Research on the Development of Network Video Advertisement in Micro Video Times

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ABSTRACT

The network video advertisements are mainly attached video ads, streaming video ads, viral video ads, product placement video ads and other types in micro video times. The article analyzes the outstanding commercial value of network video ads: more accurate audience targeting, better contents, stronger interactivity, better transmission form and effect, low production cost, and marketing effect is easy to evaluate. The article also analyzes the problems faced by network video ads and points out the relevant countermeasures.

KEYWORDS
Micro video, network video ads, development research.

INTRODUCTION

The rapid development of the Internet has forced a new group-Internet user, the number of this group is large, which contains a huge commercial value, and it provides a high-quality platform for the development of network marketing as well. Subsequently, a new network marketing way emerges - network video ads.

What are web video ads? As the term suggests, network video ads are video ads which play in the network platforms, and it is an advertising form which use digital technology make traditional video ads in the network platform. The network video ads can be used to live network by companies. In fact, network video ad is the most typical form in rich media ads. There are mainly attached video ads, streaming video ads, viral video ads, embedded video ads and so on.

These network video ads have a more prominent commercial value after research, but they also face some difficulties. Combined with the related theory of ads and the development of the Internet, we propose some countermeasures.

COMMERCIAL VALUE OF NETWORK VIDEO ADS

With the development of network marketing, its carrier has been from picture, text into video, its marketing mode has gradually from the "push" toward the "interaction" transit. The unique advantages of network video—the richness of content, good interaction and the accuracy of transmission, and it make network video occupy the mainstream position in the network ads market quickly. Compared with the traditional ads, network video ads have very large development advantages in today's ads market.
More Accurate Audience Targeting

TV ads have very many audiences from the audience targeting aspect; the people types are also very complex, it is difficult to accurately target, ads putting can only be adjusted based on advertising time and matching columns.

The network video ads according to the classification of video programs, which use detection system to obtain the audiences’ age, gender and other basic information, the information is provided to the advertisers after statistics and analysis, advertisers can run ads based on it. In this way, the audience targeting is more accurate, the accuracy of ads has also been effectively improved, the effect of video ads marketing will be better.

Better Content, Stronger Interactivity

The transmission way of TV ads is the push type from the interactive level. For the audience, the audience can receive ads in this way and have perceptions, they can still remember under good circumstances. However, in general, the impact of this way is still relatively small for the audience.

And network video ads are different, its on-demand functions at any time and download play function attract a lot of audience, these guided audiences autonomously participate in the exchange of network video ads. In this case, the influence of ads will be greatly improved for the audience.

There is no significant difference between network video ads and TV ads from the content level. However, coverage of TV ads is wider, coverage of network video ads is narrow, but the accuracy is high, the information is not very intensive, the audience can choose autonomously. The most important point is that when watching network video ads, the audience can express their views on ads by reply and comments ways, and interact with advertisers. Advertisers can obtain effective advice from these comments and comments, and further improve the ads and optimize marketing strategy.

Better Transmission Form and Effect

Compared with the traditional network ads, network video ads can carry more information, transmission modes are more diversified, communication effects are better. In addition, the brand information spread through the network video ads, the audience will be more impressed; its effect will be better in aspects of guiding the user to buy. In short, network video ads, whether its transmission modes or transmission effect are better than the traditional network ads.

The Production and Release Cost is Low, Marketing Effect is Easy to Evaluate

The production, release costs of network video ads are relatively low compared to TV ads. The reasons are:

1) Network video ads can borrow related content of TV ads, only need to be deleted and adjusted; it can save a lot of money production costs;

2) Network video ads are produced based on computer technology, it saves a lot of labor costs, and the cost will naturally decline;
(3) Network video media do not form a perfect price system for the time being, its release price flexibility is very large, as long as rationally use this flexible space, and the release cost will be very low.

Compared to TV ads, network video ads marketing can also provide advertisers with a multi-dimensional feedback data, advertisers can effectively evaluate the marketing effect based on this data and adjust the marketing strategy based on it.

