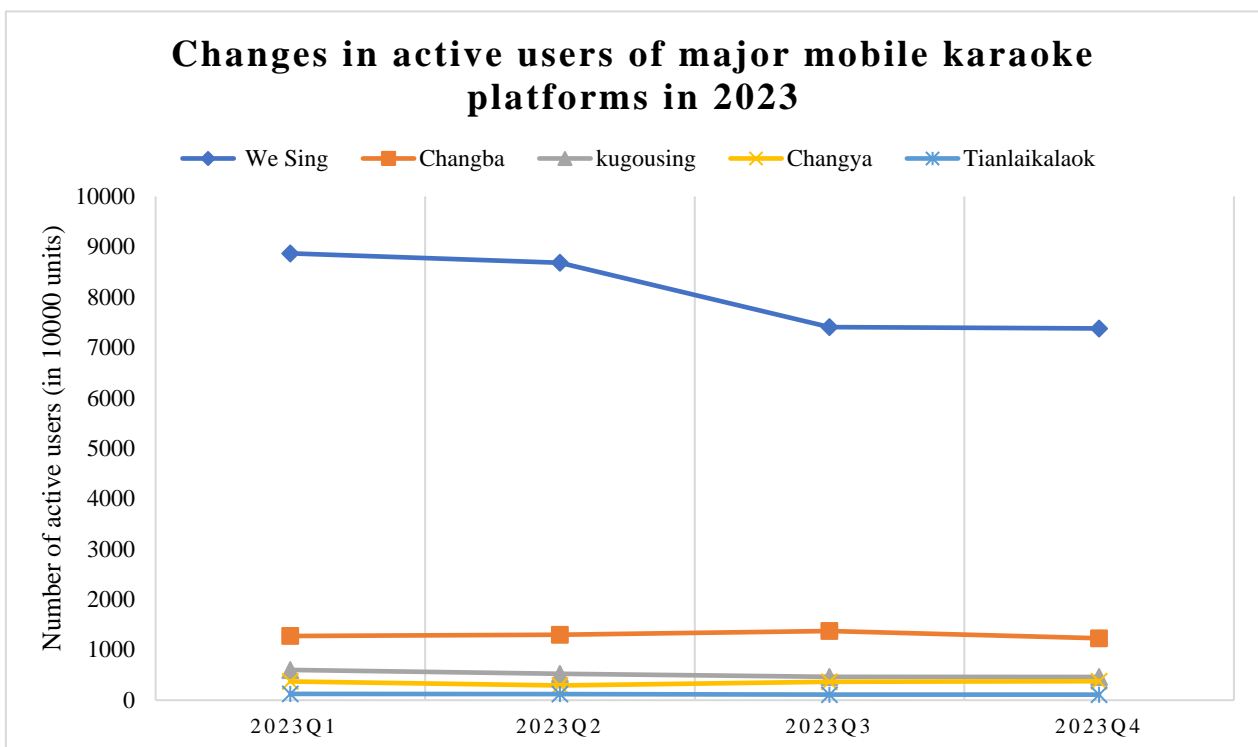


Fig. 1 Trend chart of active users on major mobile karaoke platforms in 2023

2.2. Analysis of User Usage Duration for We sing

In terms of usage duration, As shown in figure 2, the sequential growth rate of usage duration in the fourth quarter of 2023 is positive. At the same time, compared with other platforms horizontally, the usage time of We Sing is much longer than other platforms. This indicates that We sing has a strong ability to maintain the activity level of existing users, and can maintain the freshness of the platform's user experience, achieving the effect of allowing them to spend a long time entertaining on the platform.

