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Marketing Plan for Huya Live Starfire Program

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Master in Applied Management

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BUSINESS
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Department of Marketing , Operations and General Management

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Abstract

Huya Live, founded in 2014, is a Chinese game live broadcasting platform, with the expansion of the company's live broadcasting business, entertainment live broadcasting has become an important source of revenue for the company's business.

Huya live platform lacks a supportive marketing plan for new anchors, supporting a new anchor various MCN organizations do not have experience and subsidies, resulting in the introduction of fewer new anchors, which does not meet the company's needs for expanding its business and meeting the market demand, in order to improve this problem, the main goal is to develop a marketing plan to improve Huya live platform to expand the market for new anchors

In order to achieve this goal, this thesis conducted a literature review on the relevant aspects of the Internet celebrity economy and analyzed the internal and external factors of Huya Live as well as the SWOT analysis of the Starfire project.

Through the analysis of the 4P theory of the Starfire project, it is possible to understand the live broadcast market demand, formulate a new anchor market strategy, improve the quality and sustainability of the product itself, improve the platform services provided, and improve the brand effect of the product, so as to make Huya live broadcasting more attractive, with a more three-dimensional brand image, and to accurately seize the initiative of the market.

Keywords: MCN,Internet celebrity Economy,Live Broadcasting Industry

JEL Classification: M31

Resumo

Huya Live, fundada em 2014, é uma plataforma chinesa de transmissão ao vivo de jogos, com a expansão do negócio de transmissão ao vivo da empresa, a transmissão ao vivo de entretenimento tornou-se uma importante fonte de receita para os negócios da empresa.

A plataforma ao vivo Huya carece de um plano de marketing de apoio para novas âncoras, apoiando uma nova âncora várias organizações MCN não têm experiência e subsídios, resultando na introdução de menos novas âncoras, o que não atende às necessidades da empresa para expandir seus negócios e atender à demanda do mercado, a fim de melhorar este problema, o principal objetivo é desenvolver um plano de marketing para melhorar a plataforma ao vivo Huya para expandir o mercado para novas âncoras

Para atingir este objetivo, esta tese realizou uma revisão da literatura sobre os aspectos relevantes da economia da celebridade da Internet e analisou os factores internos e externos do Huya Live, bem como a análise SWOT do projeto Starfire.

Através da análise da teoria 4P do projeto Starfire, é possível compreender a procura do mercado de transmissão em direto, formular uma nova estratégia de mercado de âncoras, melhorar a qualidade e a sustentabilidade do próprio produto, melhorar os serviços de plataforma prestados e melhorar o efeito de marca do produto, de modo a tornar a transmissão em direto da Huya mais atractiva, com uma imagem de marca mais tridimensional, e a aproveitar com precisão a iniciativa do mercado.

Palavras-Chave: MCN, Internet celebrity Economia, Indústria de radiodifusão em direto

JEL Classification: M31

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Glossary

MCN-Muti Channel Network

Internet Celebrity-People Who Are Very Famous On The Internet

CNNIC-China Internet Network Information Center

LBSNs-location-based social networks

1. Introduction

With the improvement of Internet technology and network hardware level during the past decade, the live broadcasting industry has undergone profound changes. According to statistics, the size of the global live broadcasting market has exceeded USD 30 billion in 2022 and is expected to reach USD 60 billion by 2025. The number of users watching live streaming in China has also shown explosive growth, and by the end of 2022, the number of webcasting users in China is expected to exceed 700 million.

Figure 1.1 China's Webcasting User Size and Utilization Rate, 2018-2021



Source: www.iresearch.com.cn

Huya Live, founded in 2014, is a live broadcast platform that focuses on live game broadcasting and covers a wide range of live content such as entertainment, variety, education, outdoor and sports. With the traffic of live game broadcasting, Huya has been in China's live broadcasting platform has been ranked among the top.

Despite the rapid development momentum of Huya's game live broadcast, but facing the rise of more and more comprehensive live broadcast platform companies, Huya's pan-entertainment live broadcast still has a significant gap.

Through the analysis, it was found that Huya live broadcast still faces the problem of growth bottleneck, the number of new anchors is insufficient, the new anchors can not traffic cash, and the development of pan-entertainment live broadcast is affected.

Therefore, the main purpose of this thesis is to develop a marketing plan for MCN agencies cooperating with Huya's pan-entertainment live broadcast to promote newcomers to start broadcasting, hereinafter collectively referred to as the "Starfire Program". Through this plan, Huya Live is expected to achieve the following goals. Goal: Increase the number of anchors by 20% and the number of active viewers by 10% in 2024 compared to 2023.

In order to achieve this goal, this thesis conducts a literature review of the relevant aspects of the development of the live broadcasting industry and analyses the internal and external environment of Huya Live's pan-entertainment live broadcasting.

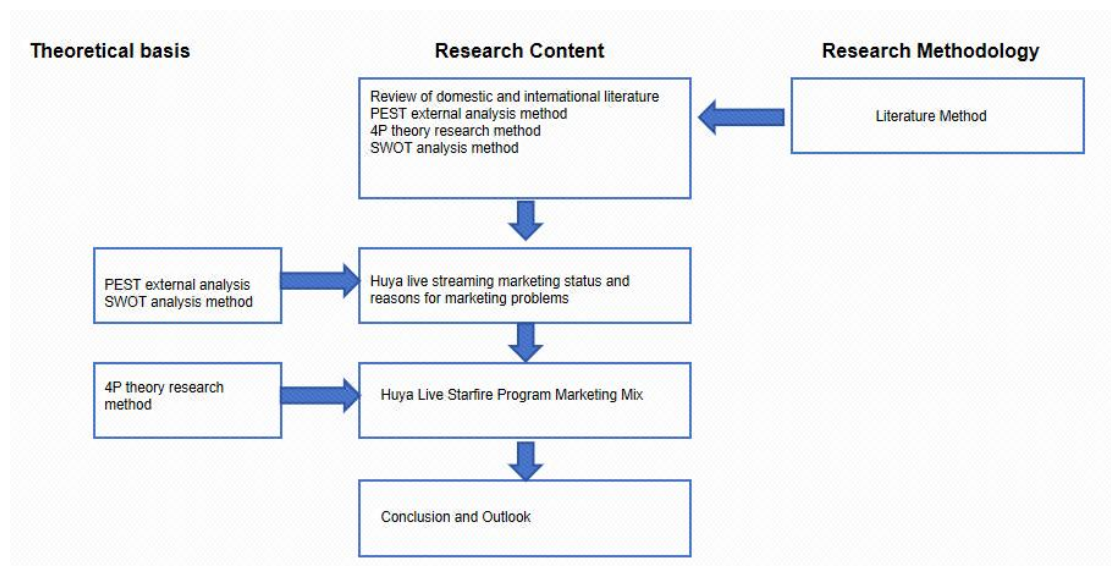
The Starfire Program is analysed through the 4P theory, and by analysing the market demand and formulating the product strategy, the quality and performance of the product itself can be improved, the sales service provided can be improved, and the brand effect of the product can be improved so that the product will be more attractive and the brand image will be more three-dimensional, so that it can accurately grasp the initiative of the market. The external environment of Huya is analysed through PEST, and the current direction of marketing strategy is analysed through the internal environment of Huya enterprise. Analyse the advantages and disadvantages of Starfire Program through SWOT analysis.

In terms of research methods, this project adopts literature review method, PEST external analysis method, 4P theory research method and SWOT analysis method.

Different from past studies focusing on live broadcasting, this study goes deep into the internal analysis of the live broadcasting platform company, analyses the internal and external environment analysis of the development status of the live broadcasting company, and carries out a comparative analysis of the marketing plan of the live broadcasting platform to promote to the MCN agency and the planning of the promotional content.

This thesis is divided into 7 chapters. Chapter 1 introduces the background, problem, objectives and methodology of this project. Chapter 2 introduces the literature review, including three parts: the evolution of Internet celebrity economy and live broadcasting industry, international research on Internet celebrity economy, and domestic research on Internet celebrity economy. Chapter 3 details the research methodology used in this project, Chapter 4 is an analysis of the external environment of Huya live streaming, Chapter 5 is an analysis of the internal environment of Huya live streaming, Chapter 6 is an analysis of the market issues regarding Huya live streaming, Chapter 7 is the marketing mix, and Chapter 8 is the conclusion and the direction of the later focus.

Figure 1.2 Thesis structure



2. Literature review

2.1. Internet celebrity Economy and Live Streaming Industry Evolution

According to Rinka et al.(2018), the prevalence of online social networks has given rise to the emergence of social media influencers (SMIs), so-called "Internet celebrities". Use self-congruity theory, which originally refers to the congruence between consumers and brands or products, to the congruence between endorsers and potential tourists to evaluate endorsement effectiveness.Li (2018) explored the topic of Internet celebrities by drawing on both media success literature and online influencer research. The author discussed three key issues from the literature: the definition of Internet celebrities, criteria for identifying Internet celebrities, and factors contributing to individual online influence. To enrich the study, a series of interviews were conducted with three Internet celebrities and three of each celebrity's followers. Cai et al.(2019) introduced the concept of live streaming commerce, which is e-commerce integrated with real-time social interaction via live streams. The study found that the substitute for personal examination was associated with both the general watching scenario and product search scenario, while the enjoyment of interaction was associated with the scenario featuring an Internet celebrity. Park et al. (2020) conducted a study in China to examine the influence of various match-up scenarios on consumer attitudes within the context of live streaming shopping with internet celebrities. The study drew from previous research on celebrity endorsements and the match-up hypothesis, and developed an integrative model of internet celebrity endorsement to investigate congruence effects on live streaming viewers.Abidin (2020) notes that TikTok has rapidly gained popularity among young people worldwide, and as a result, cultures and practices of internet celebrity have emerged. However, little is known about the constitution of internet celebrity on TikTok, and existing models from Instagram and YouTube do not fully apply to the unique terrain of the app. As such, Abidin's study aims to explore the makings of internet celebrity cultures on TikTok by focusing on how attention economy and visibility labour

practices have emerged as a result of the app's features. The study is relevant to the current trend of using internet celebrities in content marketing for e-commerce, especially through social media and live streaming.

