

## Original Paper

# Analysis of Video Media Management Mode from Pear Video

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### Abstract

*Nowadays, the way of video communication has undergone great changes, the public has rarely watched videos through traditional TV, and the market users have been constantly divided. Tiktok, Kuaishou, micro-vision quickly occupied the short video market, B station occupied the video hegemon seat, "Love Youteng" three long-term in the long video industry top position. In this context, major TV stations and video media production teams have tried to transform and upgrade video media. Pear video is a short video platform in China so far, focusing on short information video and doing very successful in the field. From the current model of Pear video, we can study and analyze the trend of video media management.*

### Keywords

*pear video, video media, informative short video, new media platform*

In October 2020, Ren Lifeng, president of Watermelon Video, said in Sanya that medium video refers to videos that are 1 to 30 minutes long, and many authoritative provincial short video competitions limit short video lengths to less than 3 minutes. To sum up, the short video mentioned in this paper refers to the video of no more than 3 minutes, and the medium video refers to the video of 3 to 30 minutes; A long video is one that is more than 30 minutes long.

### 1. The Current Media Environment

The age of media convergence has arrived. With the popularity of mobile phones and other mobile terminals, as well as the development of science and technology such as Internet communication, the cost and threshold of producing and disseminating information content are constantly lowered, and the way users receive information has also changed.

Today, traditional TV viewers have gradually shifted to mobile terminal users such as mobile phones. In August 2023, China Internet Network Information Center (CNNIC) released the 52nd Statistical

Report on the Development of the Internet in China, saying that as of June 2023, the number of Internet users in China has reached 1.079 billion, of which the number of mobile phone Internet users reached 1.076 billion, accounting for 99.8%, and the proportion of TV Internet access was only 26.8%. The number of online video users has reached 1.044 billion, accounting for 96.8% of the total Internet users, while the number of short video users has also reached 1.026 billion, accounting for 95.2% of the total Internet users.

At present, many netizens' first news is obtained through mobile phones, which are from major new media platforms such as Weibo, wechat public accounts, and Douyin short videos. For example, Pear Video has caused netizens to discuss the events of "Changshu child labor" and "the most beautiful 'Moonlight family' principal" on Weibo.

In the form of communication, the traditional mode of disseminating information from the transmitter to the audience has gradually changed to the audience producing content and disseminating to the audience itself, and the transmitter itself is also the audience, just as the largest information source channel of Pear Video is its widely distributed global group of photographers. In the field of video media, the word "audience" is gradually replaced by the word "user", and the traditional single audience is gradually disappearing and gradually transforming into a diversified user.

However, TV news still exists today, and video media on new media platforms and traditional TV video media are different in various aspects such as interaction and communication channels.

In terms of interaction, the interaction between the messenger and the user is greatly enhanced today, and the user can express his own views under the news at any time. Under each video of Pear video, there is a user comment area, and this is difficult to meet on traditional TV programs, because the carrier of information transmission—TV determines that there must be a distance between him and the audience. Although the TV audience can interact with the messenger by scanning the QR code at the bottom of the TV screen, due to the reasons such as long time and less response, in most cases not too many viewers are willing to scan the code, unless the scan has a major attraction to the audience, such as the Spring Festival red envelope, but this situation is difficult to achieve in the traditional video.

On mobile terminals such as mobile phones, as long as there is a network, users can comment on the video programs they watch on the new media platform anytime and anywhere, and the messenger can reply anytime and anywhere, thus achieving a good interactivity. Just as each netizen can comment on a single video posted by Pear Video, each pear video creator can also reply to each netizen's comment, so as to achieve good interactivity, which is not done by traditional video media, at least for the moment. Relatively speaking, the interaction of traditional video media is far less than that of new media broadcast on new media platforms such as mobile phones.

From the perspective of communication channels, the video media communication channels on new media platforms such as Pear Video are particularly rich, and all major new media platforms such as

Weibo, wechat public number and wechat video number can have complete communication. The traditional video media transmission channel is mostly television, although today on mobile phones and other mobile terminals can also watch, but the number of people who get these messages from mobile phones and other mobile terminals is not very rare.

In terms of communication content, traditional video programs have a long time, although the content is complete, most video media are miscellaneous but not fine, and some video media are even more inadequate. In the past, the audience had a small number of choices and a narrow range of choices, which could only be passively accepted. However, in today's new media era, the number of users' choices has been greatly increased, and the range of choices has been greatly broadened, and users can even produce and disseminate video media by themselves. At this time, users prefer the kind of short video that has a long time, a prominent focus, and can form a good interaction with themselves, such as the news review program "Anchor said joint broadcast".

