

Analysis of the Characteristics of Mobile Audio Payment Platform

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Abstract: With the popularization and development of the Internet and mobile devices, the forms of knowledge production and dissemination are increasingly rich. Mobile paid audio platform has become one of the carriers of high-quality content due to its fragmentation, accompanying, social and other characteristics. As the largest mobile paid audio platform in China at present, Himalayan FM adopts the content production mode of "UGC+PGC+exclusive copyright" in terms of program content. The audio program content is mainly "fast, short and flat", which is more in line with the current fragmented scene environment. In 2016, the Himalayan FM took the lead in trying to produce and disseminate knowledge-based audio pay programs, creating a premium pay program zone, and playing a leading role in the mobile pay audio field. Although Himalayan FM is the "leader" of mobile pay audio platform, there are also some problems that must be solved in the development. Therefore, understanding its characteristics can provide some suggestions for the future development of Himalayan FM.

Keywords: Mobile audio payment, Himalayan FM, Content, Features.

1. Content Production Innovation

The traditional radio station adopts the transmission mode that the anchor is responsible for speaking while the audience is responsible for listening, that is, the anchor is the only communicator of information, and the audience is the only receiver of information, which is also the transmission mode of PGC (professional production content). With the popularity of the Internet and the continuous development of mobile terminals, this linear content production mode has been impacted and changed. Transmission and reception are no longer one-way, but interactive. This change also coincides with McLuhan's prediction that consumers will become producers through electronic technology. The content production mode in the mobile audio era is different from that of traditional radio stations in that PGC and UGC (user original content) are combined to form a new content production mode, that is, PUGC (content produced by professional users) content production mode.

Himalayan FM put forward PUGC ecological strategy earlier in the industry, which is composed of PGC+UGC+exclusive copyright, and positioned itself as the role of audio ecology builder. In Audience Analysis, McGuire pointed out that the audience is a product produced by the media and social life [Dennis McGuire. Audience Analysis (1977) [M]. Beijing: China Renmin University Press, 2006.]. Because of new media.

2. Long Tail Audio Products

Chris Anderson put forward the economic concept of the long tail. "Head market" refers to all the markets that occupy a large market share in the process of product sales, that is, all the markets that occupy a small share and are niche are "tail markets". However, the market share is not determined by user needs, but is affected by product channels and storage, so there will be products with low demand and products with high demand will occupy a larger market share. If the product quantity and profit are represented by a curve graph, it is a curve graph (visible from the graph) with a high starting point,

a rapid decline, and then a gentle but never intersecting curve.

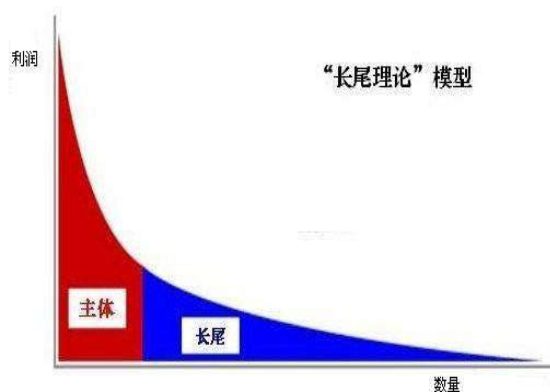


Figure 1. Graph long tail theoretical model (from network)

The long tail theory is also applicable to the current mobile audio platform market. Himalayan FM has also shown a long tail trend in its paid audio sector. As a mobile audio platform, the head product needs to expand the user base for the platform and channel for it. However, the number of paid audio products that can be used as the head product of Himalayan FM is small, which cannot meet the needs of users. The reasons are as follows: First, the copyright acquisition of Himalayan FM was affected by the market chaos, and the choice was restricted; Second, the Himalayan FM has limited ability to develop head products, predict and guide the needs of the audience; Third, the competition for high-quality content is fierce. Whether Himalayan FM can rely on its own advantages to develop high-quality products is one of the difficulties it faces.

At present, the reason for ignoring the use of long tail resources is that too much energy is put into developing a few high-quality knowledge content and high-quality audio products. At present, the problems faced by Himalayan FM, such as the lack of development efforts, the inability to improve the program quality, and the large number of tail products, will have an impact on its services and reduce the

use viscosity and frequency of users.

3. The Copyright Market Is Chaotic

As a content based industry, the mobile audio platform has a fierce competition for copyright. The paid audio of Himalayan FM is mostly sold in the form of the whole program or the whole season. This form has made great progress compared with the random download before. It protects the copyright of the paid audio and enables the teaching parties to have a normal supply and demand relationship. However, there are still some users in the market who download the paid audio programs they have purchased, sell them privately or share them with the users who have not purchased them in a paid form, and the price is at least five times lower than the original version. There are also many users who buy pirated audio programs at a low price. The practices of these users greatly damage the interests of the original and the platform, and also reduce the creativity of the original. The reasons for this phenomenon are: first, the pricing of paid audio programs may be unreasonable; Second, the lack of users' awareness of copyright; Third, the relevant national departments have not yet fully supervised the copyright. The current confusion in the copyright market is

the disorder of copyright resale and hoarding; Unreasonable resource allocation; The competition for copyright of enterprises has resulted in high prices, damaged profits of enterprises and threatened the rights and interests of users. The reason is that the copyright law is still not perfect, there are no clear laws and regulations, and the market supervision is insufficient.

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