The objective of Geng et al.(2020) study is to contribute to the theoretical and practical understanding of first and second-order effects of internet celebrity endorsements on marketing outcomes in an e-commerce context. The study utilizes a cross-sectional regression analysis to evaluate the economic value of internet celebrity endorsement, and a panel vector autoregressive model is adopted to examine the relationship between the content marketing behaviors of both celebrities and consumers and the performance of e-commerce sales. The study's results shed light on the value of internet celebrity endorsements in e-commerce marketing. In China, beauty bloggers have risen to fame not only on global social media platforms such as Twitter and YouTube but also on their Chinese counterparts. Guan (2020) examines the roles that beauty bloggers play in China's technological and economic context, and how these roles have taken shape in the fast-growing internet industries of the country.

The rise of Internet celebrities in recent years has led to the increasing use of celebrity endorsements as a prevalent approach to content marketing for e-commerce sellers. Geng et al. (2020) aim to contribute both theoretically and practically to the understanding of how Internet celebrity endorsements affect marketing outcomes in an e-commerce context. Their study employs a cross-sectional regression and a panel vector autoregressive model to examine the impact of celebrities' and consumers' content marketing behaviors on e-commerce sales performance.

Inefficiencies and information asymmetry in supply chains often result in non-optimal production levels, especially when capital constraints are present. Tang et al. (2020) investigate the use of option contracts to coordinate supply chains and improve efficiency.

The Internet celebrity economy has emerged in China with the increasing popularity of online stars. Ding et al. (2020) discuss the concept of attention economics and how it explains the rise of the Internet celebrity economy and the companies' preference for Internet celebrity endorsements.

Kang et al. (2021) propose a solution to the challenges of online-to-offline (O2O) commerce, which involves the seamless integration of online and offline commerce. They introduce the heterogeneous information network (HIN) concept, which is designed to address the complexities of user information sharing in location-based social networks (LBSNs).

Although companies increasingly use online star endorsements in their marketing efforts, the scientific knowledge on the effect of these endorsements on consumers' purchase intentions is limited. Shi et al. (2021) explore the underlying mechanisms and boundary conditions of this phenomenon through the lenses of self and construal level theories.

As the beauty industry continues to grow rapidly, more vertical sub-sector areas have entered the live streaming market. Xin (2020) examines the use of social media influencers and live streaming in the beauty industry, discussing the current status, problems, and practical applications of social influencer marketing in cosmetics and makeup industry in China. The study explores the effect of social media influence marketing on the development of online transactions, taking into account the characteristics of online transactions in the new era.

Qiu et al. (2021) conduct a study on tourism practices related to live streaming, using China as a case. The study classifies the development of tourism live streaming in China into germination, exploration, and opportunity stages. It also reveals that live content mainly evokes positive emotions, and negative sentiment results from illegal or boring content. Users' perceptions of tourism live streaming content involve institutions, live streaming tools, live streaming attractions, the live streaming economy, people, facilities and information, time, and regions. The study identifies live streaming tools and attractions as the core of the identified semantic network, having the strongest regulation capabilities in tourism live streaming activities.

In recent years, live streaming e-commerce has gained intensive development and emerged as an emerging business mode.

The concept of digital labor has evolved to encompass not only labor related to the production of digital media technologies but also activities that contribute to the

production of digital content. This interpretation expands the conceptual scope of digital labor and opens a new chapter of the Marxist labor theory of value. As Fuchs (2014) notes, the notion of digital labor has come to be understood as "all labor/activities that contribute to the production of digital media technologies and contents". This perspective acknowledges the critical role digital media and technologies play in contemporary society and the various forms of labor required for their creation and dissemination. It offers insights into the workings of the digital economy and the exploitation of workers in this sector, while providing a framework to analyze the structure and dynamics of digital labor markets.

Fuchs (2014) explained that the notion of digital labor has evolved to encompass not only labor related to the production of digital media technologies but also activities that contribute to the production of digital content. This interpretation expands the conceptual scope of digital labor and opens a new chapter of the Marxist labor theory of value. This perspective offers insights into the workings of the digital economy and the exploitation of workers in this sector and provides a framework to analyze the structure and dynamics of digital labor markets.

Rojek (2004) posited that celebrity refers to "the attribution of glamorous or notorious status to an individual in the public sphere". In the internet age, social media has provided new opportunities for internet celebrities in China, although the phenomenon has also brought about significant changes in the digital labor and public sphere. Fuchs (2014) argued that, under the influence of neoliberalism, the emergence of internet celebrities in China has further intensified the blurring of boundaries between play and labor, work time and leisure time, production and consumption, and public and private life.

As scholars have explored the concept of internet celebrities, concerns have emerged over the nature of digital labor, the relationship between internet fame and traditional celebrity status, and the potential for social media to democratize the public sphere. Marwick and boyd (2011) have voiced apprehension about the commodification and media manipulation of internet fame, which could pose a threat to the authenticity and credibility of online public discourse. The impact of internet celebrities on the digital

labor market, public discourse, and society at large remains an area of ongoing scholarly inquiry. According to Fuchs et al. (2014), the impact of internet celebrities on the digital labor market, public discourse, and society in general is an area of continual investigation by scholars. As internet celebrities continue to rise in prominence in the era of social media and neoliberalism, questions persist about the nature of digital labor and the correlation between internet fame and conventional celebrity status. Furthermore, there are apprehensions about the potential for the commoditization and manipulation of internet fame, which could threaten the credibility and authenticity of online public discourse. This interdisciplinary field of research has significant implications for communication, media, sociology, and cultural studies

Flichy (2007) argued that the perceived rise of the information society, coupled with globalization and the competition for the information and communication order, has stimulated ongoing research into the political economy of communication. According to Mosco (2004), the field of political economy of communication centers around the analysis of the economic structures of the communication system and the operation processes of the market economic system. Understanding these structures and processes is crucial to developing a comprehensive understanding of the complex interaction between communication, culture, and economic and power structures. The political economy of communication adopts both qualitative and quantitative research methods, generating empirical data to illuminate how these structures operate and how they shape society.

According to Melody (2007), the political economy of communication seeks to demonstrate the social power relations of communication by analyzing the ownership, production, circulation and consumption of communication by audiences. The aim of this analysis is to reveal the complexity of communication and culture industry. By examining these dynamics, the field of political economy of communication seeks to understand the interplay between communication and economic and power structures, illuminating the role of ownership, production, distribution, and consumption in shaping these structures.

In summary, the political economy of communication seeks to understand the relationship between communication and various factors such as economic and power structures. It examines the role of ownership, production, distribution, and consumption in shaping these structures. Ultimately, by analyzing these dynamics, the field aims to provide a nuanced understanding of the relationship between communication and power in society.

2.2. International Internet celebrity Economy Study

With the gradual popularization of the Internet, the emerging information technology represented by the Internet has become the development interface for the integration of traditional industry and new media. Therefore, social media has become a new platform for celebrities to attract popularity and make their fame.

According to Senft (2008), to investigate the survival status of celebrities in the internet era, she conducted a critical and ethnographic study on 'camgirls' from 2000 to 2004. The camgirls were individuals who broadcast themselves on social media platforms to gain fame. Senft's study brought this newly emerged group into the public eye, providing insight into their lives and experiences. To gain a more authentic understanding of camgirls' daily lives, she created her own site, Terricam, to act as a real camgirl. According to Senft (2008), She interviewed around 40 camgirls and almost 80 viewers, concluding that the rise of blogs, chat rooms, and webcams had created a confession culture for young girls sharing their personal lives. This study offers a compelling look into the impact of social media on the creation and survival of internet celebrities in the contemporary era.

In 2018, Crystal Abidin analysed contemporary Internet celebrities and fame by using examples from the UK, US, Australia, China, South Korea, Japan, Singapore, Sweden, and social platforms such as Facebook, Instagram, Weibo, Twitter Reddit, Tumblr, and YouTube. Abidin (2018) presented a comprehensive academic framework for analyzing the various forms of internet celebrities that have emerged in the last decade in her book 'Internet Celebrities.' This framework includes eyewitness

viral stars, meme personalities, DIY celebrities, crowd-puller cameos, microcelebrities, and influencers. Through this framework, Abidin explored the overall pattern, development trends, and cross-cultural impact of the internet celebrity economy. Her analysis aims to consolidate key ideas about the internet celebrity culture, providing a detailed examination of the phenomenon along with its implications for society at large.

