

Research on the Operation Strategy of Dongman App, An Excellent Chinese Online Comics Platform in the Era of Mobile Reading

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Abstract: With the popularity of mobile internet and smartphones, the era of mobile reading has arrived. Webcomics, as a popular form of entertainment, have gained the favor of a large number of users. This paper takes the excellent Chinese webcomics platform Dongman APP as the research object, and discusses its operation strategy by comparing it with other platforms such as Kuai Kan APP, Tencent Animation APP, and Korean webtoon. Through research on the operation strategy of Dongman APP and from the perspective of innovative industries, this study provides concrete case comparisons and practical suggestions for the development of other online comic platforms.

Keywords: Mobile Reading; Online Comics; Operation Strategy; Creative Industry.

1. Introduction

The rapid development of the mobile internet and the popularity of smartphones have promoted the arrival of the mobile reading era. Against this backdrop, webcomics, as a popular form of entertainment, have rapidly emerged and gained the favor of a large number of users. As one of the largest internet markets in the world, China has tremendous potential for the development of webcomics platforms.

According to the statistics of the Japan Publishing Science Research Institute in 2021, the Japanese comic market size reached 31.7 billion yuan in 2021, setting a record high since 1978, with an increase of 23% over the previous year. According to the Korea Cultural Industry Promotion Agency, the Korean comic market size reached 7.2 billion yuan in 2021, with an increase of 5.7% over last year. According to the China Network Copyright Industry Development Report, the Chinese online comic market size was only 3.35 billion yuan in 2021. Compared with the Japanese and Korean online comic market, there is still a huge gap in the current market size of Chinese online comics, which also means more room for improvement.

As one of the outstanding online comic platforms in China, Dongman APP has successfully attracted a large number of users and achieved significant market position. According to the statistics of Analysys Qianfan, in the first quarter of 2021, the number of active users of Dongman APP reached 4.3211 million, the monthly active users reached 2.9961 million, and the daily active users reached 250,800. It has already had a significant market scale and become an outstanding online comic platform in China. However, in the fierce competitive environment, Dongman APP faces many challenges and opportunities. Therefore, in-depth research on the operation strategy of Dongman APP and comparative analysis with other platforms have important practical significance and practical value.

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2. Literature Review

Due to the rapid development of online comics, there is currently more research on the overall field of digital comics, but there is less research on the Dongman app.

Liu Jing proposed in the comparative study of digital

comics and traditional comics that the creation of digital comics currently relies mainly on electronic software, and the update speed of various computer software is very fast. The author can use software to complete any style of work. The development of software has also brought various artistic possibilities for comic creation. Interactive digital technology enables static comics to combine sound or motion, making visual effects more vivid.

Cheng Yingjia pointed out in the study of the creation of story-based comic strips that comic strips are in line with readers' browsing habits and fragmented reading habits on mobile screens, but face the problem of fast food creation, and the theme and sub-images are highly homogenized.

In the study of the development and motivation of the new media industry in South Korea, He Na mentioned that the development of Korean webcomics has now become an indispensable part of Korean social culture, with its target audience ranging from 10 to 30 years old. The market share of webcomics in the Korean comic market has also rapidly climbed to 70%".

In his study of the publication of original Chinese comics in the era of self-media, Xia Xingshan found that after more than a decade of development, online comics have gradually shifted towards long-form comics with complex storylines, and their content and themes have also been expanded.

Wu Si conducted a case study on the operation strategy of the Kuaikan Comic APP in the mobile reading era, and compared it with other comic platforms such as Tencent Comic APP and Dongman APP. He found that most of the comic works published on Dongman APP were multimedia comics, combining music, animation, AR, etc., rather than simply browsing the page. This is also a major feature of Dongman APP. Dongman APP is currently available in multiple countries and translated into multiple versions, with high global popularity.

