

Study on the Current Situation of the Industry Chain of Network Variety Show and its Development Strategy

-- Taking Who's the Murderer for Example

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Abstract

Under the significant background of deep integration of medium, the industrialized operation mode of network variety shows has been prominent. There has been a fundamental dimension for the industry chain. With the example of Who's the Murderer, it is reflected with the present industrial chain status of the network variety shows IP to analyze the problems and dilemma in the front-end, middle-end and final-end of the industrial chain. It is suggested to consolidate the core competitiveness based on innovation content; enhance the brand management and integrate marketing channels; expand the derivative development to improve the brand value derivation and industrial chain management of network variety IP to achieve the value-added of the industrial chain.

Keywords

Industrial Chain; Network Variety Show; Who's the Murderer.

1. Introduction

The industrial chain is a relatively macro-concept in industrial economics. It is a chain-linked relational relationship formed objectively based on a particular economic and technological connection among relevant enterprises during the operation of a financial industry based on the division of roles and logical relations. There are mutual value exchanges and upstream and downstream relationships in the industrial chain. The essence of the industry chain is the economic chain of a specific industry operation and the industrial chain formed by the cooperation of related enterprises at various nodes.

Traditional industrial chain is a product of the media industry in a high stage. It links the content generation, technical platform, marketing strategies, sales channel and multiple parts to be an entirety to form a media industry cluster. The industrial chain of network variety shows IP means the industrial chain of media in the narrow sense. The specific show is developed, produced and operated with the aim to satisfy specific audience needs and economic value. When the variety show has particular influence and fans foundation with the help of platform operation and integrated marketing methods, a new media product would be expanded and derived with its IP as a base point; and what would focus the linkage with other industries to extend the industrial chain of network variety show IP to broaden a broader business market and business model.

In the first year of the "network variety show", 2016, the first variety show of stars' inferential game presented by the Mango TV in China, *Who's the Murderer*, fills in the blank variety show in the inferential detective market. Since from the broadcasting, there are 9 points in the rating in Douban of each season, and the maximum rating of a single episode is 9.5 points. Hence, it turns to be a dark horse among vast variety shows. The shows have been played with six seasons accumulatively till the present time, and there is a primary dimension of the

industrial chain with the base point of the IP of *Who's the Murderer*. The paper analyzes the present status of the industrial chain of network variety show IP with the example of *Who's the Murderer* from the perspective of industrial chain to figure out the shortage of industrial chain development and explore the effective strategies to optimize the industrial chain of the network variety show.

2. Analysis on the Industrial Chain of *Who's the Murderer*

In terms of upstream content supply, the *Who's the Murderer* IP industry chain introduced the copyright of South Korea's high-quality variety show *Crime Scene* and carried out localization. The influx of Mango TV's gold medal producers and screenwriter teams became quality assurance; midstream broadcast and announcement The development platform has formed a pattern in which Mango TV is the core, and other media are linked to publicity; the downstream profitability methods are expanded to diversified monetization channels such as advertising investment, user payment, and sales of peripheral products. (see Figure 1)