In the 21st century, with the transformation of mass media from a one-way broadcast model to a digital model that is free for all, the emerging social media have given birth to new forms of celebrities to adapt to the interactive environment where fans expect to keep visiting. In 2018, David C. Giles started from the background of digital culture and studied how platforms like YouTube and Twitter developed their own celebrity culture by extensively analysing emerging literature on celebrity studies. Giles believed that 12st-century celebrities valued their superficial authenticity more than their charm or talents. According to Giles (2018), he used YouTubers as examples to investigate how internet celebrities can embody authenticity through well-crafted performances, as well as the boundaries between authenticity and ordinariness in digital culture. This exploration of internet celebrity culture offers an important insight into the tension between performance and authenticity, and how individuals navigate these complexities in the digital age. Giles' findings provide a valuable contribution to our understanding of the internet celebrity phenomenon and its impact on society.

In the Internet age, the rise of social media has provided a platform for online sharing, which has spawned an industry called lifestyle gurus. Baker and Rojek (2020) took a critical perspective in their book 'Lifestyle Gurus' to analyze the rise of micro-celebrities in the digital age using the Belle Gibson scandal as an example. As sociologists, they analyzed the political, economic, and cultural conditions under which micro-celebrities gain authority and influence online. This analysis provides valuable insights into the complex interplay between social media, celebrity culture, and authority in contemporary society. The findings of Baker and Rojek's research have important implications for media studies, cultural studies, and sociology.

Baker and Rojek(2020) argued that the 2015 Belle Gibson scandal revealed the problematic nature of "lifestyle gurus" such as Belle Gibson, who gained a large following by blogging inspirational stories about her incurable brain cancer and promoting her "health bible.". However, the media later exposed that her cancer was a lie used to gain social attention. Drawing from this scandal, Baker and Rojek highlighted a cultural phenomenon that requires attention: the rise of lifestyle gurus in the digital age has created a crisis of confidence in the interventions of experts and professionals. They also noted that lifestyle gurus can be considered as a type of micro-celebrities, referring to lifestyle bloggers who gain authority and influence in the public domain . According to Baker and Rojek(2020), the emergence of lifestyle gurus has played a crucial role in managing intimacy and social relations, and it reflects contemporary understandings of self-identity. This analysis provides a valuable contribution to our understanding of the lifestyle guru phenomenon, its impact on society, and the implications for online authority and influence.

Baker and Rojek (2020) argue that lifestyle gurus embody the para-social, capitalizing on the appeal of intimacy, authenticity, and integrity. They explore the ethical contradictions of lifestyle websites and linked the phenomenon of lifestyle gurus to the erosion of trust among professional power groups. Through their analysis of the micro-celebrity phenomenon, they demonstrate that social media is particularly effective in establishing parasocial relationships of trust that emphasize authenticity and social inclusion, even though many of these relations are performed for fame and profit. Furthermore, they revealed the commodification of the self in the process of self-branding and criticized the risks that this commodification brings. Their analysis provides a new theoretical perspective for the political economy research of internet celebrities. Overall, Baker and Rojek's research offers a critical examination of the relationship between lifestyle gurus, parasocial relationships, and the political economy of internet celebrity culture.

To sum up, since the era of mass media, the era of reality TV, and the era of the Internet, the study of celebrities in the Western world has carried out many 68 beneficial attempts and made substantial progress. However, due to the limitations of

times and recognition, most scholars adopt a single discipline research method to study a certain aspect of celebrity communication mode from a special path or perspective, but lack of discussion and analysis of the whole celebrity market.

Especially the study of commodification of celebrities and political economy, which are relatively rare in the current research, leaving a lot of room for future development. From my point of view, a more varied range of methodology should be considered. In particular, it is necessary to put forward a more novel research model that is closer to the development of times.

2.3. Research on China's Internet celebrity Economy

Hu (2012) notes that after China's Reform and Opening-up in 1979, the standard of truth replaced the political standard and diversified aesthetics replaced the single pattern. As a result, the return of celebrities to the screen represented people's aesthetic and political identities at that time. Although the term "celebrity" had been absent for almost three decades, it reappeared on the cover of 'Popular Movies,' attracting widespread attention from Chinese society and academia. Subsequently, the study of celebrities in China officially entered the public view and began the process of academic research. This development highlights the changing cultural and political landscape in China and the growing recognition of the importance of celebrity culture in modern academia.

Based on the development history and research status of Chinese celebrities, I will also divide the research on Chinese celebrities into three stages: the age of mass media, the age of reality TV, and the age of the Internet, respectively as significant nodes for the development of Chinese media: the period of Reform and Openingup, the period of Chinese reality TV, and the period of new media.

The development of the Internet celebrity industry has been promoted because of the wide range of crossregional and cross-cultural connections that Internet technology has brought to China. A large number of ordinary people gather attention by publishing their works on social media platforms, short video sites, and live

streaming platforms because of the communication power of the mobile Internet. Under the specific packaging and marketing, these Internet celebrities have gradually attracted a huge fan base and formed a completely new economic industrial chain.

Since 1994, the rapid development of information technology in the Internet era has brought about the evolution of Internet celebrities in China, which can be summarized into four stages: the age of text, the age of picture, the age of symbol. In the age of picture, Chinese Internet celebrities tended to be popular and personalized by uploading their pictures on the Internet, known as "picture celebrities." In the symbol era, social media platforms have brought unprecedented changes to the Internet celebrity industry in China. Chinese Internet celebrities, known as 'symbol celebrities', have attracted a large number of followers and become an important force in the digital economy because of their unique symbols and labels.

Entering the age of new media, Chinese Internet celebrities are no longer limited to traditional texts, pictures, and symbols, but are gradually stepping into the fields of video and live streaming. According to the fields of expertise, Chinese Internet celebrities on social media platforms, short video sites, and live streaming platforms could be classified into three different types: fashion-based Internet celebrities, video-based Internet celebrities, and live-based Internet celebrities. The rise of Internet celebrities has led to more and more ordinary people taking Internet celebrities as a career and dedicating themselves to different platforms. Most of the group are born in the 1980s and have a bachelor's degree or higher, according to the authoritative data report.

Yang (2018) explains that talent/MCN agencies are the core organizations responsible for managing internet celebrities and acting as an intermediary between advertisers and ecommerce/social platforms. Based on the different domains of these internet celebrities, these talent/MCN agencies can be categorized into three distinct groups: content MCN agencies, video MCN agencies, and live/e-commerce MCN agencies. These categories reflect the diversity of internet celebrities and their modes of operation on social media platforms. Understanding the role of talent/MCN agencies is essential for comprehending the complex dynamics of the internet

celebrity economy and the factors that contribute to their success. Zhang (2016) notes that at present, most Chinese internet celebrities sign contracts with MCN agencies to ensure the production of high-quality content and maximize their economic value. These talent/MCN agencies in China continue to develop by providing services such as packaging, production, and marketing. This has created a unique business model with Chinese characteristics, which can be summarized as: 'celebrity incubation → personnel management → marketing services → content production → advertising monetization.' This model highlights the various stages of development that an internet celebrity goes through and the services provided by talent/MCN agencies to ensure their success. By offering these services, Chinese talent/MCN agencies have played a critical role in the growth of the internet celebrity industry in China and have made significant contributions to the broader digital economy.

With the continuous update of Internet infrastructure, China's new media platform has become an important monetarization carrier for the Internet celebrity industry. While delivering information and generating traffic, it also creates marketing opportunities for advertisers/online retailers. From the perspective of type division, China's new media platforms can be divided into two categories: e-commerce platforms, and social platforms. Zhang (2016) notes that social platforms are a crucial component of the internet celebrity industry and can be subdivided into three categories: social media platforms, short video sites, and live streaming platforms. These categories reflect the diverse modes of operation and content production strategies adopted by internet celebrities to reach their audiences. By understanding the differences between these platforms, talent/MCN agencies can better tailor their marketing and content production strategies to maximize the economic value of their clients. As the internet celebrity industry continues to evolve in China, social platforms will continue to play an essential role in shaping the landscape of this industry. With the help of e-commerce/social platforms, Chinese Internet celebrities transform the fans into product consumers, and at the same time convert the trust of fans into the recognition of the brand, which ultimately realizes the transformation of consumption and monetarization of social assets.

As the direct audiences of the Internet celebrity industry, the number and quality of fan groups are related to the popularity and development trend of Internet celebrities. According to the survey data, Chinese fan groups are mainly between the ages of 20 and 49, with low education levels and income levels, and most of them are students. 99.2% of China's mobile network users use their mobile phones to access the internet, according to a report. The development of the Internet celebrity industry has been accelerated by the popularity of smartphones, which has promoted the close connection between Internet celebrities and fans. Compared with other fields, the video field attracts Chinese Internet users and fans most with its advantages of sensuality and visuality, which also promotes the self-transformation of Chinese Internet celebrities.

Internet celebrities use e-commerce/social platforms as strategic media for rapid promotion, and build their intellectual property brands through personalized content, which gives rise to the formation of a new industrial chain. Under the special political, economic, and cultural conditions of China, this chapter makes an objective introduction to China's Internet celebrity industry based on authoritative data analysis, thus laying the groundwork for the interview results in the following two chapters.

3. Methodology

The research object of this thesis is Huya Starfire Program, a support program launched by Huya Live to encourage guilds to actively recruit and cultivate new anchors, as well as to incentivize lost anchors to return to Huya. The goal of this project is to find out the causes of these problems and provide practical and effective solutions to the problems such as new anchors' start-up tasks do not meet the standards, rewards are not clear, new anchors' fans can not be precipitated, and traffic can not be realized.

This thesis adopts the following research methods: literature review, case study method, comparative research method.

