

# Comparative study on domestic and foreign network new media platforms from the perspective of website operation

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## Abstract

Network new media has become the main channel of network marketing. From the perspective of website operation, this paper makes a comparative study on the platform function, user characteristics, business model and website operation of network new media from two dimensions: narrow and broad. Based on the website operation parameters such as IP visits, PV views and traffic source distribution, the comparison results of network new media operations at home and abroad are obtained. The research results and experience can be used for reference for similar research.

## Keywords

Network new media, Website visits, social network, website operation.

## 1. Introduction

Network new media refers to the use of digital technology and network technology, through the Internet, wireless communication network, satellite and other channels, as well as computers, mobile phones, digital TV and other terminals, provide users with the communication form of information and entertainment services. In the era of continuous iteration of Internet technologies such as HTML5, Cloud Computing, Big Data Analysis and 5G, the platform has undergone great changes in functional characteristics and operation means, and the Internet has entered the era of network new media.

This paper explores the unique platform functions, user group characteristics and business value of various network new media platforms, and makes a comparative analysis and research by using the traffic data monitored by the third-party platform.

## 2. Classification and characteristics of network new media

### 2.1. Classification of new network media at home and abroad

According to the history and process of the formation of network new media at home and abroad, "network new media" can be divided into two categories: one is the narrow network new media, which refers to the change of media form based on advanced network technology, especially the new media form based on intelligent mobile terminal, 5g access technology and distributed network technology, such as social network, video and live broadcasting platform, Knowledge Q & a community, news headlines app, intelligent search engine, etc; The other is the broad network new media, which means that in addition to the narrow content, it also includes the existing traditional Internet service providers such as portals, e-commerce platforms and forums, as well as some traditional media. It has also started the transformation based on mobile terminal and social networking, and integrated with new media to form a digital network new media service.

## 2.2. Characteristics of network new media

First of all, from the perspective of network marketing, network new media has a powerful function of big data collection and analysis of user behavior. Relying on big data analysis, accurate information push and advertising, it can maximize the return on investment. On the one hand, accurate and personalized information push improves user adhesion, big data and enterprise commodity production efficiency; On the other hand, the powerful interactive function forms a social network, shortens the distance between enterprises and users, and also realizes the real-time feedback of user information and network public opinion monitoring, which plays an important role in enterprise crisis public relations.

Secondly, from the perspective of user experience, artificial intelligence technologies such as intelligent algorithm recommendation, speech recognition and intelligent sensors have been widely used in network new media, reshaping all links of information production and transmission, In the network new media platform, the content and source of information received by users become fragmented. Short video communication will become the main form of communication in the future. Information content from readable to visual, from static to dynamic, and from one dimension to multi dimension will become an important direction of the evolution of new media. Users are more dependent on the network new media platform and are penetrated and controlled by the network new media from life, entertainment and work.

## 3. Research on typical network new media platform

### 3.1. Narrow network new media platform

Compared with other types of media, the biggest feature of narrow network new media is interaction. Narrow network new media has powerful network interaction function, complex user community composition, free and novel information release and collection methods. Use interaction to shorten the distance between enterprises and consumers and generate a strong sense of trust. Viral marketing, word-of-mouth marketing, knowledge marketing, interactive marketing and other marketing methods based on social network path are more suitable for planning and implementation on this kind of narrow network new media platform. The following introduces several representative narrow network new media platforms.

#### (1) Short video sharing platform

The short video sharing platform is the most typical narrow sense network new media at present. The platform collects a large number of short video resources spontaneously shared by Internet users and uses artificial intelligence algorithm technology to achieve accurate push. The short video sharing platform has become the most popular information acquisition channel for young people at present.

"Tiktok APP" is a short music video software that was launched by bybeat company in September 2016. Tiktok uses personalized recommendation algorithm based on intelligent recommendation algorithm, which has become the core technology of the tiktok. Tiktok APP emphasizes content quality and originality, and focuses on vertical comparison and push in content. Monthly active users exceeded 600 million, mainly concentrated in domestic first and second tier cities, and more women with college degree or above. Tiktok APP is not only an online video entertainment platform, but also a social network that gives users a strong dependency.

