

A Research on the Production and Dissemination of Sports News Short Video

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Abstract: In recent years, there has been a rapid increase in the usage of short video applications such as TikTok, Kuaishou, Watermelon Video and Volcano Video, making them a major force in Chinese news communication. Short video platforms offer a variety of content that is more focused and tailored than that of conventional media, offering a vast array of knowledge to their viewers. Short video platforms have seen an influx of professional news and sports media organizations, with the news media playing a critical role in the production of short news videos. This paper examines the current state and issues of sports news short video production and distribution in China, thus providing insight into the potential development of such videos in the future.

Keywords: Short Video; Sports News; Production and Communication; Sports News and Media

1. The concept definition

Recording and sharing information through short video clips is a novel way of communication. The widespread use of internet technology and smartphones in recent years has caused a considerable surge in the production of short videos. In China, the initial emergence of short videos was in December 2016, and then it experienced a tremendous surge in popularity in 2019. This paper focuses on the sports news video, made with a combination of techniques like filming, editing, dubbing, and post-production, and is notable for its up-to-date content and unique format.

2. An Evaluation of Current Short Video Creation Trends

The speed of information transmission on the web is increasing exponentially as China's internet infrastructure expands. In December 2018, the China Internet Network Information Center (CNNIC) revealed that the number of mobile internet users in China had reached a total of 731 million in its 46th Statistical Report on China's Internet Development. The ubiquity of smartphones and 4G networks creates a beneficial environment for the emergence of short videos. As people's quality of life and culture rises, they are becoming increasingly aware of the importance of intellectual and cultural pursuits. Consequently, people have come to rely on short videos for obtaining information, amusement and relaxation.

2.1 Professional organizations entering the short video industry

In the wake of the swift growth of the short video sector, a variety of entities have been making forays into the short video arena in recent times. The sports news media are determined to keep up with the short video industry and have consequently created their own short video accounts. In June 2016, Beijing TV Sports Channel began airing its weekly Football Night show. This column is primarily focused on football matches, providing comprehensive coverage of all major domestic and international events via live broadcasts, commentaries, live links, and other media. After extensive work over a period of three years, Football Night has grown to become a signature program of Beijing TV, and Xinhua Viewpoint from Xinhua News Agency is one of the most highly regarded short video sports reports in China. Xinhua Viewpoint concentrates on the current state of politics and international affairs, mainly featuring reports from abroad, domestic stories, opinion pieces, and political analysis. This column merges current political affairs with sports news, concentrating on both, and works to provide a thorough, impartial, and equitable report on major international and domestic affairs and sports events. Xinhua Viewpoint has become a benchmark in the arena of domestic short videos.

2.2 The constantly evolving short video platform

The increasing ubiquity of smartphones and 4G networks has enabled short video platforms to experience a tremendous growth in recent years, which have consequently become an integral part of people's day-to-day lives. For instance, platforms like TikTok, Kuaishou and Weibo are primarily used for the purpose of making and watching short videos, offering users the opportunity to create content of their choice. Simultaneously, these platforms evaluate, categorize and score the short videos, and by taking advantage of Big Data, they can suggest more appropriate short videos that align with the users' tastes.

2.3 Sports short video going viral

The ubiquity of mobile internet and devices has made short videos an integral part of people's daily routines. In today's world, sports have become a shared activity in which people of all ages and backgrounds engage, and the appreciation of sports news short videos is due to their creative format, wide range of topics and stunning visuals. The China Fitness Trend Report 2018 revealed that the number of sporty individuals in China has climbed to a total of 440 million, with females comprising more than half of that figure. Consequently, sports-related short videos are highly favored by the masses. Titan Sports and Migu Culture Media Co, Ltd on August 6th, 2018 cooperated to introduce the *I Call for the Motherland China* short video collection focused on football, demonstrating the current state of football in China, as well as the passion and patriotism of Chinese footballers from all corners of the country. Since its initiation, the campaign has garnered significant interest from a wide range of individuals. Within 48 hours, almost 10,000 entries were received and nearly 100 short videos were chosen to be showcased on the homepage.

3. The production subject and operation model of sports news short video

The primary sources of sports news in the form of short videos are primarily composed of established news outlets and new digital media. Traditional media organizations have been steadily increasing their involvement in the realm of short videos in recent times. The production of short videos capturing the most exciting moments of sports events, using either original or secondary creation methods, helps to increase the speed and quality of on-site coverage, as well as ensuring the earliest and most vivid content of the events. In contrast, the creation of sports news content on short video platforms is becoming more widespread, and the presence of professional media and sports organizations is growing rapidly. By taking advantage of network connectivity and individualized user requirements, the new digital media enterprises are making content the centerpiece of their operations, quickly amassing a following and driving traffic as the primary components of their business strategy. There are four facets of the short videos related to sports news: production, transformation, distribution and viewer response.

4. The content and form of sports news short video

Mobile applications leveraging the internet that involve the creation of short videos through the process of recording, editing and other technical means, have provided a novel way of communicating. This paper will focus on news and sports events as examples, as the format and content of these two types of short videos differ greatly from other forms such as life services and entertainment games. The news section is primarily comprised of sports-related topics, such as event coverage, scores and updates, as well as segments like Titan Sports, Football Night and Football Club from the CCTV sports channel. Events related to sports are mainly featured on channels like Titan Sports, China Sports Daily, and the CCTV Sports Channel, with coverage including live broadcasts from the stadium, commentaries from experts, and other related content.

5. Sports news short video communication channels and audience participation

Mainstream news outlets such as newspapers, radio, and television are the most widely used means of conveying news. In the age of the internet, mobile smart devices have gained immense popularity, thus making them the primary sources of news distribution, with people being able to access all kinds of news via their phones, tablets, and other gadgets. Upon scrutinizing and assessing the sports news short videos on platforms such as TikTok, Kuaishou, Watermelon Video and Volcano Video, it is seen that more than 65% of the short videos center around the theme of football and contain football-related content. The makers of sports news mini-movies skillfully match their material with viewers' expectations when putting together their work, thus enabling the synthesis and advancement of mainstream media and sport-oriented media.

6. The application of short videos in sports news reports

The growth of mobile internet connectivity has led to an increasing number of people relying on their phones to keep up with the news, and short videos have been able to provide a suitable degree of coverage. Hence, creating news reports in the form of short sports videos has become a novel approach to journalism. The study revealed that individuals prefer to view brief clips to stay up to date on sports news due to the reasons mentioned. Firstly, brief sporting clips can communicate the greatest amount of knowledge in the least amount of time. Secondly, individuals tend to appreciate content that is easy-going and stimulating. Thirdly, the material of short sporting clips is more comprehensible, vivid, and captivating. Fourthly, succinct clips of sports activities can fulfill people's requirements for comprehending and observing sports in multiple settings.

Sports news short videos should leverage their distinctive benefits in order to thrive in the digital age. In order to ensure the successful utilization and expansion of sports news short videos, it is essential to examine them from multiple perspectives. Simultaneously, we should also conduct thorough investigations and studies to identify the issues present in production and distribution.

7. Conclusion

The proliferation of media and technology has led to an increasing reliance on short video platforms for communication in the modern age. Media organizations and users involved in the production and distribution of short sports news videos should ensure they are targeted at the appropriate audience, refrain from excessive sensationalism, and promote the long-term sustainability of the content. We should exploit the potential of the short video platform to maximize viewership, disseminate news about sports, and foster a more interactive relationship with the sports audience. By capitalizing on media convergence, we should take full advantage of this new medium to create sports-related short videos, and thereby facilitate the furtherance of sports in China.

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