This thesis uses the literature review method to understand the evolution of Internet celebrity economy and live broadcasting industry, the research of international Internet celebrity economy, the research of China's Internet celebrity economy, focusing on understanding and summarizing the development of various stages of Internet celebrity economy and future development trends. Models and other concepts of Internet celebrity cash sustainability and development balance.

This thesis adopts the case study method and takes Huya Live Starfire Program as the object of analysis. In order to gain a comprehensive understanding of the competitive advantages and challenges of the newcomer anchor marketing program on Huya's live streaming platform, a SWOT analysis was used. This includes assessing its internal Strengths and Weaknesses, as well as external Opportunities and Threats. SWOT analysis helps to determine Huya Live's strategic positioning and marketing strategy. The SWOT model is used to analyze and evaluate the strengths and weaknesses of Huya's Starfire Program project, to gain insight into the sustainable profitability model of Huya Live, to assess its performance in different market environments, and to analyze the strengths and weaknesses of its development history.

This thesis adopts the comparative research method, different Pinghe has different development modes, Huya live and fast hand pepper live development business is similar, and the development is earlier. Comparative analysis of the three can be derived from the corresponding advantages and disadvantages, to take the long and make up for the shortcomings, and to promote the cultivation mode of the new anchor in the network live broadcasting industry.

Through an in-depth study of the above core issues, this thesis aims to reveal the impact of the Huya Starfire Program on the cultivation of new anchors and the development of guilds, as well as its overall impact on the live broadcasting ecosystem.

4. Huya Live External Environment Analysis

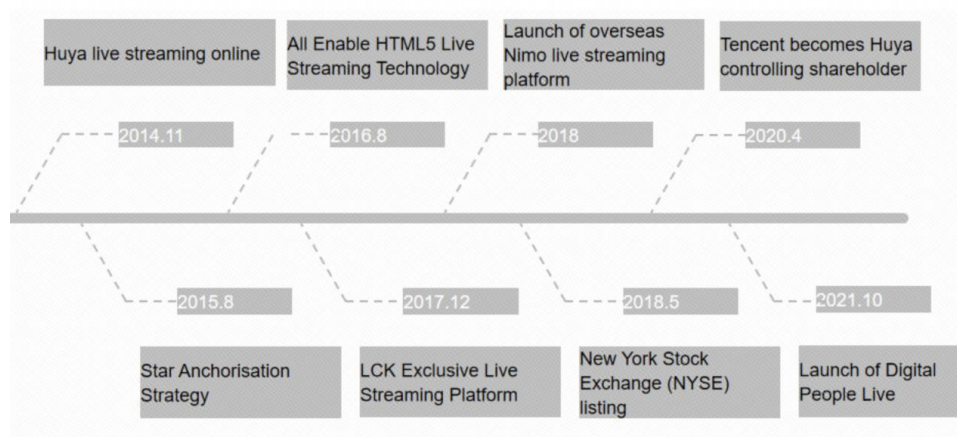
4.1. The History of Huya Live Streaming

In May 2013, Huya Live was officially launched, and at the beginning of its establishment, it mainly focused on providing live game broadcasts.

In 2015, Huya Live completed the A round of financing, upgraded the platform technical facilities, and improved the quality of live broadcasting and user experience. In 2016, Huya Live completed the B round of financing, expanding the scope of business to live broadcasting of e-competitions, entertainment and variety arts, etc. In May 2017, Huya Live was listed on the main board of the Hong Kong Stock Exchange, becoming China's first listed game live broadcasting platform. In November 2018, Huya Live Streaming Global Finals period changed its English name Huya to Huya Inc. and began to expand its business globally. In 2020, Huya Live Streaming user volume and live streaming hours increased rapidly due to the impact of the New Crown Epidemic.

In recent years, Huya Live has continued to improve its platform technology, live streaming quality and content, while expanding its business areas and user base, becoming one of the most successful game live streaming platforms in China and even globally.

Figure4.1 Huya live streaming development history



4.2. Overview of the cash-out model of the Internet celebrity economy

Internet celebrity economy refers to the emerging business model carried by the Internet and mobile Internet platforms. Through the power of the Internet and mobile Internet, some influential individuals or organizations (i.e., Internet celebrities) are transformed into the main body of commercial cash flow, and become a new type of commercial traffic entrance.

The following are some common realization modes of Internet celebrity economy:

The first is the advertising cash model, such as Internet celebrities through a variety of ways (such as blogs, microblogging, etc.) to accumulate a certain fan base, they can use their influence to receive advertising to earn income. The form of advertisement includes brand advertisement, product advertisement and so on.

The second is the Internet celebrity live cash mode, such as in the network platform to open their own live room, and attract a large number of viewers, the network platform will be in accordance with the amount of viewing and viewing time and other indicators for the share, but also through the receipt of gifts and other ways to earn income.

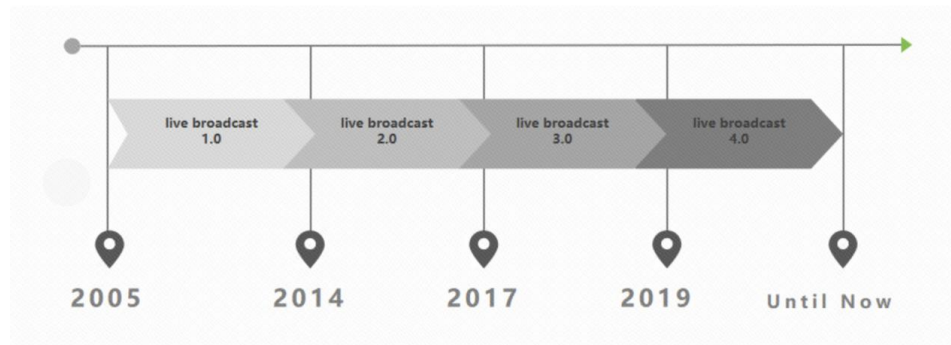
The third is the e-commerce cash model, such as Internet celebrities through their own social network platform to promote the products of merchants, guiding fans to buy, the seller pays a certain percentage of commission to the Internet celebrity as a promotional commission.

The fourth is a multi-channel cash model, such as some Internet celebrities have their own fan circles on various platforms, which can be inflowed through the earnings of multiple platforms, such as in the jittery voice, fast hand, microblogging and other platforms have a high fan base, and through these platforms to promote the brand to obtain advertising revenue.

With the development history of China's live broadcasting industry, the live broadcasting industry from a single mode towards diversification, and now the live

broadcasting industry has developed to live 4.0, entering the era of all live broadcasting.

Figure 4.2 Live Streaming Industry History



Live Streaming 1.0: Online video dating and chat room mode appeared; 9158 and YY were established one after another.

Live Streaming 2.0: Live streaming industry began to get widely shut down, and game live streaming began to rise; YY, 9158 and other pioneers went public, and Huya and other PC live streaming platforms went public.

Live Streaming 3.0: Capital is integrated into the live streaming market and thousands of live streaming platforms compete in the white-hot era.

Live 4.0: Digitalization of the era of universal live broadcasting, technology VR + live

4.3. Huya Live PEST Analysis

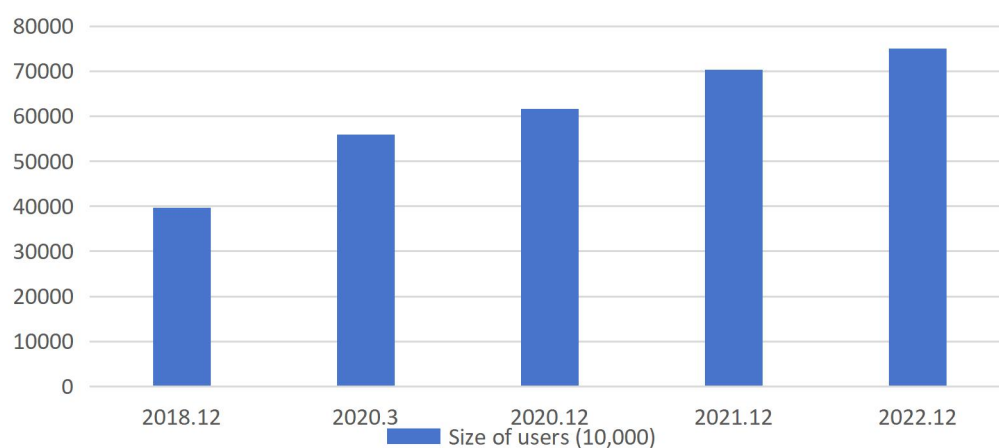
4.3.1. Analysis of the external political environment

The Chinese Government has always attached great importance to the development of the Internet and the digital economy, and has supported the development of online culture and the live-streaming industry. The government has taken a series of measures to encourage the innovation and development of live-streaming platforms and anchors, such as policy support, tax incentives and financial subsidies. These policy supports have provided a more favorable market environment for the live

broadcasting industry, and have also promoted the innovation and development of the live broadcasting industry.

China Internet Network Information Center (CNNIC) released the 51st Statistical Report on China's Internet Development in Beijing Jing. The report pointed out that as of December 2022, China's webcasting user scale reached 751 million, up 47.28 million from December 2021, accounting for 70.3% of the overall Internet users. The user scale and utilization rate of the live streaming market is also growing year by year.

