

# Communication Characteristics and Development Path of Online Game Video

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## Abstract

Since the development of We-media platform, game video has always been an important component field after vertical subdivision of platform content, and the popularity of game video results from the support of video games themselves. Video games provide participants with wonderful experiences that can't be obtained in reality. In this paper, the characteristics of game communication and the development path of game videos were discussed. In the future development, how can game video creators still utilize the advantages of game subjects and We-media platforms to give full play to their professional knowledge and innovative consciousness, so as to achieve rapid development?

**Keywords:** game video, communication characteristics, development path, innovation

## 1. Introduction

Under the background of big data, Internet companies began to analyze the needs of users by establishing user portraits, and the real user needs are constantly excavated. In order to improve the core competitiveness and produce more targeted and professional content, we-media platform subdivides and classifies the content according to the real needs of different users and the different areas of concern and production methods. Game video is audio-visual content produced with video games and related elements as the creative background. Since the development of we-media platform, game video has always been an important component field after vertical subdivision of platform content, and it is also a track that relevant practitioners and investors try their best to seize. According to the source of game video, the current circulating game video can be divided into official game video and user-made content. The official game video is the video content professionally produced by the game manufacturer, which explains the game plot, introduces the characters and demonstrates the props for the game users; user-made content refers to the video content that is completed by the game video user himself, which is uploaded and shared after recording the game picture and background sound, post-processing or directly editing. Of course, the popularity of game videos cannot be separated from the support of video games themselves. Video games provide participants with wonderful experiences that can't be obtained in reality, breaking many restrictions from time to space, from identity to ability. In recent years, with the progress of electronic information technology, with the progress of electronic information technology, the development of Internet and mobile Internet, the game industry has entered the fast lane of development by leaps and bounds. Driven by new technologies, high-quality games based on different platforms such as computers and mobile phones have been continuously developed, the number of game users has been increasing, the e-sports industry has been paid more and more attention, and the middle and lower reaches industries such as game broadcasting and game derivatives have blossomed everywhere. With the development of the game industry and the emergence in the We-media industry, game video creators entered the visual field of users in a catering posture, quickly occupied a large share of the traffic market, and even became the traffic responsibility of many we-media platforms.

## 2. Communication Characteristics of Game Videos

### 2.1 Platform Interactivity Meets User Demands

The operability design of the game itself makes the behavior of playing video games more dependent on the participation of individual players. Even if it is a multiplayer game based on interaction of everyone, the energy of gamers is more concentrated in their own operation interface. Even if some games can show game information or operation techniques of other players, it will be difficult to record and play back completely due to different perspectives and the limitation of real-time games. However, the original intention of many games is actually based on the strategies and skills of gamers, and there is a need for communication and display among players. After the establishment of the video we-media platform, game players first save the pictures of operating games in video by recording screens or shooting software, and then upload these video contents to the platform. Due to the common audio-visual attributes of games and videos, game videos have obviously become better carriers for display and communication than pictures and texts or other forms of content, and the interactive design of We-media platform also provides a place for gamers to communicate. Therefore, game teaching, walkthrough strategies, wonderful editing and others, which are made based on the game itself, have always been the content of high viewing volume of game videos. Players come from the game to learn the operation of “game guru”, and because they communicate with the video creator’s perspective, they break the experience limited to personal participation behavior and gain a sense of belonging. In addition, some video about game introduction and game information gives players timely information about the game, and players can always pay attention to the latest trends of the game.

### 2.2 Content Diversity Attracts the Staying of Users

In addition to video creation based on the game itself, some videos produced by relying on the game background and elements also attract the attention of the audience. By recording the game, the player will record the whole game operation process. Because the player’s operation is different, the outcome is different. Some professional video producers look for entertainment elements in the videos of these operating games, and process and edit the videos to make programs and publish them on we-media platform, which is also popular. In recent years, game manufacturers have also begun to build game Internet protocols, and many game derivatives have appeared. At the same time, the creation and dissemination of game videos have broken the user group composed only of gamers, and expand to users in other fields: music videos, dance videos and beauty videos created based on game characters began to appear, and live-action short dramas and animation videos derived from game background stories also began to occupy the market of video we-media platform. Many users don’t understand the game itself at first. However, after watching videos created based on game background and elements, they begin to understand the game and watch other game videos, and even become interested in the game itself. After the ecological construction of PUGC, many we-media platforms, content production Internet celebrity, MCN institutions began to appear, and with the rise of live broadcast and the prosperity and development of e-sports, many anchors, commentators and professional players began to be well known by the public. This batch of head traffic began to set up people and gradually formed a fan culture. Many resulting videos, even if they had little to do with the game itself, were concerned by a large number of users.

### 2.3 Experience the Emotion of Alternative Resonance Game

First of all, it should be pointed out that some players choose to “watch the game” instead of experiencing it personally. With the development of technology, some game manufacturers put forward new requirements for the game environment, and the game can only run under the requirements of configuration, which makes a large number of players discouraged, while the high purchase cost of some games also makes some users worry. Meanwhile, it is difficult for users who are busy with their work and studies to “relax” at any time. Even if they have time, many games have set up complicated checkpoints and tedious plots. If they are not careful, they will become “victory and defeat are both common in battle, please come again”, and it is difficult to quickly experience the pleasure of games. Game videos can avoid these problems. Users don’t require high hardware cost when watching game videos, and they can watch the operation of “game guru” without extra economic investment. Prospective buyers can also see the game pictures in advance to decide whether to buy or not. Moreover, due to the attributes of we-media platform, there is no viewing time requirement, so users can watch videos anytime and anywhere, and even control the progress and speed. While watching the game video, the audience follows the game operator from a common perspective, which is easily brought in by the subjective emotions of operators, and goes forward and backward with the operator, so as to obtain a similar game experience. From the perspective of audio-visual acquisition and emotional feeling, the game video is replaceable to a certain extent with the game itself. However, the lack of sense of operation is sometimes not a bad thing for users to relieve pressure and meet the needs of entertainment. In some competitive games, the operation of player plays a very important role in winning or losing the game, and the player’s mistakes may make the game lose completely. Therefore, in order to prevent losing the game, players are often nervous and

