Research on the mainstream development strategy of online micro-short dramas

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Abstract: A large number of institutions and film and television production companies began to aim at the micro-short drama track and take the short video platform as the main position to accelerate the vigorous development of the micro-short drama market. Since then, miniseries have been formally incorporated into the video drama track, becoming a new member of the video family that competes for a strong audience. Especially in the past two years, with the development of micro-short drama in scale, diversification and standardization, network micro-short drama has gradually become a new audio-visual force. How to effectively harness the traffic resources and turn them into the productivity of high-quality content, and how to successfully lead the content innovation to attract and retain the Internet users, all these have become topics to be solved in the field of network mini-drama creation. The dilemma in practice is closely related to the existence of theoretical misconceptions. In fact, the concept of online micro dramas is vague, the mode is not clear, and the logic is relatively chaotic, ultimately leading to a deviation in direction. However, while the micro drama market is rapidly developing, some micro dramas with vulgar plots, shoddy production, and serious homogenization are occupying the public eye, relying on themes such as revenge and Mary Sue's sweet love to attract a large number of viewers in a short period of time. There are still many problems in the development of micro dramas.

1. Introduction

In recent years, as a large number of users have become accustomed to watching videos on their mobile phones, online micro-short dramas have experienced a surge in development. A large number of institutions and film and television production companies have begun to target the micro-short drama track, using short video platforms as their main position to accelerate the booming development of the micro-short drama market [1]. Since then, micro-short dramas have been officially included in the video series track, becoming a new member of the video family that competes for viewers [2]. How online micro-short dramas can use innovative narrative strategies to stimulate production vitality and produce batch after batch of high-quality dramas that promote the main theme, spread positive energy, are well-produced and highly entertaining requires further exploration. Especially in the past two years, with the development of micro-short dramas in scale, diversification, and standardization, online micro-short dramas have gradually become a new audio-visual force [3].In essence, network miniseries combine the advantages of online film and television dramas with short video communication, which is a new video form with the tendency of short video of online film and television dramas, and has the plot quality content of online film and television dramas. As well as the advantages of short video "short, accurate and fast", we should complement resources, enhance value and reconstruct ecology reasonably [4]. How to effectively harness the traffic resources and turn them into the productivity of high-quality content, and how to successfully lead the content innovation to attract and retain the Internet users, all these have become topics to be solved in the field of network mini-drama creation.

Micro-short drama refers to the form of drama which is slightly longer than short video and shorter than traditional ordinary drama, and generally lasts less than 10 minutes, and has plot promotion [5]. Judging from the development track in recent years, miniseries have always followed the change of media form and the change of audience's purport. The dilemma in practice is

closely related to the myth in theory. In fact, the concept, mode and logic of network miniseries are vague, which eventually leads to the deviation in direction [6].As an emerging video form, although online micro-short dramas have just begun to show a "new trend" trend, there is no doubt that there are diverse business logic factors hidden behind its booming development. At the content production level, online micro-short dramas draw on the form of short videos and at the same time absorb the rich plot content of online film and television dramas. The narrative structure is more complete and has high appeal brought by plot and professionalism [7]. However, while the micro-short drama market is developing rapidly, some micro-short dramas with vulgar plots, shoddy production, and serious homogeneity have seized the public's attention. They rely on themes such as revenge and Mary Sue sweet love to attract a large number of audiences in a short period of time. The development of micro-short dramas still faces many problems [8].