Figure 4.3 2018.12-2022.12 Webcasting User Size and Usage Rate



Source: www.iresearch.com.cn

Also in China, the regulation of the Internet industry is getting stricter and stricter, and the live streaming industry is no exception. The Chinese government has strengthened the regulation of live streaming content, anchor behavior and platform operation to regulate the industry's market environment. This not only restrains undesirable live streaming content, but also contributes to the healthy and orderly development of the industry and the formation of a more regulated market environment, inspires consumer trust and confidence, and improves the overall safety and reliability of the industry.

The relationship between China and the rest of the world will also have a corresponding impact on China's live streaming industry. This means that practitioners in the live streaming industry need to pay close attention to the international situation and changes in order to adapt to the rapidly changing international environment.

As well as the fact that Chinese culture has a deep history and tradition, it also affects the live streaming industry to a certain extent as well. Because of this, practitioners in the live broadcasting industry need to abide by the values and ethics of Chinese culture, respect social morality, professional ethics, moral risk management and other professional rules, and focus on the construction of professional ethics, so as to walk out of a development path that is consistent with China's national conditions and cultural traditions, and is legal and compliant.

In short, the live broadcasting industry is gradually moving towards formalization under the vigorous promotion of the Chinese government. Live broadcast practitioners have also been recognized by the market and society.

4.3.2. Analysis of the external economic environment

In 2022, the market size of China's Internet celebrity new economy-associated industry reached 550.42 billion yuan, a year-on-year increase of 9.4%, and although the growth rate slowed down compared with last year, the growth trend is still strong for this emerging industry.

The growth rate of the reddit new economy ecosystem has narrowed due to the epidemic and the overall market economy, but with the continuous improvement of digital infrastructure and the extensive application of new technologies (such as artificial intelligence, blockchain, big data, etc.) in the production of content, the Internet celebrity new economy will accelerate the upgrading and remodeling of the traditional industry, and push forward the in-depth fusion of the online economy and the real economy. It will also extend service scenarios and upgrade the existing Internet demographic dividend to a digital dividend driven by the digital economy.

The upgrading of talent and digital technology will become an important force in pulling the development of urban and rural economies, traditional manufacturing, tourism and other service industries.

In terms of market scale, while giving full play to the existing platform, traffic and commercial growth advantages, the new economic ecology of redditors will accelerate the expansion of industrial scale and service scenes. It is expected that by 2025, the market scale of China's reddit new economy related industries is expected to exceed 8 trillion. It can be foreseen that the Internet celebrity new economy will become a key force in promoting economic and social innovation and development in the era of digital economy in the future, continuously improving people's living standards through reforms and innovations, and helping China's economic high-quality development.

Figure 4.4 2018-2025,China Internet celebrity economy related industry market size



Source: www.iresearch.com.cn

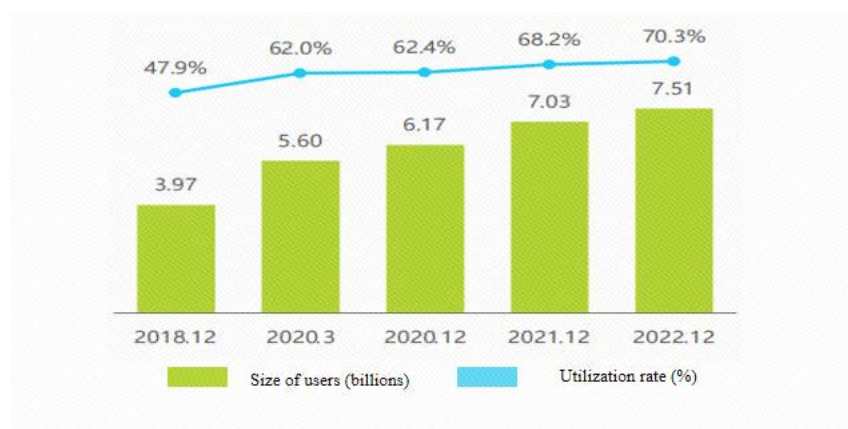
4.3.3. Analysis of the external social environment

The scale of short video users has exceeded 1 billion, achieving explosive growth in just a few years and becoming one of the most popular applications in the current Internet field. At the same time, the usage rate of live broadcasting users has also exceeded 70%, which promotes the upgrading of content creation and presentation forms.

In the field of webcasting, with the increase of online shopping nodes and the traffic and brand cooperation advantages of short video platforms, e-commerce live broadcasting has become the main force of webcasting. New innovative live broadcasting formats continue to emerge, such as teaching-type live broadcasting, popular science live broadcasting, etc., and with the continuous injection of visual display technologies such as AR/VR, the form of live broadcasting is also increasingly innovative. Panoramic interaction and virtual people and other high-tech content display forms continue to give users a richer interactive experience.

Live broadcasts continue to promote the upgrading of content creation and forms in constant innovation and improvement. They create more opportunities for businesses and users, and provide a great boost to digital economic transformation and ecological development.

Figure 4.5 2018-2022, Webcasting User Size and Utilization in China



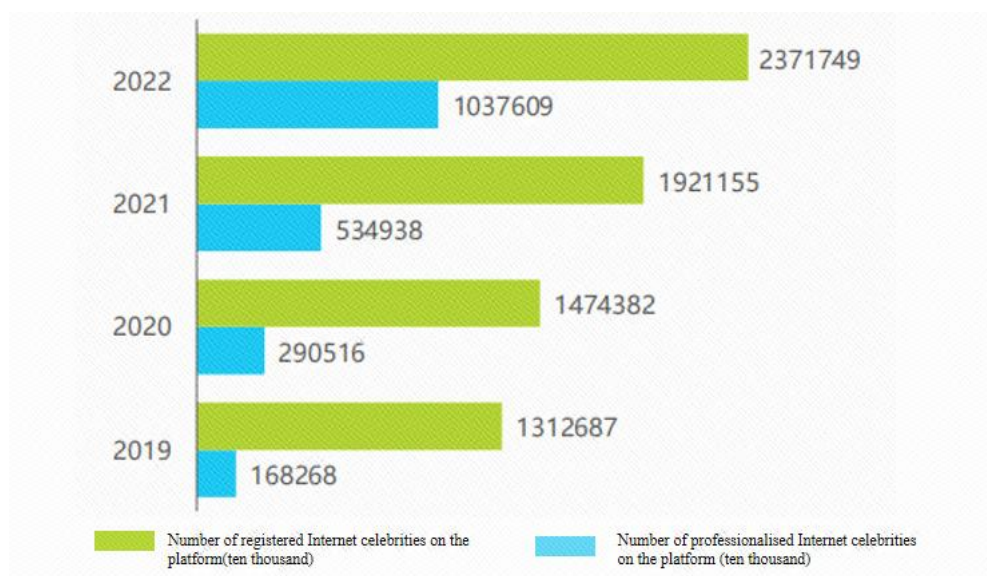
Source: www.iresearch.com.cn

China's urban survey unemployment rate reached 5.5% in 2022, a figure that rose by 0.4 percentage points compared with last year, showing the severity of the current employment situation. Under the continued impact of the epidemic, small, medium and micro enterprises are struggling to survive and are facing tremendous pressure of survival and economic burden. After the improvement of the epidemic, market economic agents gradually resumed production and operation, providing jobs

for young job seekers, but the decline in the unemployment rate still requires a period of adjustment cycle.

With the rapid iteration of Internet technology, the new economic ecology of reddit is booming. A large number of content platforms such as short videos and live broadcasts and service organizations such as MCNs have emerged, directly and indirectly creating a variety of employment options upstream and downstream of the industry chain, including Internet celebrities, operations, planning, training, logistics, and trading. According to the statistics of WEIQ Net celebrity marketing platform, the number of registered merchant customers reached 190,000 in 2022, and the number of registered Internet celebrities reached 2.37 million, of which the number of professionalized Internet celebrity accounts was nearly 1.04 million. Compared with the same period last year, the year-on-year increase in the number of professionalized Net celebrity accounts reached 93.97%, significantly driving the development of new forms of employment in the Internet celebrity economy.

Figure 4.6 2019-2022 Number of Internet users and Internet Number of Internet users and Internet celebrities



Source: www.iresearch.com.cn

According to Crowley's data, the number of MCN agencies in China has exceeded 24,000 in 2022. In recent years, as MCN agencies continue to expand their business coverage and gradually mature their business models, they have

systematically established a good link between brand owners and Internet celebrities. Since the explosive growth of MCN agencies in 2019, MCN agencies have shown a stable expansion trend in recent years. From the distribution of business forms, as the Internet celebrity economy ecosystem matures, the difficulty of content creation in MCN agencies is also increasing, and the proportion of the content production industry with a relatively high production threshold and a long operation cycle has decreased by 22%. At the same time, with the gradual fading of the Internet traffic dividend, the industry's business competition is intensifying. 2022, the business of MCN agencies as a whole returned to the marketing business, accounting for as much as 95%.

Figure 4.7 Number of MCN organizations in China, 2015-2022



Source: www.iresearch.com.cn

4.3.4. Analysis of the external technological environment

The popularization of 5G network will further improve the timeliness and smoothness of the live broadcasting industry, and the popularization of 5G network will greatly promote the improvement of video transmission speed and stability, provide better technical support for the live broadcasting industry, and make the live broadcasting content more clear and smooth.

The application of AR/VR technology will bring a more colorful experience for the live broadcast industry, and the continuous development and popularization of AR/VR technology will gradually blur the boundaries between the real and virtual worlds, creating more creativity and forms of expression for the live broadcast industry, and providing a more comprehensive entertainment and education experience.