THE PROBLEM NETWORK VIDEO ADS FACING

It can be known from the above analysis that network video ads has a strong advantage in the field of advertising marketing, its future development is limitless. But any kind of new things, there will be inevitably many problems behind many advantages; network video advertising is a fact.

Actual Search is Difficult

One of the biggest problems of network video ads is search difficulty. Under normal circumstances, we search for something on the Internet, just input the keyword. However, network video ads are not searchable by keywords, and they need to search for their content. Why?

Because the video ad itself does not automatically generate keywords, if a website does not have a good technology to support, network video ads are difficult to be searched out. Even if this network video ad have a high popularity and hits, if it cannot be searched, all will become a bubble, network video ads will be slowly forgotten by people, all the efforts are in vain previously.

At present, many websites in order to solve the problem of search difficulty of network video ads, they will find ways to add some marking for the video. In this case, whether the network video ads can be found out or not, let's see if this is an accurate marking. The more accurate the marking, the greater the chances that network video ad can be searched. But "there are a thousand Hamlets in a thousand people's eyes", people’ understandings are different for the same network video ad content as well, so the accuracy of marking is difficult to guarantee.

In short, the problem of search difficulty of network video ads has not yet found a good solution at present, which is still a major problem which persecutes network video ads.

There are Shortcomings in Management

Due to the influence of Internet virtualization, there are some shortcomings in the management aspects of network video ads. Sometimes, the producers are driven by the sensational effect and the interests; they tend to make some illegitimate and illegal action.

For example, some network video ads will take advantage of an event in order to achieve their own purpose, they will select the details of the incident to exaggerate, although these contents are true, but because of overgeneralization, the public are misled; or some network video ads will take advantage of the Internet free, anonymous feature, they fabricate some events to do news to arouse public
widespread concern. But actually this news event is false, which will mislead the public.

In addition to these event spreading and reporting activities against the law, some network video ads also mix with pornographic information, the nature of ads has been deteriorated, which make the network video ads become means that Internet users produce pornography, sell and spread pornography, social order is disturbed, a series of social problems are triggered, the normal work and learning of people have been negative influenced.

**Network information is Repeatable and Traceable**

The Internet is like a jar which is specifically used to save information, as long as information inside it, it will be forever saved. As long as an event, a message appeared on the network, even if only a glimpse, after many years people can still search out. This is a potential threat for some companies that had bad events. Like a person's credit file, all your bad dishonest behaviors will be recorded and last a lifetime. This threat is very serious for the enterprise.

First of all, for enterprises who have adverse events; although this event has been well resolved, as time goes by, people will gradually forget this event. But on the Internet, this event and all the news about this event have been recorded, it not only does not disappear, but it will continue to be copied, pasted, spread, the duration of the event are unknowingly prolonged, it brings a lot of unnecessary trouble for the enterprise and may lead to the emergence of new crises.

Secondly, the network video ads can gather originally scattered topics together under the support of search technology, these thousands of topics are put together, which will form a huge public opinion whirlpool, the hidden energy is very great whether it is an enterprise awards or denouncement. If crisis has occurred in enterprise once again, Internet users will link these two crises through the search, this synergistic effect is very seriously threat the enterprise.

**DEVELOPMENT COUNTERMEASURES OF NETWORK VIDEO ADS**

**Advocate and Promote Network Ethics**

Although network video ads play a huge role in the marketing aspect, but there are many purely personal messages to vent the emotions, these messages content are irrational, dark; seriously affect the normal mood of Internet users. Therefore, even if network video ads emerge in a virtual environment, but in order to ensure its healthy development, a moral system needs to be established to constrain it as well.

Relevant departments should start from the construction of a harmonious society, various channels are used to strengthen the education of Internet users, regulate the behavior of Internet users, thus developing a good Internet atmosphere to ensure the safety and health of the network environment, and create a good environment for healthy development of network video ads.
The Improving and Perfecting of Legal System

We are in a legal society; the law is our most powerful weapon to safeguard our interests. However, until now, China's network video ads still have no legal norms to follow, so many people take advantage of the legal loopholes and engage in some illegal activities: such as stealing personal privacy, infringement of others’ reputation and so on.