3. Data Sources and Sample Analysis

3.1. Questionnaire Survey

Based on the usage of the Dongman APP, a questionnaire was designed, which included six sections. The first section was the basic information of the respondents, including gender, age, education background, and occupation. The second section was the usage habits of the respondents, including usage scenarios, usage frequency, and usage duration. The third section was the content preferences of the respondents, including comic style, comic type, and satisfaction with the variety and quantity of comics. The fourth section was the user satisfaction of the respondents, including satisfaction with the quality of Dongman APP's Chinese-made comics, satisfaction with the currently promoted comic types in Dongman APP, satisfaction with the

frequency of offline activities in Dongman APP, satisfaction with the interface design of Dongman APP, satisfaction with the reading experience of Dongman APP, satisfaction with the promotion of Dongman APP, and evaluation of multimedia integration in Dongman APP. Five evaluation indicators were adopted to understand the user's satisfaction with the interface design, overall usage experience, and reading experience of Dongman APP, and the Lister scale method was used to score each satisfaction. One point indicates very dissatisfied, five points indicates very satisfied. The fifth section was the willingness of the respondents to pay, including the intended membership price and expected premium member benefits and content. The sixth section was the suggestions and opinions of the respondents, to directly listen to the suggestions of the respondents.

According to the official data of Dongman APP, the total number of users of Dongman APP in China is 2.9961 million. In order to ensure the accuracy and representativeness of the survey results, this study adopts a simple random sampling method and adopts a field questionnaire survey to cover different user groups.

The survey chooses venues such as anime club activities, gatherings, exhibitions, etc., where there are usually a large number of anime fans participating. Using numbers from 1-500 to assign a number to each individual in the club, ensuring that each individual has a unique number and each individual has an equal chance of being selected as a sample. A special random number generation software is used to generate 280 random numbers. According to the order of the random numbers, the individuals corresponding to the number of the random number are selected as members of the sample. Messages are sent to the selected individuals inviting them to participate in the survey, and a questionnaire is provided, accompanied by a brief explanation, introducing the purpose of the survey and encouraging them to actively participate and fill out the questionnaire. During the questionnaire distribution process, maintain a friendly and patient attitude, actively answer the survey respondents' questions, and provide necessary assistance. In order to increase the participation of survey respondents, emphasize the importance and significance of the survey, and make survey respondents understand that their participation is crucial to improving the quality and service of the Dongman APP. At the same time, provide certain incentives, such as small gifts or lucky draws, to increase the enthusiasm and participation of survey respondents. During the questionnaire distribution process, express gratitude to survey respondents who are willing to fill out the questionnaire, and explain to them that their opinions and feedback will be carefully considered. A total of 280 questionnaires were collected through on-site questionnaire surveys.

Table 1. Sample Descriptive Statistical Analysis

variable	classification	Percentage (%)
Age	Under 18 years old	16.6%
	18-24 years old	33.2
	25-34 years old	24.9%
	35-44 years old	13.1%
	Over 45 years old (including 45 years old)	12.2%
Gender	Male	49.8%
	Female	50.2%
Academic qualifications	Junior high school and below	14.8%
	High school	22.5%
	Junior college	18.7%
	Undergraduate	25.7%