highly nervous. If the game wins, the players are happy; If the game loses, the player is not only disappointed and unable to meet the entertainment needs, but also often exhausted. However, watching the game video can have no operation burden because the user is not an operator, let alone the pressure of winning or losing. Even if the video seen is not a satisfactory ending, it can be switched or closed directly at any time, without sharing the failure pressure for the operators in the video.

### **3. The Development Path of Game Video**

#### *3.1 Improve Content Quality*

Due to the low barriers to entry, the game videos on the platform are confused, the quality level of video production is uneven, and the content creation is mainly based on simple game picture editing videos. However, if game videos want to attract users for a long time, they are destined to develop towards better content. First of all, video creators should dig deep meaning in the creative process, instead of being limited to entertainment and leisure. In terms of game ontology, in recent years, some high-quality games have begun to appear. These games not only meet the entertainment needs of players, but also are rich in artistic value and have the realistic expression of creators. Game video creators should also see this aspect of the game to create. In the overall game industry environment, other multi-spiritual value elements, such as competitive spirit, professional players, and the struggle story of anchor grassroots counterattack, which are emerging from e-sports, should also be developed and promoted by creators. In terms of video quality, some content producers of video platforms have a tendency to develop and operate towards professional teams and MCN institutions, but at present, their professional level is far from enough, and there is much room for improvement in video production. Game video creators should improve the professional level of video production in time with the changes of the industry and the improvement of public aesthetics, and start a dialogue with the audience by using audio-visual language and drama principles.

#### *3.2 Enhance User Stickiness*

Under the subdivision of game video, the creation relying on the game itself occupies most of the content of game video, and it is easy for the audience to choose whether to watch the video or not because of their likes and dislikes of the game. Even after some games pass customs, players are not interested in other contents of the game, which requires video creators not only to avoid a single game to carry out creation, but to obtain traffic resources through the game itself and develop in multiple ways as much as possible, establish contact with users in different types of games, so as to make full use of information interaction, create their own personal settings and establish their own brand value as much as possible. When users are familiar with and understand the brand, they can not only find games in it, but also search for corresponding content under the brand when they are interested in a certain game. Secondly, game video creators should go out, expand outward from the game field, actively explore new content forms, introduce program types from other fields, and invite Internet celebrity with relevant attributes, which not only attracts the attention of users in other fields, but also gives old users a certain freshness.

#### *3.3 Integrate Industry Resources*

After the development in recent years, the game video industry has begun to take shape. From game manufacturers, channels to content producers to video users, the upstream and downstream links of the participating industry have gradually opened up, and the profit and realization mode of video is also expanding. However, with the continuous development and changes of the game industry and We-media platform, and the continuous improvement of users' needs, if game videos want to make steady progress, they should integrate industry resources, break down barriers and broaden the links among various links. Game makers can conveniently and quickly grasp information in the hands of game players. Game manufacturers can also distribute games by means of video delivery. We-media platform holds users' needs and can accurately place advertisements. Video technology suppliers can cooperate with platform or game parties to lower the threshold of video storage and playing, so as to achieve mutual benefit and common progress.

### **4. Thinking and Summary**

As a new video creation content, game video occupies a large share of the traffic market and is deeply liked by the audience, but there are also some hidden dangers and problems in the future development. First of all, in terms of the copyright of game videos: as an original work content, the behavior of video producers using and spreading game pictures on the we-media platform without the consent of game manufacturers is quite similar to the behavior of viewers taking pictures in cinemas, and there is an infringement risk in essence. And the Raiders video made by players for the game, because the game content was leaked in advance. It also infringes on the rights and interests of game producers and distributors to a certain extent. Although the resulting cases are rare, video producers, especially those who make profits from it, should fully understand and control the related risks, and reduce the infringement risks through the authorization of the game players or by enhancing the originality

of the content, so as to avoid unnecessary losses. Secondly, the spread of game videos in teenagers and children: Currently, with the development of communication technology, it is easy for teenagers and children to come into contact with We-Media platform and its game video content. Because of the difference in acceptance and understanding ability between teenagers and children and adults, game video has different influences on them. According to the above, although game videos are different from games, they have a certain degree of substitutability with electronic games; whether it is the feedback of game pleasure obtained through game videos or the guidance of some strategies and skills videos, it is easy to cause teenagers' game impulses, thus making them indulge in video games and affecting their physical and mental health. Of course, the resulting real cases are rare, but the We-media platform should also plan ahead, and establish a protection mechanism for young children and users in the game field long before the real cases occur, so as to prevent problems before they happen.

With the advent of the 5G network era, the game industry and We-media platform will also face new opportunities and challenges. As an important part of the vertical subdivision of We Media platform, game video still has great development prospects because of the interactivity of the platform, the diversity of content and the substitutability of games. It is hoped that in the future development, game video creators can still take advantage of the advantages of the game subject and we-media platform to give full play to their professional knowledge and innovative consciousness, so as to achieve great development.

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