Image recognition technology will bring more accurate and intelligent content recommendation for the live broadcast industry. With the continuous improvement of image recognition technology, the live broadcasting industry can obtain more accurate and intelligent content recognition and recommendation services to improve the accuracy of content viewing and thus improve the user experience.

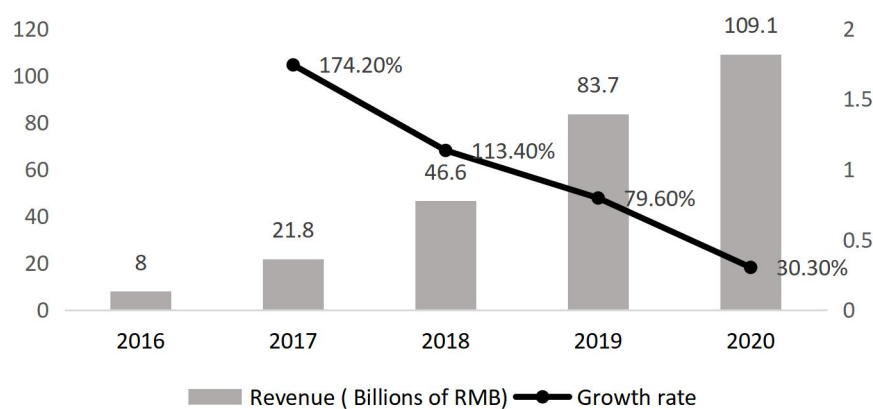
The application of blockchain technology will enhance content copyright protection and cooperation in the live broadcast industry. The continuous development of blockchain technology will make the content copyright of the live broadcasting industry more standardized and ensure that the copyright is legally protected, and at the same time, it will also provide a safer and more efficient platform and credit evaluation system for multi-party cooperation in the live broadcasting industry.

5. Huya Live Team Internal Environment Analysis

5.1. Internal Strengths Analysis

Huya Live, as one of the leading live streaming platforms in China, has a huge user base and a highly active social platform. This provides a solid foundation for the successful implementation of the Starfire Program, enabling the cultivation of outstanding anchors to rapidly accumulate fans and establish a deep interactive relationship with the audience. According to Avery Consulting data, Huya's overall revenue is in a state of rapid growth as one of the "two poles" of China's game live broadcasting platforms, Huya's revenue in 2020 amounted to 10.91 billion yuan, an increase of 30.3% year-on-year, sustained rapid growth, and has been profitable for fourteen consecutive quarters. Huya, as the top platform in China's live game industry, has actively developed diversified businesses such as advertising, game syndication, and game coaching to improve its profit structure in addition to its live game business, which serves as the ballast of its revenue, so as to ensure the efficient development of the platform. With the prosperous development of the game industry, the demand for derivative services of games has risen. Huya, relying on its strong position in game live broadcasting, has actively laid out diversified businesses.

Figure 5.1 Huya Live Revenue Growth



Source: Huya's annual financial reports for the past years

5.2. Internal disadvantage analysis

Although Huya Live has a professional training team and resource advantages, as the competition in the live broadcasting industry becomes increasingly fierce and more and more anchors and MCN organizations enter the market, the team must pay more attention to improving the quality of enrollment and training effect to attract more quality anchors.

In terms of providing advanced live broadcasting tools and equipment support, etc., there is currently no great number and capacity of venues to carry more anchor training needs.

As the live broadcasting industry is rapidly updating, the redundant live broadcasting equipment provided by the team is prone to lag behind new technological trends, and the team needs to constantly focus on the latest technology and equipment improvements.

As the needs of anchors continue to expand and diversify, the team needs to constantly innovate and adjust its training framework to cater for the needs of more anchors.

5.3. Internal opportunity analysis

With the rapid development of the live broadcast industry and the diversification of market user needs, Huya Live has the opportunity to continuously improve its training program and strive for excellence to better adapt to the market environment and user needs, so that users can feel a better quality of service, and to enhance brand reputation and market share.

It can provide support for the training of more quality anchors by improve the mentor team, continuously improving the business level and skills of mentors, and enhancing the overall competitiveness of the team and the quality of training.

Strengthening publicity and promotion to increase user attention and awareness, further expanding the market influence of the brand, attracting more quality anchors to participate, and enhancing the overall brand value and market share.

By increasing resource investment to Huya Live Platform, thereby further expanding the scale and scope of training, increasing investment in training faculty and equipment, and further improving the quality of training.

5.4. Internal threat analysis

The rapid development of the live streaming market has given rise to many emerging live streaming platforms or anchor training organizations, and these competitors may adopt more competitive strategies and revolutionize the market, which may have an impact on the team.

With the continuous advancement and application of live broadcasting technology, some new technologies and better solutions may emerge, which may jeopardize the content and quality of the Team's training and pose a threat to the Team.

Both the live broadcast industry and anchor training services may be affected by changes in the policy environment, and frequent changes in policy may pose a threat to the continuity and continuity of the team's services.

After a large investment in training anchors, there is a possibility of a high turnover rate of trained anchors, which means that there may be some lagging or under-motivated anchors in the anchor training process, resulting in a waste of cost resources and a lack of competitiveness in the market.

5.5. A summary of the current issues with Huya Live

Huya Live faces problems such as uneven distribution of resource flow, such as due to the venue, equipment, tutor flow resource limitations, it is difficult to meet the needs of all cooperative anchors, resulting in the loss of some quality anchors.

The development progress of new anchors in Huya will affect the anchor's new anchor turnover rate, the learning effectiveness of training anchors depends largely on the anchor trainee's own strength, concentration and other factors, there may be the

case of unsatisfactory anchor acquisition, the need to adjust the training methods and programs accordingly.

Need to have a wealth of business and industry experience tutors, so we need to actively introduce talent to continue to improve the team of tutors, so as to improve the training effect.

While cultivating a large number of high-quality anchors, the competition between anchors may also become more and more intense, which also requires the team to follow up and adjust to provide differentiated development support for each anchor to suit their own.

The live broadcasting industry will bring uncertainty with the change of policies, which may have an impact on the media environment and development direction of the Starfire Program, requiring the team to pay close attention to policy messages and make timely adjustments.

6. Huya Live Streaming Market Issue Analysis

6.1. Huya Live Starfire Program SWOT Analysis

Through internal and external analysis, Huya live in the introduction of new anchors and policy above the need for a marketing plan to enhance the new anchor resources, cultivate excellent anchors to provide a diversity of live content, the following is the content of the Starfire Program with SWOT analysis:

Table 6.1 SWOT Analysis Starfire Program

S:	W:
1. Huya Live platform is one of the well-known live broadcasting platforms in China, the platform has a wide user base and popularity, which gives it an inherent advantage in promoting the Starfire Program; 2. The Starfire Program provides professional lectures and training, offering better development opportunities for beginner and intermediate anchors to produce and promote their live content more effectively; 3. Starfire Program provides good operational support, with the advantage of Huya live platform to provide more promotion opportunities and resource allocation and other support for the anchor, so that the anchor step by step to	1. The Starfire Program marketing is not as strong as its competitors, and it is promoted only through Huya's live streaming platform, microblogging and other online social media publicity, and therefore has a smaller scope of influence; 2. The Starfire Program may have a higher threshold at the door, and may be slightly higher-end for beginner anchors, therefore, better publicity and promotion strategies are needed to attract the interest and attention of target users.

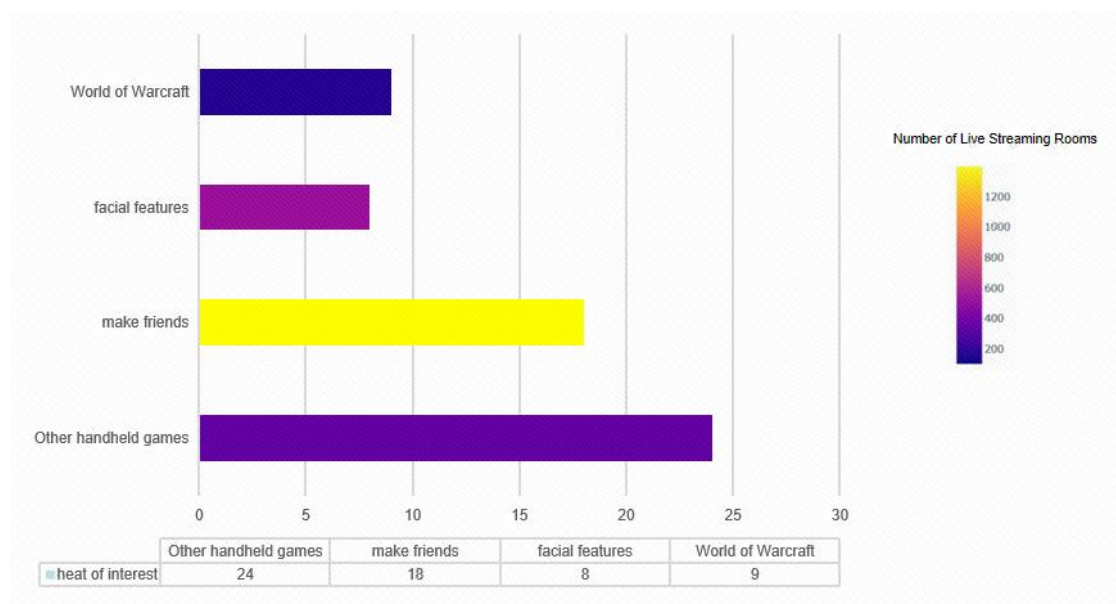
become a better live anchor; 4. Starfire Program provides a complete training system, from the production of live content, to the operation of the live broadcast, and then to the promotion and marketing, to provide a full range of support for the anchor.	
O: 1. The live broadcasting market is developing rapidly and user demand is increasing day by day, which leaves a huge development opportunity for a large number of live broadcasting anchors; 2. through the introduction of more novelty-focused topics and anchors, better operation programs, better marketing and channel expansion, etc., the Starfire Program can expand brand awareness, expand the brand audience and awareness; 3. Huya live streaming platform can gradually improve the ecology and expand the brand influence, and in the formation of the ecosystem, the Starfire Program can gradually move up to provide more value and growth opportunities.	T: 1. Competition in the live broadcasting industry has become more intense, with similar competitors emerging, such as Douyu Starburst and Bilibili Honeydew Program. Starfire Program faces greater or stronger market competition pressure; 2. The industry regulation and standardization level is gradually strengthened, requiring companies to strictly adjust their internal business behavior and strengthen from the compliance level. 3. The requirements of live broadcast platforms for anchors will be further improved, including the improvement of quality proximity, the improvement of content quality, the expansion of social experience and brand

	value, etc. These requirements will further intensify the competition for platform resources.
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6.2. Unclear product positioning product (growth in number of anchors)