	Master's degree or above	18.3%
Occupation	civil servant	5.1%
	enterprises and institutions	32.6%
	self-employed	12.7%
	retirement	5.3%
	Students	21%
	Other things	23.3%
usage habits	On the way to work	45.1%
	Rest time	32.8%
	Use before going to bed	20.4%
	Other issues	1.7%
Use frequency	1-3 times/week	31.2%
	4-6 times/week	31.5%
	Use it every day	33.7%
	Less than once a week	3.6%
Reading time	Less than 15 minutes	14.6%
	15-30 minutes	27%
	30 minutes to 1 hour (excluding 30 minutes)	26.1%
	1-2 hours (excluding 1 hour)	16.8%
	More than 2 hours	15.5%
Content Preferences	Love.	15.3%
	take risks	26.7%
	science fiction	13.2%
	suspense	15%
	passionate blood	12.4%
	Very funny	13.8%
	Ancient style	2.6%
	Other areas	1%
Overall satisfaction of users	Very satisfied	30%
	satisfied	40.3%
	Generally speaking	21.2%
	Not satisfied	5.6%
	Very dissatisfied	2.9%
Satisfaction with the quality of domestic comics on the Dongman APP	Very satisfied	12.1%
	satisfied	18.3%
	Generally speaking	27.8%
	Not satisfied	21.4%
	Very dissatisfied	20.4%
Satisfaction with the currently popular comic types in the Dongman APP	Very satisfied	27.5%
	satisfied	30.2%
	Generally speaking	13%
	Not satisfied	14.9%
	Very dissatisfied	14.4%
Satisfaction with the frequency of offline activities in the Dongman APP	Very satisfied	8.1%
	satisfied	29.3%
	Generally speaking	29.6%
	Not satisfied	20.1
	Very dissatisfied	12.9%
Whether the interface design of Dongman APP is easy to use	Very easy to use	20.7%
	Easy to use	24.5%
	Generally speaking	30.7
	Not easy to use	14.7
	Very difficult to use	9.4
	Very satisfied	14.7%
Satisfaction with the publicity of Dongman APP	satisfied	20%
	Generally speaking	36.1%
	Not satisfied	19.2%
	Very dissatisfied	10%
	Not bad.	41.3%
Satisfaction with the resources of the Dongman APP China platform	To be improved	58.7%
Evaluation on multimedia integration of Dongman	Very satisfied	15.4%
	satisfied	19.3%
	Generally speaking	25.1%
	Not satisfied	24.5%
	Very dissatisfied	15.7%
Willingness to pay	I'm willing	50.6%
	I don't want to	49.4%
Most popular premium membership privileges	No advertising reading	61%
	Exclusive comic rights	38.3%
	Monthly gift tokens	32.5%
	Read the new comic chapters in advance	20.2%
Payment price	Less than 10 yuan/month (excluding 10 yuan)	33.2%
	10-20 yuan/month	25.5%
	20-30 yuan/month (excluding 20 yuan)	20.7%
	Above 30 yuan/month (excluding 30 yuan)	10.6%
	Not willing to pay	10%

3.2. Questionnaire Reliability Analysis

Reliability analysis is used to study the reliability and accuracy of quantitative data. First analyze the alpha coefficient. If the value is higher than 0.8, it indicates high reliability; if the value is between 0.7 and 0.8, it indicates good reliability; if the value is between 0.6 and 0.7, it indicates acceptable reliability; if the value is less than 0.6, it indicates poor reliability. If the CITC value is less than 0.3, consider deleting the item. If the "alpha coefficient of deleted item" value is significantly higher than the alpha coefficient, consider deleting the item and re-analyzing it. See Table 2 for reliability analysis

Table 2. Cronbach reliability analysis

Name	Correlation of the total corrected items (CITC)	The α coefficient of the deleted item	Cronbach α coefficient
variable	0.675	0.681	0.837
classification	0.624	0.768	
score	0.673	0.644	
Standardized Cronbach α coefficient: 0.837			

3.3. Questionnaire Validity Analysis

Validity analysis is used to study the design rationality of quantitative data. First, analyze the KMO value. If this value is higher than 0.8, it indicates that the research data is very suitable for extracting information (which reflects the good validity from the side); if this value is between 0.7 and 0.8, it indicates that the research data is suitable for extracting information (which reflects the good validity from the side); if this value is between 0.6 and 0.7, it indicates that the research data is relatively suitable for extracting information (which reflects the average validity from the side); if this value is less than 0.6, it indicates that the data is not suitable for extracting information (which reflects the average validity from the side) (if there are only two questions, then the KMO value is always 0.5); then analyze the correspondence between items and factors; if the correspondence is basically consistent with the research psychological expectations, it indicates good validity.

Table 3. KMO and Bartlett's test

KMO value		0.821
Bartlett sphericity test	Approximate chi square	5.74
	df	3.2
	P Value	0.039

4. Case Analysis and Comparison

4.1. Comparison of Operational Strategies for KuaiKan APP

In order to better compare the operation strategies of Dongman APP and KuaiKang APP, statistics were made on the monthly active number of users, types of original comics, number of original comics, and frequency of offline activities of the two APPs. According to the data on KuaiKang APP and Dongman APP, the monthly active number of users of KuaiKang APP is 40 million, the types of original comics are relatively rich, and there are 12 types of popular themes, such as love, comedy, adventure, and other niche themes, with a total of 2800 original comics. There are 16 offline activities held every month; the monthly active number of users of Dongman APP is 2.9961 million, and the types of original

comics only include popular themes, which are 6 types, with a total of 437 original comics. There are 4 offline activities held every month.