2. The current problems of online micro dramas

2.1. The content is more focused on refreshing points and stacking

The production threshold for online micro-short dramas is low, and there is a lack of industry norms and policy guidance. The opening of traditional online dramas is often "narrated" in an exciting way, while some high-quality online micro-short dramas construct the focus of the film by creating "absolute characters" [9]. The process of social acceleration not only reconstructs individuals' perception patterns of time and space to a certain extent, but also profoundly affects the structure of people's aesthetic experience. In the social practice of the information age, subjects occupying traffic ports are bound to gain an advantage in business operations [10].In addition, due to the emergence of smart phones and tablet computers as carriers of mobile Internet, people's behaviors and habits of watching videos have become more mobile and fragmented. The Distribution of Episode Durations for Online Miniseries, as shown in Figure 1.
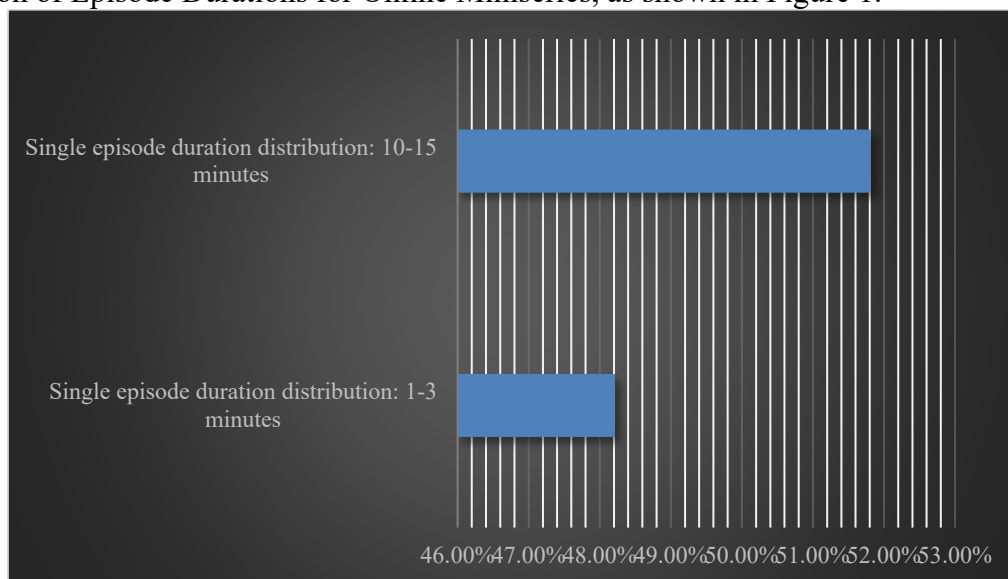

Figure 1 The duration of a single episode of an online miniseries

Users can on-demand video resources anytime and anywhere for online viewing. This comprehensively describes the form and style of online micro dramas, but does not highlight their characteristics. This new form of video, which is lightweight and breaks through traditional film and television platforms, breaks the temporal and spatial limitations of viewing scenes. On the subway, while queuing, during leisure time, and even without having to turn the screen horizontally, users can use fragmented time to start and complete watching a short drama anytime, anywhere.This means that although micro-short dramas have become high-quality products, compared with the "local" short dramas that can easily reach over 100 million views, the real high-quality products are still just carnivals for a small group of people.

2.2. The shooting production level is low

Micro-short plays do not give priority to professional film and television actors when choosing actors, but usually openly recruit network talents with large fans to star in the society. The word "drama" refers to a form of Internet expression created according to the rules of TV drama, which contains drama conflicts and is divided into several episodes because of the continuity of the plot. In addition, the production team of miniseries is generally cast members who graduated from non-professional film and television colleges. Online celebrity, who has a certain number of fans, does not need complicated lighting and photographic recording equipment. A mobile phone can complete the production of the whole "vertical screen" mini-short drama, without pulling investment everywhere, going through rounds of editing and waiting for review and arrangement. Generally speaking, the protagonist's personality in the network miniseries is relatively simple and flat, and he doesn't pay attention to the growth and change of the characters. The purpose is to let the audience get the memory points of the characters quickly in a few seconds. This cultural consumption trend has led to the rapid rise of online micro dramas in the short term and their widespread acceptance by audiences, providing a profound social psychology foundation and market culture soil. Compared to traditional TV dramas, online micro dramas that rely on short video platforms naturally have advantages in data mining and analysis, making them highly favored by advertisers who want to achieve precise marketing goals. These fast food productions, which prioritize traffic over content, feed the audience with "industrial saccharin" in a spoon feeding manner, blindly pursuing "pleasure" and "sweetness", causing the development of micro dramas to deviate from the core of content supremacy.