The positioning of the new anchor is not clear, Huya live in a multi-category live content, in which the game live accounted for a relatively large number of other platforms on the market from the data point of view, according to the hotness of the classification of the number of Huya's live room is not very sufficient, the number of anchors directly affects the number of live rooms.

Figure 6.1 Heat of interest



Source: Huya data

In the policy of new anchors can be based on different live categories for personalized promotion, in the MCN connection should also try to ensure that the diversity of anchors, can have enough incentives to attract new anchors in the platform live. In the policy of new anchors can be based on different live categories for personalized promotion, in the MCN connection should also try to ensure that the diversity of anchors, can have enough incentives to attract new anchors in the platform live.

6.3. Inefficient pricing realization price

Pricing strategy without reasonable target customer groups and market demand. Prices set too high will lead to loss of users, too low will be difficult to improve the efficiency, may lead to low efficiency rate. Unreasonable distribution of benefits

Pursuing the rationality of the distribution of benefits, there may be with the anchor reputation experience and other aspects of the advantage of the distribution of benefits, which may also lead to the whole team's low efficiency rate, as well as some of the anchor earnings are difficult to satisfy. Competitor price dominance. Other similar anchor training teams have lower prices, therefore, it may be necessary to conduct in-depth research to understand the market pricing strategy, competitor's price dominance and a more comprehensive market positioning, so as to reduce their own misjudgment.

6.4. Internet celebrity channel management chaos place

Disorganized management may lead to inconsistencies in training content and service quality, so regular organization and scheduling is needed to create a team that executes a unified management and strategy.

The lack of standardization of management system leads to a great deal of differentiation in the feedback from the anchors, which may seriously affect the effectiveness of the implementation on the ground and reduce the willingness of the anchors to participate in the training program, as well as the construction of the brand value of the team as a whole and the reality of the benefits.

As the competition in the live broadcasting industry becomes increasingly fierce, if the management system lacks standardization, it may affect the team's market competitiveness and market share, and it may be surpassed or even eliminated by competitors.

6.5. Insufficient promotional tools

The importance of promotion for market expansion and branding is not fully realized, resulting in insufficient promotional tools and strategies to attract more potential users.

Constraints such as financial and human resources may make it difficult to develop and maintain promotional tools that are sustainable and effective in a short period of time.

There is no refined marketing strategy and hence inability to promote the team's brand and advertise the work to the target customer base to further attract potential anchor and fan users.

7. Marketing Mix

The Starfire Program is a new anchor incentive program launched by Huya Live, aiming to excavate and cultivate new anchors and improve the user stickiness and competitiveness of Huya Live platform.

The Starfire Program has set up a generous incentive policy, including online rewards, offline revenue sharing and lectures by industry gurus to motivate outstanding anchors to join and actively pursue their career. Facilities In order to provide a better training environment for anchors, Huya Live has specially set up a Starfire Program training camp to provide a full range of support and services for trainers. Facilities such as anchor recording rooms and live workstations are set up in the venue to provide more convenient and efficient operational support for the anchors.

The Starfire Program has set up three levels of training courses from beginner, intermediate to advanced, covering live game broadcasting skills, anchor marketing strategies, interpersonal communication, etc., to ensure that the trainees are equipped with the necessary skills and knowledge in the process of becoming professional anchors.

7.1. Product Content Innovation Program (For Product in 4P marketing theory)

Huya live platform's Starfire Program market strategy is to create a team of emerging anchors as the main goal, through long-term incubation and training of new anchors, to improve the user stickiness and competitiveness of Huya live platform. Competitive platforms Kwai Live and Pepper Live products of the same type of program will be analyzed:

Table 7.1 Competitive Case Study

Company Identification	Huya Live	Kwai Live	Pepper Live
Program name	Starfire Program	Starlight Program	Star Dreams Program
Target User	The main target users are novice anchors with some live broadcasting basics	The main target users are novice anchors with some live broadcasting basics	Focus on existing anchors who have the potential for longevity and growth, and are better able to provide them with in-depth training and support
Curriculum	The focus is on training anchors to improve their live-streaming skills and increase their popularity and exposure	Focus on the anchor's emotions and full consideration of the main character's values	Focus on enlightening the anchor's internal self-awareness and improving his or her ability to influence and express talent
Technical Support	Provide a full range of services and support for anchors, including equipment and technical support	Provide moral and psychological support and build applications at a later stage, mainly through big data	Favoring a humane atmosphere and cultivation of professionalism in addition to

		analytics	technical aspects.
Promotional Marketing Strategies	Expanding brand influence through various promotional means such as the official website and well-known media.	Emphasis on offline marketing promotions such as relevant tournaments and sealing events	Emphasis on supercharged social promotion and standardized promotional strategies for online live streaming platforms

Table 7.2 Starfire Program Product Positioning

Huya Live Product Positioning		
Product Type	Starfire Program	The Treasure Program
User-Oriented	For primary and intermediate anchors, with the support system of Huya live platform to provide training, operation programs, resource integration and other aspects of support, all-round help to build better live content and build IP	For senior anchors with more potential, we are committed to integrating all kinds of high-quality resources to provide them with more systematic, advanced training, growth and support
Market	Aimed at novice anchors and regular anchors, it is in high demand in the marketplace	In the face of those anchors who already have more solid skills and foundations, and are already quite well-known and well-reputed,

		provide them with higher-level resources, support and packaging to further enhance their market competitiveness and influence
Services	Mainly provide operational advice to the anchor, including how to develop a live broadcast plan, how to market live content, etc.	The service content is more diversified and personalized, in addition to the above basic training recommendations, we also provide AI technology innovation tools, professional mentor guidance and other higher-end training support

From the case of competitor analysis, in terms of target users, the main target audience group of the Starfire Program is the newly recruited anchors and returning anchors, which is also combined with the gradual increase in the population of new media entrepreneurship in the previous analysis of the external environment, and the need for MCN organizations and individuals to enter the live broadcasting industry requires more platform support, according to the current style type of anchors preferred by users of Huya to recruit new anchors suitable for the Huya ecosystem, and in the reading and understanding of the On the basis of fan characteristics, create innovative content that is more in line with user expectations and needs.

In terms of course training, Huya Live will promote the Starfire Program for new anchors more comprehensive, new anchors in the live ability is insufficient to increase the platform and MCN training to enhance the anchor's vocational skills, such as talent anchors in the live broadcasting process to increase the vocal training, live display will be presented more professional. Popularity and platform exposure above

Huya live also gives more traffic support, so that users who just enter the live platform can find different types of anchor live.

In addition to provide technical support, such as the platform for the presentation of VR live effects provided by the VR equipment, as well as more excellent microphone sound, with hardware live scenes will make watching the user immersive.

Treasure project for Huya live earliest marketing program, for users for senior anchor, senior anchor live professionalism and live attention on the more popular with users, but from another aspect, only rely on the head anchor can not meet the platform revenue flow of a substantial increase in the need for the platform in more MCN agencies to cooperate with other platforms to compete for more anchors to broadcast in order to enhance the platform's live diversification strategy. The platform needs to cooperate with more MCN organizations and other platforms to compete for more anchors to broadcast in order to enhance the platform's live broadcast diversification strategy. So the promotion of Starfire Program will bring more new anchor broadcasting resources for Huya.

7.2.Price realization plan (For Price in 4P marketing theory)

The income of the live broadcast platform comes from the user to the anchor of the reward commission, the development of more in line with the laws of the market and the needs of the anchor of the price strategy and program is to achieve the focus of the Starfire Program. The anchor support cost is too high will lead to a reduction in the income of the live broadcast platform, the support cost is too low will not be able to raise the enthusiasm of the anchor live broadcast, so that users will not be able to watch the reward. The following is a promotional plan organized according to Huya Live's previous operational experience.