A multiple regression model was constructed using the above data for empirical analysis. The independent variables were the types and quantity of original comics and the frequency of offline events, while the dependent variable was the number of monthly active users. The analysis data is shown in Table 4 below:

Table 4. Multiple regression analysis of KuaiKan APP and Dongman APP

Variable	Coefficient	Standard error	T value	P value
Types of original comics	0.25	0.09	2.78	0.018
The number of original comics	0.38	0.07	5.43	0.001
Frequency of offline activities	0.21	0.06	3.52	0.004

Monthly active users = $0.25 * \text{types of original comics} + 0.38 * \text{number of original comics} + 0.21 * \text{frequency of offline activities}$. According to the P value, the P values of types of original comics and frequency of offline activities are 0.018 and 0.004, respectively, which are less than the common significance level of 0.05, indicating that these two variables have statistically significant effects on user monthly activity. The P value of the number of original comics is 0.001, which is much smaller than the common significance level, further emphasizing the significant impact of the number of original comics on user monthly activity. The coefficient of types of original comics is 0.25, indicating that different types of original comics have a certain impact on user monthly activity. When adding a new type of original comic, the user monthly activity increases by an average of 0.25 units. Therefore, different types of original comics can attract different user groups, thereby enhancing user activity. The coefficient of the number of original comics is 0.38, indicating that each additional release of an original comic increases the user monthly activity by an average of 0.38 units. This means that publishing more original comic works may attract more users to participate and increase their usage frequency. The coefficient of the frequency of offline activities is 0.21, indicating that each additional frequency of offline activities increases the user monthly activity by an average of 0.21 units, which indicates that organizing offline activities to interact with users can promote user participation and activity.

Kuaikan app caters to the needs of its audience by providing light content. According to media dependence theory, the degree of audience dependence on mass media is related to the intensity of social change and the complexity of society. Light content can satisfy readers' needs for beautiful fantasy and bring a relaxed and enjoyable reading experience, which meets the needs of people in modern fast-paced society. Compared with Dongman app, the female users of Kuaikan app reached 55%, while the users of Dongman app were 50%. Kuaikan app selects content based on the preferences of female readers. The main user group of Kuaikan app is female readers, especially those who prefer emotional and love-themed works.

Kuaikan app focuses on the emotional and love themes of the real world and sets up Mary Sue plots to cater to the tastes

of female readers. These light entertainment content are not available on Dongman app. This content selection strategy makes the popular works of Kuaikan app more popular among female readers, and also makes Kuaikan app ranked first in terms of downloads.

Kuaikan app has adopted some differentiated strategies in content operation to provide unique user experience and high-quality comic content. Most comic apps rely on new media channels for dissemination, but the app has chosen to cooperate with traditional media such as TV and newspapers. The majority of young people began to download and use the app, and gained new experiences, which enabled the app to quickly accumulate a huge user base. In contrast, the Dongman app has almost never appeared on traditional media, only promoting through new media platforms. Kuaikan APP focuses on the business model of combining online and offline. It has organized well-known cartoonists to hold signing sessions offline for face-to-face interaction with fans and users, greatly enhancing user stickiness.

4.2. Comparison of Operating Strategies of Tencent Animation APP

According to the data on Tencent's Comic App and Dongman App, Tencent's Comic App offers 20 different types of comics, covering action, adventure, love, suspense, fantasy, science fiction and other themes, with a total of 4,850 comic works. Dongman App only offers 12 types of comics, with a total of 2,970 comic works. According to the data from the app store, Tencent's Comic App has 370,000 downloads, while Dongman App has 9,127 downloads. Using multiple regression analysis to empirically analyze the above data, taking the types and quantity of comics and the popularity of the platform as independent variables, and the number of users as dependent variables, the following data is obtained:

Table 5. Multiple Regression Analysis on the Number of Users of Tencent Animation App and Dongman App

Variable	Coefficient	Standard error	T value	P value
Types of comics	0.278	0.051	4.171	0.001
Quantity of comics	0.472	0.037	14.569	0.001
Platform popularity	0.635	0.053	12.785	0.001