Tiktok APP has massive mass access. Tiktok, advertising, information flow, search advertising, DOU+ advertising business become the best choice for advertisers to attract traffic, fans. Tiktok account for enterprise provides enterprises with an electric business solution to achieve the realization of the flow of jitter and huge economic benefits.

"Bilibili" (station B for short) was founded in June 2009. Station B is a well-known video barrage website in China. Station B was originally an animation, cartoon and game video sharing website, and now it has developed into a video encyclopedia. Many netizens interested in all kinds of knowledge spread and exchange knowledge on station B, which is a cultural community and video platform highly gathered by China's young generation. As of October 2021, station B ranked 145 in the global website ranking system of Alexa, ranking 13 in Chinese websites and 3 in video websites, with average daily IP visits of 1.875 million and PV views of 14.4375 million. As a Chinese video website, the traffic source path of station B is limited. China, Japan and Taiwan are the main traffic sources of station B. the specific global traffic distribution is shown in Figure 3.1.

网站bilibili.com国家/地区排名、访问比例



Figure 3.1 Distribution of global flow sources of "station B"

"YouTube" is the largest video website in the world, with the Chinese name of "tubing". It was registered and founded by Chinese American Chen Shijun and others in San Bruno, California, in February 2005. It provides global users with short video and video download, online viewing and video sharing functions. YouTube has more than 2 billion monthly active users in more than 100 countries. As of October 2021, YouTube ranked second on the global website of Alexa, with an average of 233.25 million daily IP visits and 2472.45 million daily PV views. Its traffic sources are all over the world, as shown in Figure 3.2.

网站youtube.com国家/地区排名、访问比例



Figure 3.2 Distribution of global traffic sources of YouTube

Comparing station B with YouTube from the perspective of website operation, it is found that there is a significant gap from traffic to global website ranking. In particular, the distribution of global traffic sources reflects the great advantages of YouTube as the world's largest video sharing platform, and it also shows that Chinese video websites such as station B still have a long way to go on the road of internationalization.

(2) Social networking platform

"Little red book" is a famous social network platform with the largest number of highly intelligent female users in China. As a lifestyle community, the content published by xiaohongshu users comes from real life. In 2020, nearly 300 million notes were released and more than 10 billion notes were exposed every day. Xiaohongshu has more than 100 million monthly live users, with women accounting for 75% and men accounting for 25%. Among them, 70% of the new users are post-90s. Xiaohongshu mall makes xiaohongshu have the attribute of

social network e-commerce. The platform accurately matches the contents of the mall to users interested in it through social behavior, big data and artificial intelligence.

"Sina Weibo" realizes the real-time sharing, dissemination and interaction of information in the form of text, pictures, videos and other multimedia. As the world's largest Chinese social all media platform, Sina Weibo has 530 million monthly active users and 230 million daily active users. Sina Weibo users are young and come from the grass-roots level. Its content covers 55 vertical fields. As of October 2021, Sina Weibo Alexa ranked 14th in the global website, 7th in Chinese website and 1st in Chinese social network, with average daily IP visits of 32.175 million and PV views of 110.682 million. More than 95% of its flow comes from China, as shown in Figure 3.3.

weibo.com国家/地区排名、访问比例



Figure 3.3 Distribution of global traffic sources of sina Weibo

"Facebook" was founded by American Mark Zuckerberg in February 2004. It initially took the form of a campus dating website, and then developed into the world's largest social networking platform. Facebook has 3.5 billion monthly active users. As of October 2021, Alexa ranked 7th in the global website, with daily average ip45.75 million and pv40.168 million. Facebook traffic comes from all over the world, as shown in Figure 3.4.

网站facebook.com国家/地区排名、访问比例



Figure 3.4 Global traffic sources of Facebook

Comparing the traffic data of sina Weibo and Facebook, it is found that the average daily IP traffic difference between the two is only 10 million. However, the PV / IP data of sina is 3.44 and that of Facebook is 8.78, indicating that the user adhesion of Facebook is significantly higher than that of sina Weibo. Facebook's traffic sources are distributed in all regions of the world, while Sina mainly comes from China.