3. The advanced path of online micro dramas

3.1. Continuous innovation is the foundation for micro dramas to win audiences

A micro-short drama is not a shortened version of a long drama. It is a new comprehensive content body, and its creativity, script setting, and shot structure are all different from those of a long drama. The form of presentation is that although the protagonist and other characters are inconsistent in behavior and style, they always appear in the play as a bystander or foil, giving the audience the feeling of being a "protagonist" in the style of "red flowers with green leaves". Film and television companies pay attention to talent-driven creation when laying out the mini-short drama track, tap high-quality ideas through various support plans, track and guide the whole process, and incubate high-quality projects. At the same time, adding a link to other platforms, a QR code or a self-designed product window to the video content can directly realize the sales of goods. Proportion and Type Distribution of Network Miniseries Adaptations is shown in Figures 2 and 3.
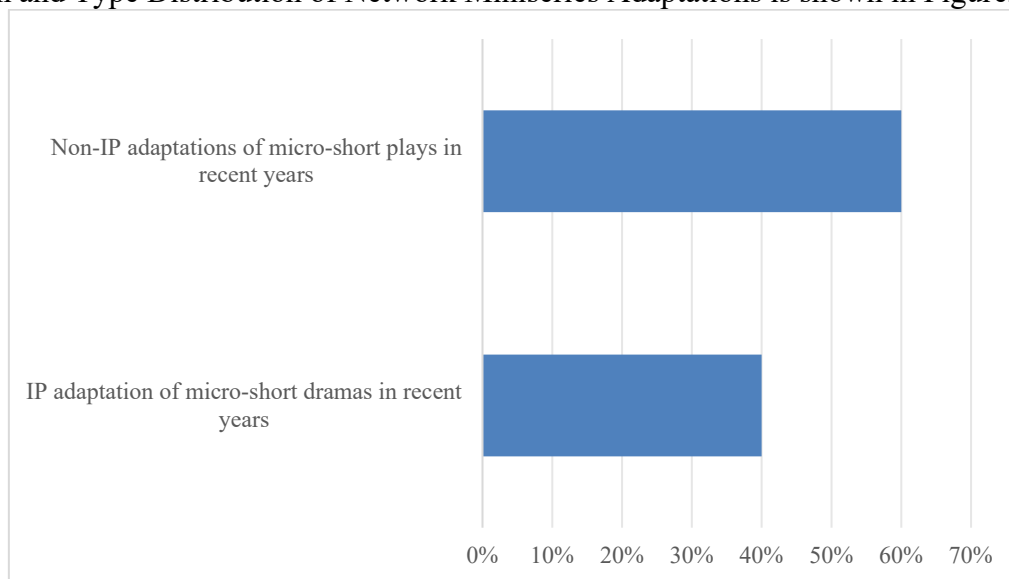