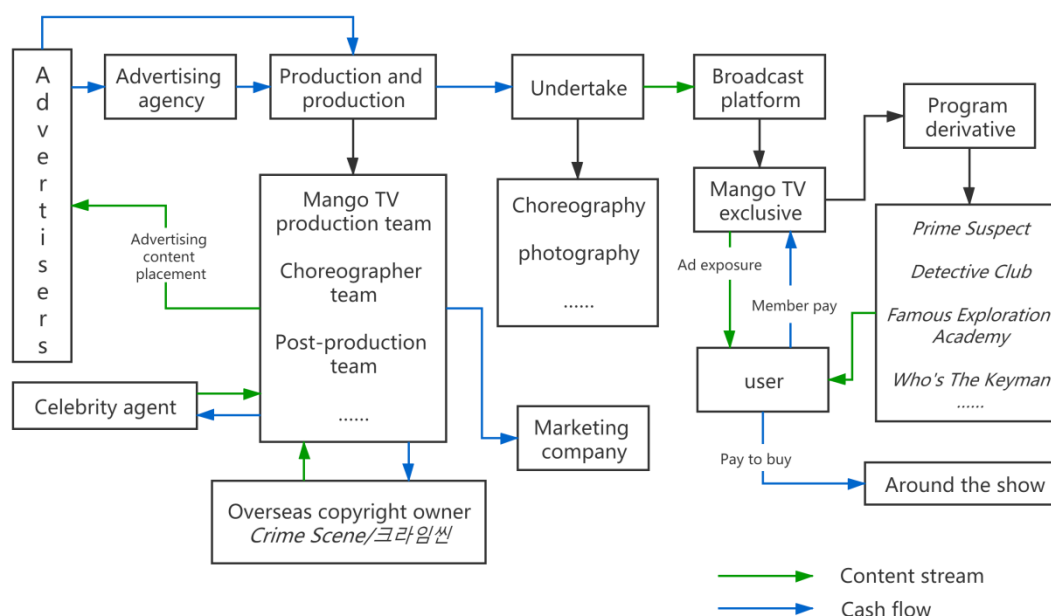


Figure 1. Instruction of industrial chain of *Who's the Murderer*

2.1. Section Headings Front End of the Industrial Chain -- Development and Production of the Show

The upstream of the industrial chain is the beginning of an industry's operation. It is one of the areas with the most abundant value in the industrial chain. In the context of global communication, most of my country's variety shows choose to purchase overseas high-quality copyrights in the early stage of production. However, many of the introduced programs directly copy the original version in the production process and content of the program, and the reputation is gradually declining. After purchasing the Korean program *Crime Scene*, Mango TV carried out localized transformation and gradually innovated according to the preferences of Chinese audiences, and won unanimous praise.

2.1.1. Quality Overseas Copyright Building up Locally Magical Network Variety Show

Under the background of global communication, purchasing quality copyright of overseas shows and localizing the shows is the main path of the network variety show development in China. The original show of *Who's the Murderer* is an inferential variety show presented by

JTBC TV station, *Crime Scene*. The mgTV has a localized modification based on the original version after purchasing the copyright to change the *Crime Scene*'s severe and repressive style. The show is set to be "30% ups-and-downs plot + 40% funny variety + 30% intelligent inferential process", and the more outstanding things are the entertainment of local variety show, variety and the innovation of plot structure.

In addition, *Who's the Murderer* is a drama reality show, so the experienced people who have been engaged in the publishing industry of whodunit for many years in China and the director team with rich experience in show production are invited by the show to make the script creative and attractive. A professional team is launched to have a screening and creation of theme so that each case, character and clues could be so inferential and viewable. The show has a full play to the immersive experience since both the plot and the role setting have the sense of substitution so as to maximize the dramatic tension in reality shows. The difficult scriptwriting and the innovative thinking of the show itself increase the difficulty in imitation and transcension of the show. As the only inferential variety show in China, it prevents the danger of being assimilative.

2.1.2. Unique Narration Buildings up the Actual Crime Scene

Who's the Murderer is adopted with a narrative structure of suspense promotion. It begins from "who is the dead" to set suspense with a flashback technique, and there is a further development of uncertainty. Next, the suspense would be created when one tension is figured out so as to keep activating the curiosity and thirst for knowledge of players and audiences. There would be a plot reversal in ceaseless detection so that users could gain a sense of satisfaction and sense of achievement in the process of exploration and decoding. Meanwhile, it is used with highly reductive narrative props. The guests' costumes and support are highly authentic, and the "crime scene" is also original gradually. The scene awareness of the audience would be enhanced continuously by these so that they could feel as if they were in the background.

What's more, the show, *Who's the Murderer*, is used with the multiple narrative perspectives of "decentralization". There is a brand-new character set for each player in each episode, and each player has their own story to enrich the whole story plot and increase the account. In the first case of the third season, Hotel Thrill, even the killer himself realized that he was the murderer at the end of the story. The first case of the fifth season, Marine Pianist, focused on the anti-routine. The five suspects proved themselves to be innocent by searching for evidence, so the setting made the guests and audiences curious.

2.1.3. Funny Persona Labels Improving the Show Stickiness of User

Each guest in *Who's the Murderer* perfectly builds up the role image in the scenery by acting the words' role and expression. Some functions have been synonyms of guests, such as "hearty arsonist" Sa Weixiao, "the first handsome guy in three worlds" He Eryue, and so on. At the same time, stars also build up their new characters, such as "Note Orphans" Bai Jingting and "Evidence Dog" Gui Gui. The first thing occurring to fans' minds when they talk about *Who's the Murderer* is the five words, "He Sa Gui Bai Ou", which has been one of their motivations to watch the show. Except for the resident star players, the "ordinary guest" that occurred in the fourth season has started the innovative mode of "combination of stars and ordinary people". Ordinary people with high intelligence would be given their own persona to attract numerous fans.

