

Live streaming in China: Challenges and opportunities

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Video Byte

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Abstract

Live streaming entertainment is taking the virtual world by storm whether it's sports gaming or even pets. But many live streaming platforms face challenges to stay afloat particularly in China, where live streaming personalities, or "hosts", earn income through monetary gifts from fans. These gifts are shared with both the live streaming platform and host unions—collectives designed to help hosts boost viewer retention. Some of the biggest challenges are related to content. Platforms must ensure that broadcasts are politically, socially, and ethically appropriate for both hosts and viewers while entertaining enough to capture a big audience. Other challenges concern the relationships among hosts, host unions, and platforms. Stiff competition for viewership has translated to long work hours for hosts with little dedicated mentorship from unions as well as growing distance between hosts and their supporting platforms. Nurturing healthy stakeholder relationships could be the key to sustainably producing content that is appropriate and engaging for all. Chen and Xiong. "The Business Model of Live Streaming Entertainment Services in China and Associated Challenges for Key Stakeholders." IEEE Access (2019)