

Development of China's OTT Online Streaming Platforms

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Abstracts

In 2019, China's online video service market was led by three platforms: Tencent Video, iQiyi, and Youku. As growth in paid membership has slowed, however, self-made dramas and variety shows have become more popular, and competition has intensified between online video platforms. Over the past two years, with the rise of the state-backed Mango TV, Bilibili has gradually expanded from animated content to a full product line of film and TV services. Meanwhile, short videos, led by Douyin and Kuaishou, have taken over the industry, impacting video platforms, so the three giants are now under attack from two sides. This report analyzes their potential development strategies and the overall industry's competitive landscape.

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