The roles of guests of the show would show up in the form of CP (couple), which would push the development of the plot and enhance the fun of the story and the amusing sense of the show. Who would form the guests to be CP out of the show to create vast topics and attention for the show, such as the officially certified "Dual-Bei" CP, Sa Beining from Peking University and He Jiong from Beijing Foreign Studies University. The two people could hold the scene in

the show, and their IQ and EQ gain favour from most of the audiences. They have good word-of-mouth among the audience.

2.1.4. Fancy Product Placement Inspiring the Cooperation Motivation of Brand

Advertisement is a core profit business. Besides the traditional film advertisement, the most outstanding form in *Who's the Murderer* is the fancy oral advertising, such as "there are numerous clues, but Rejoice could help you clear them out", "Douyin makes you higher when watching to explore the great mind in detection" and so on. These fancy oral advertisings match the tone of the show so that the product features could be combined with the investigation smoothly without annoying the audience. There is a good communication effect. OPPO is the biggest title sponsor of *Who's the Murderer* for seasons, so there are fancy oral advertising and the shows' studio theatre advertisement. The guests would extend the identity of the detector in the front to take advertising short movies for the brand. There would be a better communication effect when the plot highlights the product feature. The famous song of a member of NZND, "Sa Weixiao", "OPPO r9s", "publicize" the brand dealer to expand the brand influence. There is much more thing for the flexible placement for the products of advertisers. In the scene layout of the crime scene, what would put advertisers' products in the room of suspects, and sometimes they would be shown as crucial evidence. The subtle form would not annoy audiences but reach a publicity effect imperceptibly.

2.1.5. Diversified Agenda Setting Exports the Mainstream Values

As a network variety show, *Who's the Murderer* raises the platform standing to actively shoulder social responsibility when maintaining the features and variety of the show itself. It would focus on the social highlights to deliver a correct sense of worth through agenda-setting. There is an explicit topic in each episode of *Who's the Murderer*. The six seasons are involved with the social highlights and the current sensitive event, including domestic violence, campus violence, environmental protection, cosmetic surgery and medical disputes, smiling depression and other topics. The essence of the core socialist values is immersed in the show so as to seek significantly emotional resonance with the audience, and the positive energy is spoken and advocated by star guests. The resident guests, He Jiong and Sa Beining are experienced hosts known for high EQ, high degree and the solid professional qualification would sublime the topic and enlighten the audiences to have rational thinking at the end of each episode to spread positive energy. A "detective energy station" has been added at the end of *Who's the Murderer* from the third season. Each star shows their own opinion around the topic of the case in the episode to guide the audiences to think about the social issues as key opinion leaders. There should be special attention to the detail that the show group has emphasized that there would be bugs in each crime to prevent being practised in the real world.

2.2. Page Numbers Middle End of the Industrial Chain--Operation and Publication of the Show

The middle end of the industrial chain is the core link of the industrial chain. High-quality program content is not the only factor that determines the dissemination and influence of a variety show. Successful platform operation ideas and flexible program promotion strategies are also important influencing factors.

2.2.1. Key Presentation of the mgTV

As a self-made variety show of the mgTV, *Who's the Murderer* has diversified information communication in the platform of mgTV. In the setting of model content, during the broadcasting of each season of *Who's the Murderer*, the mgTV would set a particular model for the show in the highlighted position of the homepage to publicize the front so that the users in the platform could have a watch after clicking the link. When there are new contents of the

show, the forum will send them to users in the opening screen, pop-up window and message. On the one hand, the show's fans could enter the show quickly; on the other hand, it is suitable for attracting and adding new audiences. Other models in the mgTV would also have a publication for *Who's the Murderer*. For example, what would display the latest hot content in the title block and recommendation page of the platform to help the users in the medium to choose to have a watch of the show; there is a show video recommendation in the middle position of the platform to add the users' attention on the show when browsing and sliding the information in the forum; displaying the content sending of *Who's the Murderer* in the display interface of other shows in the platform, so that there would be a binding effect for the performance to increase the exposure and display of different fronts.

In the setting of sending time, the display time of *Who's the Murderer* is Friday, but the mgTV would have a continuous show's content publicity and recommendation for users. Besides the content of the formal presentation, what would send gags, individual stars, highlights, clips of funny content to users in all periods to help them know about the show's dynamics and cultivate their continuous watching habit of the show. The sending form of platform to the show is based on a short video, so users could know about the show's content in a short time and turn to the formal performance.