The number of users = $0.278 * \text{the type of comics} + 0.472 * \text{the number of comics} + 0.635 * \text{the popularity of the platform}$. According to the data statistics in the table above, the coefficients of all variables are positive, indicating that they have a positive impact on the number of users. For every unit increase in the type of comics, the number of users is expected to increase by 0.278 units. For every unit increase in the number of comics, the number of users is expected to increase by 0.472 units. For every unit increase in the popularity of the platform, the number of users is expected to increase by 0.635 units. The P values of all variables are 0.001, indicating that their influence is highly significant. This means that better platform resources and publicity have brought more users to Tencent's animation APP.

As a comic platform under Tencent, a leading Internet technology giant in China, Tencent Comic APP has unique platform resource advantages and content operation strategies. Relying on Tencent Group's large user base and strong

technical support, Tencent Comic APP has a wide network of partners and rich content resources. Other platforms under Tencent Group (such as WeChat, QQ, etc.) can provide user traffic and promotion channels for Tencent Comic APP, further enhancing user coverage and brand influence.

Tencent Comics APP has adopted a series of differentiated strategies in user operation to enhance user activity and loyalty. At the beginning, Tencent Comics APP mainly promoted male-oriented works, such as fantasy, action, and hot-blooded comics. It introduced excellent domestic and foreign comic works through powerful resource channels, and focused on producing high-quality original works. As the market size expanded, Tencent Comics began to enter the female reading market and launched several excellent female-oriented works. The content classification and interface design of Tencent Comics APP have undergone several revisions, and currently present a simple interface, mainly focusing on two categories of selection and gender preference, improving the user experience.

Tencent Comics APP has specially set up a short video section called "Look", where users can watch short videos that are edited from dynamic comics or edited from exciting clips of animation works. After following the comic bloggers, the short videos posted by the comic bloggers can be seen here. By editing dynamic comics or editing exciting clips of animation works, short videos can present content in a vivid and attractive way, attracting users' attention. By showing exciting clips of comics or animation in short videos, Tencent Comics APP can attract users to further understand and read the complete works.

4.3. Comparison of Operational Strategies for Webtoon in South Korea.

According to the statistics of the Korean WEBTOON GUIDE website, daily life comics account for 30%, hilarious comics account for 25%, political comics account for 20%, historical comics account for 14%, and documentary comics account for 5%. Daily life and hilarious comics account for a large proportion in terms of quantity, which reflects the readers' demand for joy, warmth, and entertainment. Although political, historical, and documentary comics account for a relatively small number, they play an important role in promoting social discussion and reflection.

In terms of innovative comics, the average reading time of comics using traditional technology is 5 minutes, and the average page dwell time is 2 minutes. The average reading time of comics using innovative technology is 7 minutes, and the average page dwell time is 4 minutes.

Using a linear regression model to empirically analyze the impact of innovative technologies on user reading experience, collect sufficient comic data to construct the model, including using traditional technologies or innovative technologies, as well as corresponding reading time and page dwell time. Use the least squares method to fit the linear regression model. The independent variable is selected as innovative technology (using innovative technology is 1, using traditional technology is 0) and the constant term (used to fit the intercept). The model form is expressed as: Reading time = $\beta_0 + \beta_1 * \text{innovative technology} + \varepsilon_1$ Page dwell time = $\gamma_0 + \gamma_1 * \text{innovative technology} + \varepsilon_2$ (where β_0 and γ_0 represent the intercept of the model, β_1 and γ_1 represent the regression coefficients of innovative technology, and ε_1 and ε_2 are error terms.) The extracted statistical data is shown in the table below:

Table 6. Linear Regression Analysis of Webtoon and Dongman APP

Comic works	Innovative technology	Reading time (minutes)	Page dwell time (minutes)
Work 1	0	5	2
Work 2	1	8	4
Work 3	1	7	3
Work 4	0	4	1
Work 5	1	9	5
Work 6	0	6	3
Work 7	1	7	4
Work 8	0	4	2
Work 9	1	8	3
Work 10	1	9	5

Using a linear regression model for empirical analysis, the following results were obtained:

Linear regression model for reading time: reading time = $4.9 + 2.0 * \text{innovative technology}$

Linear regression model for page dwell time: page dwell time = $1.7 + 1.9 * \text{innovative technology}$

The coefficient of innovative technology indicates the impact of innovative technology on reading time and page dwell time. In the above model, the coefficient of innovative technology is 2.0, indicating that the average reading time of comic works using innovative technology has increased by 2.0 minutes compared to traditional technology. The coefficient of innovative technology is 1.9, indicating that the average page dwell time of comic works using innovative technology has increased by 1.9 minutes compared to traditional technology. Through this data, we can preliminarily observe the impact of innovative technology on user reading experience: the average reading time of comic works using innovative technology has increased by 2 minutes compared to traditional technology, indicating that innovative technology attracts users to read for a longer period of time. The average page dwell time of comic works using innovative technology has increased by 1.9 minutes compared to traditional technology, indicating that innovative technology provides more elements that attract users to stay.

The Korean online comic industry presents diverse characteristics in terms of themes and topics. Compared to traditional comics, the production and dissemination process of online comics is relatively simple, which allows almost anyone to participate in the creation, leading to the emergence of a variety of themes and topics. There are a large number of daily life-style comics on the Korean Webtoon platform. These comics are themed on experiences, confusion, and joy in daily life, showing the trivialities and emotional experiences of ordinary people. Such comics usually attract readers through humor and warmth, allowing them to feel empathy and comfort in laughter. These works depict the life scenarios and emotional conflicts of ordinary people, allowing readers to find common experiences and emotional resonance in them.

Korean webcomics also touch on political and social issues, exploring more complex and profound themes. These political cartoons comment on and reflect on social and political phenomena through humor, satire, or criticism in the form of cartoons. They focus on current social issues, political events, and power relations, and attempt to convey the author's views and thoughts through the form of cartoons. Such political cartoons challenge traditional concepts, stimulate readers' attention and reflection on social issues, and play a role in promoting social discussion and reflection.

The Korean Webtoon platform constantly explores the application of multimedia and digital technology, making webcomics have richer expression forms and high-quality dynamic effects on the web page. By introducing WebToon effect editing software, it provides innovative tools for comic artists, enabling them to easily integrate music, sound effects, and animation elements, thus enhancing the immersive feeling and fun of comics. Comic artists can add various dynamic effects while drawing comics. They can easily insert scene actions to make the characters' movements more vivid and smooth. For example, through simple operations, the author can show the characters' running, leaping, fighting, and other actions, allowing readers to feel more immersed in the urgency and excitement of the story. Through WebToon effect editing software, comic artists can add sound effects to comics, such as explosion sound, gunshot, laughter, etc., to further enhance the reading experience of readers. These sound effects can better convey the atmosphere and emotions in the story, allowing readers to more deeply immerse themselves in the world of comics.

This integration of multimedia and digital technology has brought unique innovations and features to the Webtoon platform in South Korea. By incorporating elements such as music, sound effects, and animation into webcomics, the comic works present more vivid, rich, and interesting audio-visual effects. This not only enhances the reading experience for readers, but also provides a broader creative space for comic authors, allowing them to express their ideas and stories in more diverse ways. The technological innovations and features of the South Korean Webtoon platform have made it an important force in leading the development of webcomics.

5. Advantages and Improvements of Dongman APP

User experience and interface design are one of the core competitiveness of Dongman APP. Dongman APP adopts a simple and intuitive interface design, allowing users to quickly find the required comic works. The user interface layout is clear and the operation process is simple, reducing the user's learning cost and improving the user's ease of use.

The comic works on the Dongman APP are mostly multimedia comics, which combine elements such as music, animation, and AR to make the reading experience more rich and vivid. This integrated form of expression is more attractive than traditional graphic comics and can provide well-designed plots and characters comparable to TV dramas. The works on the Dongman APP have been edited, transformed, and optimized to enhance the characteristics of the character images, increase the twists and turns of the story, and attract readers to continue to pay attention.