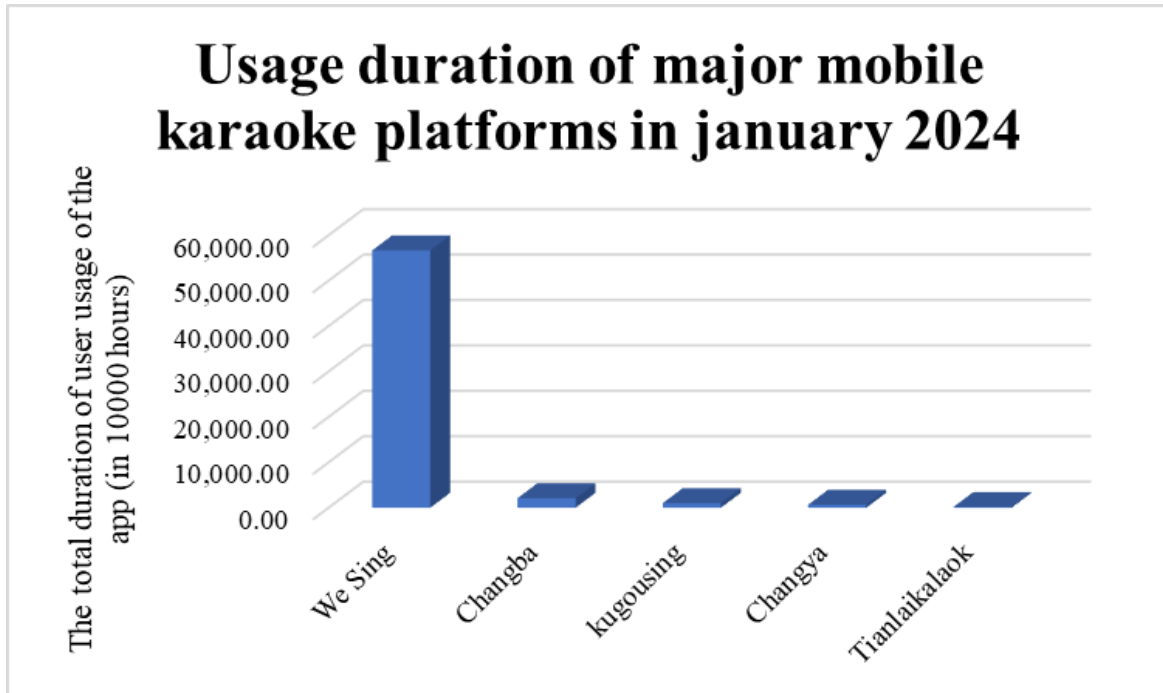


Fig. 2 Statistical chart of usage duration of major mobile karaoke platforms in January 2024

2.3. Analysis of the Number of User Launches for We sing

In terms of the number of launches, As shown in Figure 3, in the data for January 2024, the per capita daily launch frequency of We Sing was 5.14, ranking first in the same industry. This indicates that users of this platform have a high frequency of use and a high level of concern for the platform's content.

This data means that the exposure rate of the platform's content is high. Meanwhile, innovative content is more easily discovered by users at first time. In addition, this also indicates that We Sing has a strong appeal to existing users and there is a loyal group of users who use the platform. And in this regard, it is superior to other platforms.