Table 7.3 Huya Starfire Program Promotion Plan

Reward cycle	Effective Days Of Live Streaming Per Month	Cash Flow	Official Signing	Incentives
First 90 days	≥ 22 days	/	/	20% of the flow of gift funds during the corresponding award period
After 90 days	≥ 22 days	Total gift fund flow value in the first 90 days $\geq$ 60,000 CNY	Anchor has completed official signing in the first 90 days	15% of the gift fund flow for the corresponding award period

Restrictive Rule: ① If the first month of broadcasting of the anchor during the reward period is less than one natural month, the effective broadcasting days of the anchor in the first month in the category to which the anchor belongs account for 80% or more of the remaining days in the natural month of the month from the date of the anchor's broadcasting, the anchor shall be deemed to have fulfilled the monthly broadcasting hours and effective broadcasting days of broadcasting in the first month of the anchor's broadcasting mandate. ② If the anchor does not fulfill any of the tasks in the above table during the reward period, the anchor will not be entitled to the rewards of the corresponding reward period in that month. Gift streams that exceed the number of days corresponding to the reward period will not be counted in the

Spark reward. The gift flow beyond the corresponding reward period will not be counted as Starfire reward. ③Reward period: 180 days.

Related Definitions:

New Anchor: Anchor who signs up for the first time with Huya platform Platinum Guild and completes the first broadcast.

Returning Anchor: Anchor who has not had any broadcasting record on Huya platform for 180 consecutive days, whose main broadcasting category was Star Show or Face Value before the anchor broke broadcasting

Gift flow: only refers to the flow of paid gifts from Huya platform users received by qualified anchors live on Huya platform (including guardian, forging mounts income, but not including official account delivery, nobles and all interactive gameplay gift flow, only the final split out of the interactive gameplay will be counted in the commission share)

Star Show Anchor: Anchor with >50% of the hours broadcast in the Star Show category in the same month, belonging to the category of Star Show.

Face value anchor: Anchor with >50% of broadcasting time in the category of face value in the same month, and the category to which it belongs is face value.

Monthly effective broadcast days: refers to the actual number of days that the star show/face value anchor broadcasts live in the personal live room of the category that belongs to Huya live broadcasting platform in each natural month, and the live broadcasting time in the category that belongs to the anchor on the same day ≥ 4 hours is counted as 1 effective broadcast day.

Official sign: refers to the anchor and Huya company signed Huya anchor exclusive cooperation agreement.

New anchor can choose to sign with Huya platform for full-time anchor, live under the same platform to find their own corresponding fan base, open broadcast a certain number of days, through the introduction of the platform's traffic, can be fans and anchors depth binding, will slowly form a stable income stream, the anchor will also be formed from the accumulation of fans and income from this stage, the future

can be incentivized to become a platform through the Huya live of other supportive policies Head anchor. Bring more revenue flow for the platform.

7.3. Anchor channel management program (For Place in 4P marketing theory)

Huya's current channel promotion is basically oriented to MCN agencies, MCN is an emerging business body in China, a business organization spawned by the change in China's overall network structuring, with content production capabilities, red incubation capabilities, traffic acquisition and cash flow capabilities of the organization.

MCN organizations are mostly located in China's first-tier cities or new first-tier cities, with Beijing accounting for the largest share at 22.3%, followed by Guangdong and Shanghai at 19% and 10.5% respectively most of which are concentrated in the more economically developed provinces and cities.

From Huya live internal data, the head of 28 MCN organizations, other MCN organizations about 2700, medium and large MCN organizations are involved in the channel promotion, need to distinguish between the head and other MCN strategy.

From the training capacity, the head of the MCN organization has a complete training system, training personnel are relatively professional, the platform released new marketing strategies can be the first time accordingly, compared to small and medium-sized MCN organizations internal training system is relatively weak, the platform needs to be arranged online or offline training methods for the propaganda, so that the MCN organization fully understands the marketing content of the Starfire Program for the recruitment of new anchor to do the preliminary preparation. New anchors not only need skills, knowledge and other resources, but also need to be suitable for their future development of resources and knowledge, including education and training, live creativity, or the necessary resources to enter the high-quality platforms, etc. Starfire Program can provide a full set of recent development of the course plan and resource guidance for all organizations.

From the point of view of hardware equipment, the head of the organization's live broadcast facilities are relatively perfect, and in the promotion process, you can try emerging live broadcast equipment, such as VR or 3D projection, to attract a large number of users through novel means of live broadcasting. Small and medium-sized MCN organizations can gradually improve the live facilities, the platform also provides incentives to provide some facilities and equipment to support the rapid growth of MCN organizations, and can form a close partnership with Huya Live.

In addition, we can try to promote to find more MCN organizations willing to cooperate, from the external analysis, we can see that the number of MCN organizations in China is gradually increasing, the future market will be very large, to give more MCN organizations the opportunity to cooperate with the platform to tap the new anchor into a positive development trend.

7.4.Anchor Incentive Promotion Program (For Promotion in 4P marketing theory)

In the past, the platform's marketing strategy is only through the company's web page to declare, the promotion of the degree of reception is not high, in order to enhance the breadth of the promotion, you need to start from the following points:

First of all, the formation of live broadcast promotion between the various anchors who have already started broadcasting, you can create some themes for the recruitment of new anchors and other topics, so that users who want to watch the live broadcasts have a sense of participation, but also to participate in the live broadcast industry.

Secondly, for each MCN organization to set some specific incentive policies, such as to achieve the goal of recruiting new anchors, there are corresponding incentive programs, such as reducing the platform drawbacks or through the return of gifts and other ways.

Finally, add some promotion methods, such as using marketing, network attraction, socialized public number, social marketing, word-of-mouth

recommendation, etc. to promote and market the program, in order to attract more anchors and encourage their active participation.

The platform needs to create momentum for this Starfire Program, and in order to reach the expectations it needs the unity and cooperation of all departments within Huya to deal with all the promotion challenges in a coordinated manner.

8. Conclusion and Outlook

This thesis is a study of a Chinese live streaming company, Huya Live Streaming Platform. It diagnoses the development problems encountered in the company's current development process, and through reading a large amount of literature and conducting internal and external analyses, it helps the company to formulate a marketing plan, the Starfire Program, for boosting the platform's newbie anchors to start broadcasting.

With the rapid development of China's Internet celebrity economy, the competition in the live broadcasting industry has become more and more intense. Huya Live first started as a game live broadcasting platform, to the current diversified live broadcasting development, with the continuous addition of emerging live broadcasting platforms, Huya needs to make adjustments in its marketing strategy, from facing the senior anchor market to emphasizing the transformation of the newcomer anchor market.

The literature review of this thesis starts from the evolution of Internet celebrity economy and live broadcasting industry, mentions that Internet celebrity economy gradually becomes the development mode of emerging economy, then analyzes the aspects of international and Chinese Internet celebrity economy, and confirms that the Internet celebrity industry chain is also in the process of rapid development. Then internal and external analysis was conducted, in which the external environment elaborated on the current Chinese government's support for the Internet celebrity economy, which on the one hand drove employment, and on the other hand promoted the development of other industrial chains; the internal analysis elaborated on the predicament of Huya's live broadcasting revenue growth, more and more competitors joining in the live broadcasting industry, the anchor resources were gradually occupied, live broadcasting equipment and training empowerment were not put in place, and there was an urgent need to expand the newcomers. Anchor resources.

Then according to Huya live designed a promotion plan that is Starfire Program, for the Starfire Program set up a SWOT analysis, found that the previous marketing positioning is not clear, the price promotion market has no advantage, Internet celebrity channel management is chaotic, the platform marketing plan is not enough publicity and other problems.

On this basis through the 4P economic marketing theory on the Starfire Program design, from the analysis of competing strategies of various platforms and the comparison of Huya Live's Starfire Program with the Treasure Program, the product marketing direction of the Starfire Program was clarified. The price marketing strategy is organized according to the history of Huya Live. The channel promotion pays more attention to the support of small and medium-sized MCN organizations, and the promotion also uses a variety of methods such as anchors, public numbers and other ways to promote the Starfire Program, so that it is easier to put the Starfire Program in place.

Finally, through the promotion of the Starfire Program, Huya Live is expected to realize a 20% increase in the number of anchors, a 10% increase in the number of active viewers, and an expected increase of about 15% in the target revenue stream in comparison with 2023.

There are also a few points to focus on during the implementation of the Starfire Program:

First, focus on the number of new anchors starting broadcasts in each MCN organization, and whether they have been able to attract a large number of new anchors to start broadcasts during the promotion process.

Second, focusing on the income stream of new anchors, finding ways to enhance the income fluctuation of new anchors, and strengthening skills training and entertainment ability training.

Third, focus on price subsidies, subsidies and platform income company into the overall monthly, quarterly assessment, so that the Starfire Program can keep up with

market changes, so that anchors, MCN agencies, Huya's cooperation with each other to achieve win-win.

This study encountered in the research process in the following 3 limitations:

Firstly, due to the rapid change of data in the internet industry, it is possible that the existing data will be transformed after 3 months, and continuous attention is needed to target the data.

Secondly, this study is limited by time and resources and has a small sample. Further research could consider more adequate time and resources in order to more comprehensively assess the development problems and propose solutions for Huya's live streaming platform.

Thirdly, it may be affected by national policy changes, the country will issue a policy for the live broadcast industry to carry out policy industry rectification policy will have a corresponding impact on the industry's development trends. Need

It is necessary to adjust the relevant marketing programme in time.

In order to solve the shortcomings of this study, the future development direction is proposed: First, timely follow-up of data changes, preferably 3 months as a cycle, record the data and analyse the trend changes. The second is to expand the scope of data on MCN's new anchors and development of audience response for more in-depth research. Thirdly, Third, pay attention to national policy changes, and keep abreast of the general direction of policy changes.

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