(3) News client

"Today's headlines" is a news recommendation engine product based on data mining released by "byte beating company" in 2012."Today's headlines" has its own unique news recommendation algorithm. The algorithm mines interests according to each user's social behavior, reading behavior, geographical location, occupation and age, and then makes personalized information recommendation according to multiple dimensions such as interest and location. The recommended content includes not only news, but also music, movies, games, shopping and other information.

Zaker, founded in 2011 by Guangzhou Jianhe Network Technology Co., Ltd., is a domestic reading platform for interactive sharing and personalized customization. On the one hand, zaker creates a cutting-edge information light community to meet users' interactive topic discussions based on different reading interests. On the other hand, zaker aggregates the high-quality information released by the settled professional media according to users' wishes to achieve in-depth personalized customization. Zaker platform continues to expand to new information terminals such as smart TV and car engine system app. It is a news client with great development potential in China.

(4) Q & a community website

Q & a community website is a knowledge sharing SNS website containing encyclopedia and traditional Q & A functions. The platform establishes a knowledge sharing mechanism in which users ask questions and other users answer them, and reconstructs the relationship between people and information. It is an innovative application in the field of Internet.

"Zhihu" is the most famous online Q & a community in China. On the platform, users share each other's knowledge, experience and opinions, and continuously provide users with a variety of information. Zhihu is like a forum, where users have relevant discussions around a topic of interest, and can pay attention to people with the same interests. As of October 2021, Zhihu ranked 186th in Alexa's global website, 8th in Chinese website and 2nd in social networking website. The average daily IP traffic is 2.25 million and PV traffic is 7.425 million, of which more than 92% comes from China. See Figure 3.5 for the source distribution.

网站zhihu.com国家/地区排名、访问比例



Figure 3.5 Distribution of Zhihu traffic sources

"Wikipedia" is a multilingual online encyclopedia service based on Wiki Technology launched in January 2001 by Jimmy Wales and Larry Sanger. The biggest feature of Wikipedia is to allow Internet users to freely publish and edit content. It is the world's largest and most popular reference book, ranking among the top ten most popular websites in the world. As of October 2021, Wikipedia Alexa ranked 13th in the world, with an average daily IP traffic of 34.425 million and PV views of 104.9963 million. The access sources are all over the world. See Figure 3.6 for details.

网站wikipedia.org国家/地区排名、访问比例



Figure 3.6 Distribution of Wikipedia access sources

From the traffic data, we can see that the IP traffic and PV traffic of WikiLeaks are more than 10 times that of the known, and the comparison of the distribution map of access sources shows

that Wikileaks has access sources all over the world, which is also a prerequisite for its huge traffic.

### 3.2. Broad network new media

Compared with the narrow network new media, the broad network new media has a stronger government and market background, diverts resources, and has a mature information system platform support and a large user group due to its long operation time. Event marketing, hunger marketing, emotional marketing and member marketing are the marketing methods more used in the broad new media platform.

#### (1) Portal

Portal is the earliest form of Internet information service in China. Based on its huge browsing volume, portal has developed a new grass-roots news model, social network application, industry vertical information platform and other branch services, and has become a very important and huge form of existence in new media.

"Sina. Com" is a well-known comprehensive information portal in China. Sina website generates a large number of free information, hot news and services through operation, attracts a large number of visitors, maintains a high click through rate and popularity, and forms a fixed customer base; Then attract enterprises to put advertisements on Sina website and promote their products through Sina's advertisements. This "new media advertising model" has realized the win-win situation of sina's profits, enterprises' popularity and visitors' free services. As of October 2021, sina.com ranked 15th among the global websites of Alexa, 6th among the Chinese websites, 3rd among the portals, with an average daily IP traffic of 29.85 million and PV views of 101.1915 million, of which more than 94% came from China. See Figure 3.7 for details.

网站sina.com.cn国家/地区排名、访问比例



Figure 3.7 Distribution of sina.com traffic sources

#### (2) Search engine

Search engine is a system that collects information from the Internet according to certain strategies and specific computer programs, provides retrieval services for users after organizing and processing the information, and displays the retrieved relevant information to users according to the calculated ranking.

Google search engine is currently the world's first search engine, and its first web page rating (PR) technology is the object imitated by other search engine technologies in the world. Google search ranks first on the global website of Alexa, with an average daily IP traffic of 457.725 million and PV views of 8481.6443 million. The traffic sources are distributed all over the world. See Figure 3.8 for details.