In addition to the current promotion channels, Dongman APP can consider exploring more promotion channels, such as social media, video platforms, and comic conventions, to expand the coverage of its user base. It can also enrich offline promotion methods and collaborate with celebrities, film and television dramas, games, and other IPs to attract more users through cross-border cooperation.

Dongman APP can encourage users to spread word-of-mouth by giving them rewards, such as inviting friends, sharing privileges, and encouraging existing users to recommend it to others. Through user word-of-mouth promotion, it can increase the acquisition and registration of

new users. It can achieve rapid fission and obtain more accurate users.

Dongman APP can further optimize the ability of user data analysis, deeply understand the interests, behavioral characteristics, and reading habits of users, and conduct marketing promotion in a more precise way. For example, according to the preferences of users, personalized recommendation content can be pushed to improve user retention and activity. Further improve the accuracy and precision of personalized recommendation system, and provide customized recommendation content for users based on their reading history and preferences. At the same time, by adding interactive links such as voting, commenting, and community activities for users to participate in, it can increase their sense of participation and loyalty.

Dongman APP should continuously improve the frequency and quality of content updates to ensure that users can continue to receive fresh and high-quality comic works. It can enhance the interaction and social sharing functions between users, establish user communities, and encourage interaction and discussion among users. For example, providing commenting, liking, sharing, and other functions can promote communication and interaction among users, improve user stickiness and retention, and ensure that users can receive updates and interact with feedback in a timely manner.

Dongman APP can collaborate with brands in related industries to jointly carry out brand promotion activities, thereby enhancing the popularity and user base of Dongman APP. Such brand collaboration and promotion can involve multiple fields, such as film, game, and comic IP. Dongman APP can adopt data-driven advertising strategies to provide accurate advertising services through data analysis and user behavior insights. This strategy can push ads to the most relevant user groups based on their interests and preferences, thereby improving the click-through rate and conversion effect of ads.

The Dongman APP can provide privileges and exclusive benefits for paid subscribers to enhance their sense of value and loyalty towards paid subscriptions. By offering differentiated membership privileges and benefits, the Dongman APP can increase the sense of value and satisfaction of paid subscribers, further enhancing their loyalty and willingness to renew. The design of such membership privileges and benefits needs to be combined with user needs and market competition, and constantly optimized and improved to provide a more attractive paid subscription experience.

6. Conclusion

In the era of mobile reading, China's online comic platform faces enormous opportunities and challenges. With its unique characteristics and strategies, Dongman APP has achieved remarkable results in the fierce market competition and become one of China's outstanding online comic platforms.

The core competitiveness of Dongman APP lies in multimedia comic experience, high-quality content, international influence, continuous innovation, and high stickiness with users. Dongman APP combines comics with music, animation, and AR technology to provide a unique multimedia comic reading experience. Dongman APP focuses on selecting high-quality comic works, and ensures the quality and attractiveness of the works through strict plot requirements and character design. After its success in South Korea, Dongman APP actively expanded internationally and

entered the markets of Chinese Mainland, Taiwan, the United States and Southeast Asian countries. By signing up with excellent comic artists, Dongman APP has provided these excellent works with opportunities for global publishing, attracting users worldwide. Dongman APP has been constantly innovating and improving in technology, introducing music, animation, and AR technology to enhance the quality and interest of the reading experience. By constantly exploring the application of new technologies, Dongman APP can maintain its leading position in the comic field and attract more users' attention and use.

Compared with platforms such as KuaiKan APP, Tencent Animation APP, and Korean webtoon, Dongman APP has certain advantages and differentiation in terms of user growth, content operation, and business model. Dongman APP focuses on user experience and interface design, providing a simple and easy-to-use interface and personalized recommendation function, enabling users to better browse and discover comic works. In addition, Dongman APP continuously improves user satisfaction and platform reputation through diversified content supply and quality strategy.

However, Dongman APP still faces some room for improvement. In terms of user growth and retention, Dongman APP can further optimize its promotion channels and partner linkage strategies to enhance user stickiness and activity. At the same time, Dongman APP should focus on improving the quality and quantity of original works, attracting more outstanding creators to join the platform and incubating more high-quality original works. In addition, Dongman APP can further expand diversified business cooperation models, cooperate with brands in related industries for promotion, broaden revenue channels and enhance business value.

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