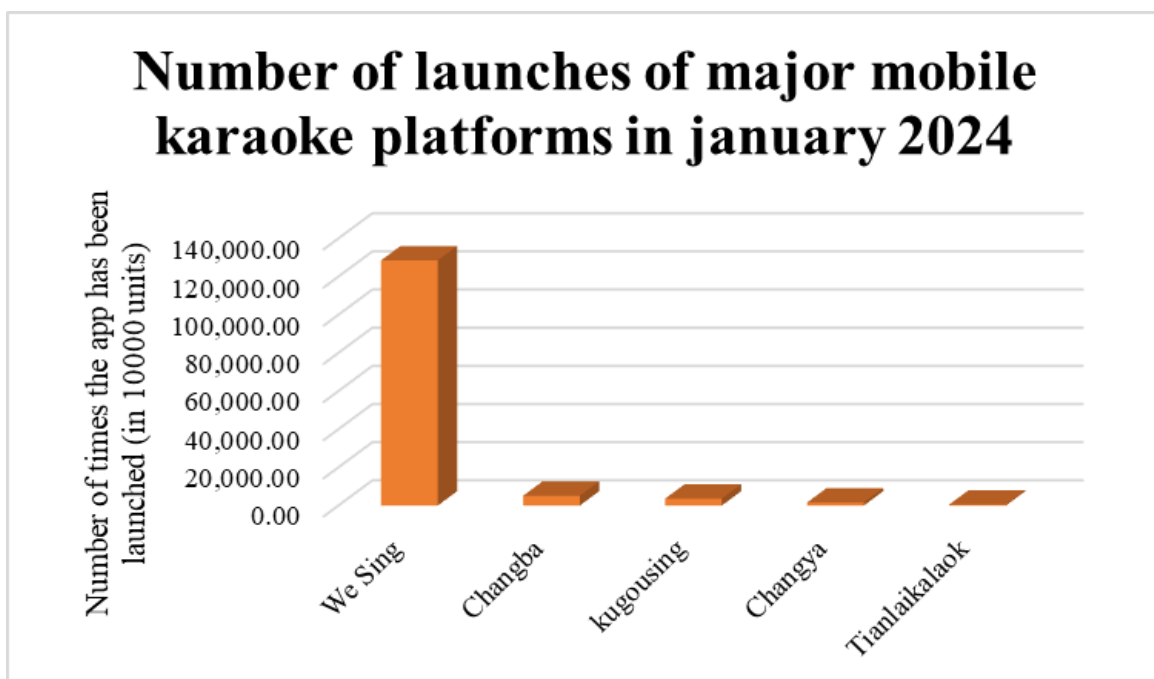


Fig. 3 Statistics of the number of launches of major mobile karaoke platforms in January 2024

2.4. Overall Analysis of We sing User Data

From the comparison of user numbers, usage duration, startup frequency, and industry competition, it can be seen that although the online karaoke market has been compressed in the information age of diversified entertainment, the online karaoke entertainment market has shown a downward trend in recent years, We sing still maintains a high number of active users and user stickiness during the market downturn, and maintains a stable leading position in the industry. However, the total number of active users in the karaoke industry has decreased following the downward trend of the market, which means that We Sing needs to enhance the stickiness of new users to the platform and attract more new users to use this APP. There is still room for improvement in market development, and there are more potential users that urgently need to be developed.

3. Analysis of the Strategy of Utilizing the Platform Innovation to Expand the Audience of We sing

Figure 4 shows a positive feedback loop diagram of We Sing. From the positive feedback loop diagram of We sing, enhancing the positive network effect of We Sing requires adjustments and innovations in the platform mode, to drive the efficiency of the platform's positive feedback loop.

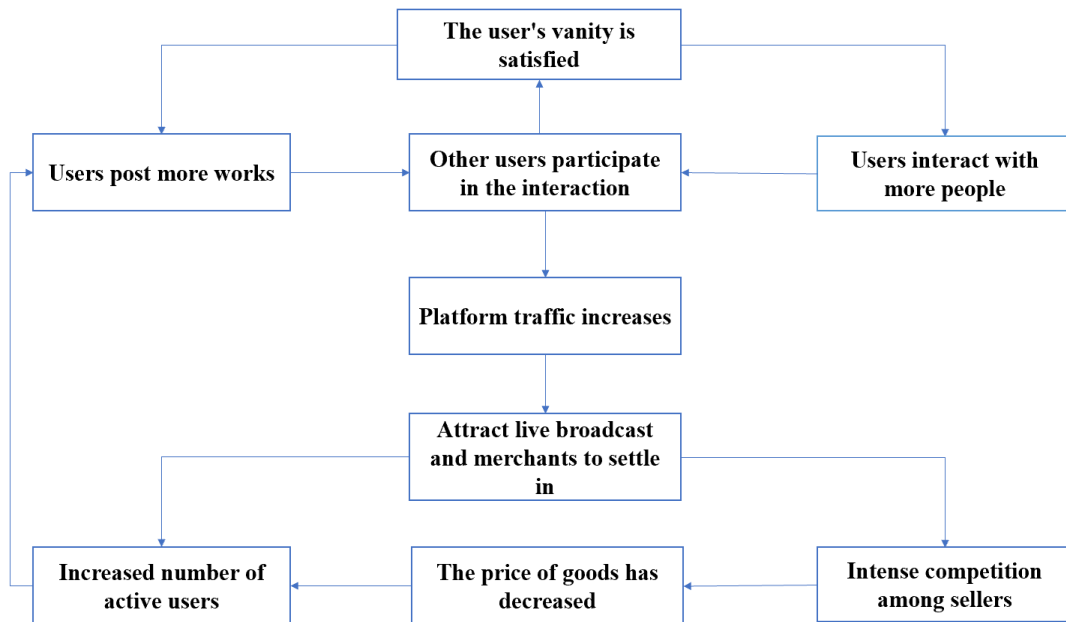


Fig. 4 Positive feedback loop diagram of We sing

The adjustment and innovation of platform mode can be divided into two aspects: push optimization and product innovation. Through push optimization, it promotes interaction and communication among users within the APP, thus forming a same-direction network effect to attract more users to join. Then, product innovation provides users with continuous personalized new stimulation to retain them [3].