In terms of production cycle, traditional video production costs are high, the cycle is long, professional video media production team received the task of video production, the need for planning, division of labor, this period will involve huge manpower and material resources. However, on new media platforms such as Pear Video, video photographers are all over the world, at the scene of the first event, and even sometimes themselves are news parties. When the news happens, the photographer only needs to communicate with the news gatekeeper. After the two sides agree on the shooting opinions, the photographer can immediately shoot at the scene of the event, and if there is any problem, he can report it to the news gatekeeper in time, thus greatly shortening the production cycle of video media and effectively reducing the production cost of video media.

In the choice of platforms, Pear video, Tencent News and other major platforms cooperate with each other, no longer take the traditional road of a single platform information release channel, they share information, People's Daily, Xinhua News Agency and other mainstream media have also settled in pear video, Tiktok and other short video platforms, in the way users prefer to spread short videos to users.

Guanzi said, "The people's granaries are sufficient, clothes and food, in order to take into account etiquette, pay attention to honor and shame," which is to say, a certain material basis is the guarantee of development. If video media wants to continue to exist and develop, then it must realize revenue. From the perspective of economic benefits, traditional video media such as TV stations have poor benefits today, which is already a sunset industry, and their benefits are far less than new media platforms such as pear video.

In the face of these new situations, if the traditional video media programs do not take the road of transformation and innovation, do not seek new changes, then they will gradually lose the user market, and it is difficult to have long-term development, and will gradually be abandoned by the market. The

short videos produced by new media platforms such as Pear video can meet user needs and fit user preferences, and can achieve considerable development in the future.

## **2. Pear Video Mode**

Pear video is a new news and information short video platform created by Qiu Bing, the former CEO of Thepaper.cn, who led the traditional media newspaper team to join the short video industry. It was officially launched on November 3, 2016. At the beginning of its establishment, Pear Video put forward the slogan of “global photographers, co-creation” and defined itself as “a short video platform focused on providing in-depth edited aggregated content and exclusive original reports” (Hu, 2019). The “PUGC” (Professional User Generated Content, also known as “OGC”) model has developed rapidly. After combining with Pear Video’s own situation, this model is specifically manifested as Pear Video uses global photographers to collect information short video content materials. After post-production by the news gatekeeper, the short information video was formed, and a mode of “photographer + news gatekeeper” co-production of short information video was explored (Xue, 2020), and popular videos such as “Real shooting of Changshu Child Labor Industry: Squeezed Youth” were continuously launched, which quickly gained market favor. Three months on the line, the number of daily active users exceeded the million mark, and quickly obtained the first round of financing. As an information short video platform, Pear video has its own operation and management mode.

### *2.1 Three Content Source Channels*

Pear video material sources can be roughly divided into three major channels. The first is the camera system all over the world, the second is the third-party organizations such as Xinhua News Agency and CCTV News, and the third is Pear video’s own professional content production team. Compared with ordinary photographers, the latter two have strong professional competence and high-level video shooting and production equipment, which is a stable source of high-quality short videos. However, although ordinary photographers do not have strong video production capabilities and equipment, they were once the main video channel source of pear video, their large base, large population, wide distribution, closer to the first news scene, when the news occurs, fast, timely and effective news information shooting. You can communicate with news gatekeepers anytime and anywhere to improve the efficiency of short video shooting.

From the video uploaded by the photographer, it covers various life scenes such as families, villages and streets, including public places such as bus stops and schools, involving various social fields such as environmental protection, culture and sports. Zhao Yang, deputy editor-in-chief and vice president of Pear Video, said in April 2020 that Pear Video’s core customers have reached 70,000, covering 525 major international cities and more than 2,000 domestic districts and counties across seven continents.

## 2.2 Good News Gatekeepers

In the process of creating and releasing short information videos, news gatekeepers are never absent. Pear video has a huge camera system, but the camera is mixed, they shoot and upload videos, sometimes difficult to distinguish between true and false, sometimes do not have news points, sometimes the picture is too rough. The photographer application qualification is simple, only need to apply to become a photographer in the corresponding page of the pear video APP and upload their ID card photo, email, Alipay account, you can become a photographer, to report. Once the video uploaded by the photographer is adopted, an information short video can generally be paid 200 to thousands of yuan, and there is a photographer bonus list before 2020, with a first prize of 10,000 yuan, a second prize of 2,000 yuan, and a third prize of 1,000 yuan.