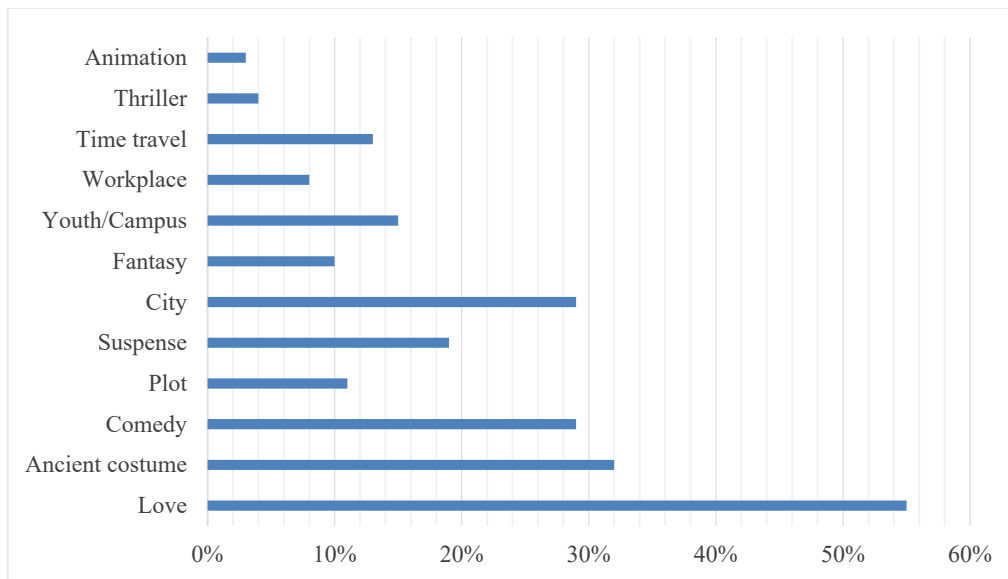Figure 2 Proportion of adaptations of online short dramas

Figure 3 Distribution of types of online short dramas

In addition, in order to improve the efficiency of user information acquisition, on the basis of retaining the original plot concentration, by reconstructing the content structure of a single episode, the main plot and branch content were sorted out into a framework diagram for selection. We will use multi-line parallel narrative techniques to condense the narrative content and accelerate the narrative rhythm. Therefore, short videos and online scripts are different products formed to adapt to the evolution of Internet media technology. Based on a series of online literature platforms, the short play scripts are simple and straightforward, and the plot is "dog blood", and most of them are male-frequency and female-frequency. This shows that after two years' development, micro-short plays gradually move towards the development road of paying attention to quality and production level.

3.2. Quality production is the only way to upgrade miniseries

After a wild growth process, micro dramas have reached a stage that concerns the future. At this point, perceptual experience has clearly become social and popular, as media technology has developed to become a recorder of reality, allowing the entity of the "audience" to begin to play a role. At this stage, a large number of short video sitcoms began to emerge. The relevant parties are driven by profit seeking and unfair competition to move, adapt, and even plagiarize works that are not authorized by the original creators. They also edit a complete TV drama and use montage techniques to assemble it into a micro drama work that is completely different from the original plot. Or take the online novel under another name and spread it through the Internet.Micro-short dramas implement the "drama and game integration" strategy, which can simultaneously meet the audience's consumer needs of "aesthetic + social + creative". Use artificial intelligence technology to develop optional plots and provide a "choose your own adventure" mode. Secondly, online micro-short dramas should be dedicated to conveying positive values, such as integrity, courage, tenacity, love, etc. These positive qualities can inspire viewers to face life's challenges bravely and promote personal growth and social progress. The professional production of micro-short dramas requires a professional team to carry out script writing, plot setting, shooting and post-production of micro-short dramas.

4. Conclusions

Micro-short plays are popular in the market because of their small size, low investment and high innovation. The high-quality development of network mini-short plays should give full play to its advantages such as low production cost, short cycle, strong flexibility and quick return of funds, and attract high-quality users through high-quality content creation. However, it should be pointed out

that the development of network miniseries has never been divorced from the framework of business logic, and its return to the platform essence still follows the law of business logic development. As a newborn of online film and television drama, online miniseries are in a vigorous development stage with the help and support of many external forces such as technology, industry and policy. In recent years, head film and television companies such as Huace Film and Television, Ning Meng Film and Television, Changxin Media and Beijing Wonderful have successively entered the mini-short drama.Producers should make good use of their own talent resources, technological advantages, and market foundation, and continue to adhere to the standards of previous film and television works in production, continuously improving the quality of micro drama content. Therefore, choosing a short video narrative mode is more suitable for the high-quality development of online micro dramas, that is, following the audience driven content circulation paradigm in the bottom-up process. With the joining and assistance of major video platforms and film and television companies, micro dramas are bound to enter a stage of diverse and exciting development.

Acknowledgements

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