3.1. Summary of Previous Strategies for We sing

3.1.1. Attracting Users: Push optimization

Push optimization aims to alleviate negative peer network effects, enhance the interaction experience and feedback frequency of each user, and promote the exploration and use of platform functions. In We Sing, this strategy is manifested in two reinforcement methods: direct and indirect.

For indirect aspects, We Sing has set up an automatic playback function for the homepage song, which means that after clicking on the APP, the system will automatically play the first song on the homepage, thereby increasing user exposure [4]. Meanwhile, a separate recommendation section is

set up, including local recommendations and VIP work recommendations, to encourage users to expand their friend circle [3,5].

In terms of direct aspects, We Sing has specialized push settings for returning users, and there will be system accounts accessing the homepage of returning users to meet their feedback needs [3].

3.1.2. Retaining Users: Product Innovation

Product innovation is a key driving force for the sustainable development of platforms. In order to meet the constantly changing needs of users and stimulate their curiosity, We Sing enjoys a lower trial and error cost with the strong support of Tencent Group. Therefore, We Sing adopts a proactive strategy to maintain user freshness while meeting the needs of more people as much as possible.

(1) Main functions: K-song service section

As a K-song platform, We Sing has many innovative details in its main areas. We Sing develops corresponding functions to meet the personalized needs of different users, addressing the pain points of initial users, such as Easy to find the wrong rhythm, inability to find the key, single recording mode, too much recording noise, long and difficult vocal segments, and poor sound quality of works. For example, innovative features such as intelligent singing guidance to avoid finding the wrong rhythm, built-in ear feedback to help find tones, development of multiple recording modes for duet singing rap, one-click noise reduction in post-production, support for single sentence editing, pop blues, and other balanced modes to improve sound quality, greatly enhance users' experience of basic functions [3,5].

However, there are occasional setbacks in product innovation. For example, We Sing recently launched AI-assisted singing, and users need to use platform tokens to experience the service. Due to immature functionality, the effect is not good but cannot be refunded, this function causes dissatisfaction among users and induces a negative effect. Therefore, it is necessary to optimize technology and payment logic to improve user experience.

(2) The service sector of derived functions

In the derivative functional sector, We Sing mainly focuses on entertainment traffic. The short video and live streaming modes added in its later stage are in line with the current fast-paced traffic situation. Small games such as "Everyone Grabs Microphone" and "Family Song Room" meet the entertainment needs of users. Both provide users with sources of emotional needs, and many people immerse themselves in short videos or PVP battles, invisibly becoming a part of the traffic of We Sing [5].

(3) Offline physical store section

The offline section is an important channel for promoting brands through offline experiences. In March 2018, We Sing announced the exclusive launch of an offline LIVEHOUSE store. There are four sections in the store: stage area, audience area, karaoke room area, and leisure area. This LIVEHOUSE store is different from traditional closed-box KTVs, as it has a completely open space where customers can use various functions on their phones throughout the entire process. In addition, it can accommodate many people, with a maximum capacity of nearly 200 people per 200 square meters. When experiencing in-store, customers can perform on stage one by one, and the audience below can also sing along. When customers feel tired, they can rest in the leisure area. This kind of party-like storefront, which has both self-display space and leisure recovery energy conditions, once became a popular trend among young people. It not only attracted sufficient exposure for the brand, but also increased the brand value of We Sing IP, attracted sponsors to settle in, and helped the platform's capital flow.

3.2. Innovative Ideas for We Sing Platform

The previous platform development strategies are summarized above. These strategies have also enabled We Sing to quickly counter the trend and maintain its leading position in the industry after going public. However, compared to other popular apps in various fields, the number of active users on We Sing is still not large enough. To improve the upper limit of user stickiness in We Sing, this study analyzes the innovative ideas that the platform can try.

3.2.1. Highlighting Socialization Features: Making Friends by Following the Voice, Meeting Friends by Following The Song

Following the example of social networking apps such as Momo and Soul, We Sing can combine social and karaoke characteristics to create a voice-based dating platform as the second main function of popular karaoke. Users can match friends through a self-recorded karaoke audio. The advantage is that retaining only the sound gives users a convenient user experience and to some extent preserves the mystery between each other, which is in line with the trend of young people pursuing soulful matching without looking at appearance. Making friends with a voice as a selling point is fresh for users and can tap into the youth market. New users who use this feature to establish a social circle will naturally become active users on the platform, thereby enhancing user stickiness.