Driven away by money, it is inevitable that some photographers will upload fake videos. In order to better manage photographers and publish and disseminate excellent video content, Pear Video independently developed a management system called “SPIDER”, which integrates editing, auditing, publishing, photographer management, rights management, label management, payment management and other functions. In addition, pear video also for each individual photographer to establish a personal “photographer file”, for each individual photographer certification, territory, grading, verification, data and other management, and has a “photographer blacklist”, confirm the upload of false video of the photographer “a false veto” system, forever lift the photographer agreement, no longer included in the photographer system (Hu, 2019).

For the video material uploaded by the photographer, pear video has a “third trial system”. The first audit is the review of editors where the photographer belongs. These editors are generally department heads in the region where the photographer is located, responsible for managing all the photographers in the region, communicating directly with them, and reviewing the authenticity and news of the content, that is, “territorial management”; The second audit shall be conducted by the overall chief editor and the responsible editor, who shall be responsible for reviewing the value of event communication, examining the local media’s reports on the video uploaded by the photographer and the attitude of the local authorities to grasp the risk of video communication, reviewing whether the video characters, time, events and places are compressed, splicing or stolen from other platforms, and conducting video editing and text editing. At the same time, the short video manuscript fee prediction; The third audit is the final audit, which is responsible for the re-audit of the finished short video of information to be released, reviewing the correlation between the logic of the video clip and the text, reviewing whether the transmitted video is objective and neutral, whether it causes misunderstandings, and understanding the risk of the final transmission of the video, and making a communication-oriented prediction, which is carried out by the editor-in-chief and director (Hu, 2019).

The news gatekeeper is not missing, can effectively ensure the pear video output of high-quality video, although the pear video main 3 minutes of information short video, but there are also a lot of 8 minutes of information in the video, such as the interview “interview < Six people > director Luo Fei: Why the Chinese passengers of Titanic were forgotten”.

### *2.3 Take the Initiative to Assume Social Responsibility of Professional Ethics*

Pear video entrepreneurial team from the traditional media, they retain the traditional media news people “An iron shoulder bears justice” professional ethics.

In 2020, when the new coronavirus pneumonia epidemic broke out, short videos became the third largest source of information for people to understand the epidemic in addition to text and TV. Pear video, as the head platform of short video information, has become the main content provider of short video epidemic reports by recording and disseminating videos in a systematic and multi-dimensional way (Xue, 2020).

As an information short video head platform, at the time of the outbreak of the epidemic, Pear Video editorial department entered an emergency state, established the editorial guidelines of “scientific, true, accurate and public welfare”, and guaranteed a 24-hour emergency response. In the face of the report of the epidemic, pear video defines that it should not be an information competition, but should reflect the public welfare, effectiveness and public attributes of the news information platform, and cooperate with the government, society and the people to fight the epidemic (Xue, 2020).

Pear video also retains goodwill for ordinary people. In the face of sudden changes in society, Pear video has also repeatedly extended a helping hand to help many patients who lack money to see a doctor, and has spread many videos such as “46-year-old farmer suddenly suffering from leukemia, has been a volunteer for 5 years”. In addition, from December 2020 to May 2021, Pear Video and Easy Chip together to implement the “Firefly plan” to help more sick groups who are difficult to cure due to poverty.

### *2.4 Transformation and Upgrading according to the Actual Situation*

Pear video has always insisted on doing quality content, with the slogan “global photographers, co-creation” as the slogan, almost every year in the content upgrade.

At the beginning of the establishment of Pear video, with “exclusive political audio-visual news information” as the main content direction, it is also in this period, shooting and released the “Real shooting of Changshu child labor industry: squeezed youth” short video, which caused a social uproar.

In February 2017, Pear video suffered a report, and the relevant departments ordered it to rectify. In the case of limited interviews and qualifications, Pear video has changed its main content from the main current politics to “focus on young people’s lives, thoughts and feelings”, to be “a platform to convey the voice of China by telling stories”, and to position the goal as “to do the best looking information short video”.

In October 2018, Qiu Bing, the founder of Pear Video, announced that Pear Video would sink to second—and third-tier cities, opening the construction of a sinking photographer network and the “3km information circle”.

Since 2017, Pear Video has been constantly adjusting its content creation direction every year. Pear video continues to transform and upgrade, and the content is constantly optimized, which can gradually attract users with high-level and high demand for spiritual culture and enhance their user stickiness.

### *2.5 Pear Video Existing Problems*

Although pear video is currently a very successful information short video platform in China, it is not perfect and has its own problems.

