

Exploring Marketing Strategies and Viewing Preferences for Online Video Content—Taking Taoyuan as an Example

Research Background

- Rapid development of the Internet and technology
- YouTube changed viewing habits
- Rise of short-form video content



Research Objective

We will explore online video marketing strategies, survey viewing preferences in Taoyuan, and understand the differences between long and short videos



Research Findings

Our survey found that when given the choice of online video streaming, most respondents (62.5%) would choose to watch short videos, with the purpose of passing the time and relieving stress

SWOT Analysis

With the widespread use of mobile phones, people prefer to watch short videos, so long videos can be edited into exciting clips and paid double

Conclusion Suggestion

Creators can produce online videos on weekdays, edit the videos into long videos and short videos of highlights, and release them on weekends