3.2.2. Transforming into a Gamified Platform: Combining Karaoke Matching with AR Technology for Immersive Stage Competition

We Sing already launched a karaoke matching mode before, but its essence is still online karaoke so it cannot attract users. As an emerging direction in the field of technology, AR has great potential for development in the future [6]. Therefore, In the future, We Sing can try to combine K-song matching with AR technology to develop an AR simulation of face-to-face PK. For example, by building a virtual karaoke stage in the metaverse, users can set up their virtual avatars and use them to perform PK on the virtual stage. Compared to the previously launched karaoke matching, this AR matching karaoke function will bring users an immersive sense of competition and performance. In addition, this feature is closely related to the popular IP metaverse of previous years, which can attract a large number of users to experience it. Therefore, with this feature, We Sing can expand its potential market and attract users with novel experiences through AR practice, promoting more people to become loyal users of the platform, and thereby enhancing user stickiness [7,8].

4. Suggestions for the Future Development of Mobile Karaoke Platforms

This article analyzes the strategies of We Sing to enhance user stickiness. From the daily average number of user launches, it can be reflected that active users on the platform still have loyalty, but the total number of active users has decreased. From this perspective, there is still room for improvement in expanding the potential user base and converting them into active users for We Sing. Therefore, the following suggestions are provided for the karaoke platform to further expand its service group and convert loyal users.

4.1. Platform Content: Combining Technology and Trends to Develop Unique New Sections

In the operation and development process of the K-song platform, maintaining continuous improvement at the technological level occupies a core position. As mentioned earlier, the AI-assisted singing function brings users a bad experience due to the immature level of technology. This will not only reduce the user experience but also damage the reputation of the platform. As a result, it creates a negative impression of the platform among users, further leading to a decrease in stickiness among existing users and hindering potential users from entering the platform [5]. Therefore, for We Sing, technology research should be regarded as an important and ongoing topic. The platform needs to grasp the trend of technology and improve its hardware technology level. Meanwhile, it needs to combine K-songs with popular new network concepts to develop new content with stable user experience, to prevent the new direction be preempted by other platforms and the loss of uniqueness of platform content leading to user loss [3].

4.2. Platform Planning: Online and Offline Bring Traffic to Each Other, to Attract More Potential Users

From the month-on-month data of active users in the mobile karaoke industry on various karaoke platforms last year, the online mobile karaoke industry market is no longer in an explosive period but

shows a stable and declining trend. Therefore, K-song platforms should also choose diversified development to break down market barriers. For example, We Sing should continue to develop new segments for offline LIVEHOUSE to enhance brand effect, and use offline stores to promote and attract more loyal offline users to experience the online app [9,10].

4.3. Platform Awareness: Invest in Advertising and Promotion on Large Platforms to Break Down Market Barriers

In the current traffic age, the traffic of short video platforms is huge, such as Tiktok and Kwai. Since few potential users can be developed in the mobile karaoke market, choosing to publicize on other platforms is conducive to attracting users in other types of markets to understand the platform, which is equivalent to actively expanding the market scale and exploring potential users in depth.

5. Conclusion

Through the analysis of the above three aspects, this study found that the strategy of We Sing to enhance user stickiness is to optimize the push mechanism to promote user communication, develop new sections to retain user freshness, and attract new users to register through online and offline bring traffic to each other to attract and lock in users.

Therefore, to enhance user stickiness, the platform needs to focus on strengthening platform promotion to expand the user market, while also increasing the frequency of platform content updates to maintain user's freshness. In addition, due to the shrinking user base in the mobile karaoke market, mobile karaoke platforms should actively leverage other platforms for advertising and promotion to attract traffic.

The main contribution of this research is to summarize the basic methods for the mobile karaoke platform to enhance user stickiness and put forward suggestions for future development, which is conducive to the mobile karaoke platform locking more users to obtain traffic in the increasingly competitive Internet era.

Finally, this research did not provide specific ideas for the technological innovation of mobile karaoke platforms to retain users. In the future, by focusing on the latest trends and combining technological innovation with new fields for specific research and development, specific strategies can be provided to enhance user stickiness.

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