Due to limited qualifications and other issues, Pear video does not have its own investigative reporting column. Although there are many interviews, micro-documentaries and other relatively in-depth content, but the lack of investigative reports, resulting in this information short video platform is not very perfect. When the public wants to watch in-depth reporting and investigative video media, they still have to return to traditional TV news programs.

Secondly, there are many homogenized contents. Short video is still in the market tuyen, many enterprises, units have to build their own short video platform, market grab, want to seize the cake. The Southern Press launched “N Video”, and the Beijing News and Tencent News cooperated to jointly launch the “We Video” information short video project. Pear video although the production of high quality content, but in the face of homogenization competition, he can not do a dominant, the lack of their own user traffic, he had to share a part of the market to other platforms.

In addition, pear video set up too many columns, miscellaneous but not fine. According to incomplete statistics, pear Video has 12 channels such as “new knowledge”, “sports” and “life”, and hundreds of columns such as “time difference video”, “first-hand video”, “global shooting” and “Boss broadcast”. In addition, Pear video’s “Pear Guiyang” and other columns have long stopped, but they are not merged with other columns and still exist independently. Column too much, miscellaneous and not fine, let people dazzling.

## **3. The Future Management Trend of Video Media**

The analysis and research of pear video management mode can explore the future trend of video media management.

First, the production team behind each video media will combine its own positioning and carry out “intensive cultivation” content production of video content. If its own positioning is not clear, then the direction of video media production content is not clear, and it will be difficult to develop in the future. Traditional TV programs will not be cancelled, but their producers will increase or decrease the programs according to the specific situation, and will gradually eliminate the video programs with low

ratings and serious homogenization, and most news reports will be released to other platforms in the form of short information videos. The video programs that they retain will develop towards high-quality and quantitative development, such as in-depth reports and investigative reports.

Video media on new media platforms will be more diversified. There are Pear video, N video, "We video" etc. Mainstream media such as People's Daily are also constantly launching their own video columns, and Tiktok has attracted a large number of mainstream and private media platforms to settle in. They will continue to develop in the direction of short and concise, typically characterized by short time, accurate dissemination users, and less information content, such as Pear Video's "First hand video", Beijing News and Tencent News's "We video" project.

This will also make video content present a trend of two distinct levels, long videos are mostly in TV media, short and medium videos are mostly on new media platforms.

Second, photographers will become the main source of material for video media. Whether it is the mainstream media Xinhua News Agency and other platforms, or pear video and other new media platforms, have their own camera system, there are a lot of information short videos, the first source channel is the camera.

This will further lead to homogenization of content in both new media platforms such as Pear Video and traditional TV media. In June 2019, Pear video platform issued a video titled "Roommates of others! College students learn their craft to become Tony, and free haircuts for roommates for 2 years", which successively triggered follow-up and similar reports on media platforms such as Red Star News, China News Service, and Anhui Satellite TV.

According to the theory of supply and demand, there are too many video media producers, but there are too few news events, and the supply of video media producers has far exceeded the number of news events. This will lead to fierce competition among major media platforms, and they will continue to transform, optimize and upgrade.

Third, media platforms will continue to attract financing, and advertising revenue will remain the main source. Pear video has now obtained 4 rounds of financing, and has also opened a special column such as "private car" in the advertising business.

Fourth, video media will continue to change with technological advances. Nowadays, the speed of science and technology development is getting faster and faster, which will lead to various video media teams constantly encountering new situations, new problems, and new challenges. The arrival of the 5G era has triggered a new round of reorganization and reshuffle of news media, and video media will continue to be presented to the public with new and more in line with the characteristics of The Times.

Fifth, the core of the story will not change easily. No matter how science and technology develop, in the future, the role of "news gatekeeper" in video media will not be lacking, and traditional video media and new media platforms will have a strict censorship system for video.



In addition, the media will continue to actively assume social responsibilities and maintain a basically consistent attitude towards incidents involving public interests.

#### 4. Conclusion

With the progress of science and technology, the media environment is constantly changing, and the era of media convergence has already come. The reason why pear video can develop rapidly and achieve success at the moment is that the team behind him has seized the air of The Times and is on the wind in the wave. So far, Pear Video still has news gatekeepers, and this role will continue to exist in the future. Combined with the current era environment, as well as the development of pear video, we can clearly see that in the future, the video media management model will be very different from the traditional period, will change with the change of science and technology, will continue to seek new changes, but no matter how the development, “news gatekeeper” will exist for a long time.

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