In order to protect the legitimate rights of Internet users, the state should introduce relevant laws and regulations as soon as possible to constrain people's behavior. The handling of violations and approaches to safeguard rights are made clear to eliminate illegal acts in the network video ads field, social security is maintained, thus create a good legal environment for the development of online video ads.

Guidance of Public Opinion

The social individual thinking modes are highly independent under the guidance of network video ads, which create very good conditions to do bad guidance for the outlaws. In the online video ads environment, outlaws can take advantage of rumors to guide the public to think in the direction that their intended, thus resulting in panic, and threat the social security. Therefore, in the face of such situation, the state should firmly control the guidance power of public opinion in own hands to maintain social stability.

In order to do this point, we can work from two aspects:
(1) Strengthen the management and construction of the websites
   Although the network video ads affect the public's thinking to a large extent, but the information and news released by portal web still have a high authority in the public mind, the state should have a very sober, sensible understanding, it is necessary to fully control management and construction of portal web. Once false public opinions appear in the network, the government should correct on the portal in time, and control the guidance of public opinion to maintain social security.

(2) Guide the public opinion through the media recognition
   For example, the "top ten blog" selection activity is carried out and so on; the scientific social values should include factors with positive impact in the selection criterion. The microblog and other media should be used before the selection, form a hot topic, and guide people to pay attention to this selection activity, after the announcement of the results, need increase people's attention to these media, thus these "top ten" media are built into a place where thought collect, and guide the public opinion to maintain social stability.

The self-discipline of the web portals

People want to enter into the network video ads, the first is to enter into the web portals, so the web portals have management control functions for online video ads. In general, management can be divided into two forms from the content level, one is self-discipline, the other is heteronomy, and the management of the web portals must do the same.

First of all, the state must enact a perfect laws and regulations to administer the acts of the web portals; this management has been mentioned in the above. Secondly, the web portals must do self-discipline, strictly inspect the contents of the web portals,
some contents that affect social security should be removed in time; consciously guide the acts of Internet users, reduce the occurrence of bad Internet acts; take certain measures to punish bad content publishers and forbid the speech and so on. In short, self-discipline is the key to management of web portals.

**Play the communication channel function of enterprise website**

With the expansion of the Internet coverage, people rely more and more on it, when they want to get a message, the first thought is to go online. The enterprise website has become a card that shows them to public for enterprises. Through the enterprise website, enterprises not only spread their own cultural ideas to the public, but also build a platform to exchange with the public, and make closer relations with the public. Therefore, enterprises should pay attention to website construction, and give full play to communication functions the websites.

First of all, the websites must update all kinds of enterprise information in time, especially when the rumors of enterprise appear in the network, enterprise should clarify in the website the first time and announce the response measures of crisis. Secondly, enterprises should use the enterprise website as a platform to strengthen the relationship with the public and the media, listen to the views and suggestions of the public, answer to the issue raised by media in detail, use frank public communication to eliminate social misunderstanding for enterprises, increase intimacy of enterprise and the public, and enhance the enterprise image in front of the public.

The emerging network video ads based on the Internet with precise orientation, convenient marketing effect evaluation and many advantages, these advantages enhance the effect of network marketing. But anything is contradictory unity, there are good aspects and the bad aspects, so online video ads are. The search of network video ads is difficult, it is prone to illegal activities, traceability, repeatability and other issues, which makes the development of network video ads has been influenced to a certain extent, we need to give more attention to solve.

Under the guidance of the Internet, we enter into a convenient, fast information era. More and more video will be shown in front of us through the mobile phone client in future, network video ads will face an important springboard as well. This springboard is the audience's high demand, high nitpick, as long as solve these problems and cross thia springboard, network video ads will be better tomorrow.

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