网站google.com国家/地区排名、访问比例



Figure 3.8 Source distribution of Google search traffic

In addition to providing basic search services, Google also provides social network service Google +, traffic realization platform Google AdSense, instant chat software Google Talk, Google maps and so on.

Baidu search is the world's largest Chinese search engine. As of October 2021, Baidu ranked No. 5 on the global website of Alexa, No. 1 on the Chinese website and No. 1 on the Chinese search engine, with an average daily IP traffic of 62.475 million and PV views of 301.7543 million, of which more than 94% of the traffic came from China. See Figure 3.9 for details. In addition to providing basic search services, Baidu also provides rich Internet Internet services such as Baidu maps, Baidu post bar, Baidu encyclopedia, Baidu know, Baidu library, small artificial intelligence, car networking, cloud computing, smart cloud, doctor, business services and so on.

网站baidu.com国家/地区排名、访问比例



Figure 3.9 Distribution of Baidu traffic sources

Compared with Baidu and Google, we can see that Google's IP traffic is more than 7 times that of Baidu, and PV traffic is more than 28 times that of Baidu. This shows that Baidu has a huge gap with Google in the absolute number of visits and user adhesion. From the comparison of access sources, it can be seen that Google's access comes from all over the world, and even the United States where Google is located does not have an absolute dominant share, while Baidu's traffic source depends on China for more than 94%.

### (3) Domestic and foreign trade social e-commerce platform

"Pinduoduo" is a social e-commerce platform focusing on c2m group shopping founded by Shanghai dream seeking information technology Co., Ltd. in April 2015. It is called "new e-commerce model" by the industry. Users can buy high-quality goods at a lower price by initiating groups with friends, family, neighbors, etc. Through communication and sharing of social ideas, pinduoduo's unique new social e-commerce thinking is formed.

Aliexpress is Alibaba's cross-border e-commerce retail platform for the international market. AliExpress faces overseas buyers, guarantees transactions through Alipay international accounts, and uses international logistics channels to transport shipments. At present, Aliexpress covers 200 countries and regions around the world, with Russia, the United States, Japan, Spain, Brazil and France as the main markets. By October 2021, Aliexpress ranked 46th on the global website of Alexa, with an average daily IP traffic of 6.6975 million and PV traffic

of 54.3837 million. The United States and Japan are the largest access sources at present. See Figure 3.10 for details.

网站aliexpress.com国家/地区排名、访问比例



Figure 3.10 Distribution of Aliexpress traffic sources

Amazon is the world's largest online e-commerce sales platform, established in Seattle, USA in 1995. At the beginning, it only engaged in online book sales business. Now it has developed into the online retailer with the largest variety of goods in the world and the second largest Internet enterprise in the world. In addition to providing e-commerce services, Amazon also provides online services such as Amazon fresh, Amazon convenience store, Amazon virtual currency, Amazon cloud, Amazon database and Amazon payment. As of October 2021, Amazon ranked 11th on the global website of Alexa, with average daily IP visits of 32.85 million and PV views of 326 million, accounting for more than 60% of the traffic from the United States. See Figure 3.11 for details.

网站amazon.com国家/地区排名、访问比例



Figure 3.11 Amazon traffic source distribution

From the comparison of the absolute number of traffic, there is a nearly five fold gap between aliexpress and Amazon. However, from the comparison of the distribution map of global traffic sources, it can be seen that the market distribution of aliexpress is more uniform than that of Amazon, while Amazon mainly depends on the markets of the United States and Canada. It can be seen that aliexpress is very promising to become the most widely distributed cross-border e-commerce retail platform in the global market.

#### 4. Summary

This paper studies the current mainstream network new media platforms at home and abroad, and obtains their traffic data. From the data analysis, it can be seen that the operation level of network new media platforms has reached the forefront of the world and become the mainstream of Internet services. Compared with the world-famous overseas network new media, the gap between domestic network new media and it is mainly reflected in the absolute number of traffic, user adhesion, traffic source path, influence and so on, indicating that domestic network new media giants still have a long way to go to internationalize and become a world-famous network media.

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