2.2.2. Linkage Publication in Diversified Media Platforms

Besides the mgTV, the show, *Who's the Murderer*, forms an information communication matrix with diversified new media platforms. It would trigger an interactive discussion of the topics through Weibo, public accounts of WeChat, Douban, Zhihu and other media. The official Weibo keeps sending partial sections of the next episode to make a topic and discussion. There would be a sending of the casting, broadcasting and gags of the next episode. There would be interaction with star guests and account fans on the show contents. There would be also such interactive activities as lottery, quiz and show content feedback to add the heating. At the same time, *Who's the Murderer* would raise the relevant topic of the current episode in Zhihu and Douban these platforms to inspire users to have a profound discussion and exchange on the show contents, which would attract other users to watch and join the conversation and interaction. In addition, *Who's the Murderer* also set the public account of the same name to send the show content, and what could open the show directly by clicking the links at the bottom. The links at the bottom would provide some inferential games and inferential stories for audiences so that users could experience the same detection process in the show. There are buttons of "grocery" at the bottom where users could purchase the same peripheral products after clicking the link.

The audiences are in the information communication matrix of the multimedia to complete the transfer from audiences to participants of the show. Displaying the information communication matrix out of the platform would not only be helpful to build up an information communication platform between the front and audiences, and there would be exchange and communication among audiences to form a diversified information communication route between the show and the audiences. It would enhance the connection and viscosity between the audiences and the performance and expand the communication range and influence of the show content.

2.3. Downstream of Industrial Chain -- IP Derivation and Development

The derivation and development are in the second high end of the smile curve, and it is also the most valuable part. The importance of industrial chain development has been so evident and significant. IP is an invisible asset. A good IP business would create ceaseless derivatives to bring profits for multiple parties, and there would be a back-feeding effect to improve the influence and reputation. The mgTV makes a mutual transform of the shape of resource with the IP of *Who's the Murderer* as the base point to activate the maximum value coupling effect.

2.3.1. IP + Digital Interaction, the Launch of the Interactive Microfilm, *Prime Suspect*

At the beginning of 2019, the derived show of *Who's the Murderer*, *Prime Suspect* of *Who's the Murderer* was launched in the mgTV in the form of interactive microfilm. Different from the linear narration of traditional TV shows, the *Prime Suspect* is adopted with the personal narration from multi-viewpoints and multi-clue parallel narration. Extending the suspenseful and mind-twisting style of the IP of giant detectors, it mainly innovates the interactive experience mode for users. The interactive gaming mechanism breaks through the interaction between the content and audiences so that audiences could gain higher participation and a more immersive sense of experience. Different from the shooting method of a network variety show, *Who's the Murderer*, the *Prime Suspect* is more inclined to the shooting method of microfilm. The delicate narration picture, actual narration plot, the transfer of audiences from "viewers" to "participants", and immersion in the situation intertwined with virtual games and live shooting. People could enjoy a thrilling audio-visual feast during the interaction process.

2.3.2. IP + Social Game, Official Mobile Game of "Wo Shi Mi", an Online Script Kill

The mobile game has been a necessary tool for teenagers to have social entertainment, and it takes up a vast of leisure time of people. A good IP mobile game would not only bring profit but also have a back-feeding effect. "Wo Shi Mi" is an official mobile game with the cooperation of *Who's the Murderer*. It is a role-play inferential game played by multiple people through the microphone. It shares the game setting with *Who's the Murderer*, so players would have empathy with the guests in *Who's the Murderer* when playing the script kill. It would enhance their discussion on the guests of the show and activate audiences' passion for the detective and inferential mode. It would improve their understanding and favour of the show.

2.3.3. IP + Cultural Creation Design, the Sales of the Show's Official Peripheral Products

With *Who's the Murderer* as the IP base point, the colossal user foundation enhances the role of the fans' economy. The sales of peripheral and cultural creation products could boost IP peripheral products and characteristic products. The sales of peripheral products is a business extension of various outstanding features to gain a more prominent influence and profitability. With the advantage of the mgTV platform, the link of the e-commerce platform is placed in the video of *Who's the Murderer*, so that users could click the link of "mg Goods" when watching the video to purchase the derivatives of the brand, *Who's the Murderer*. In the menu column of the public account of *Who's the Murderer*, users could click the link to purchase the peripheral products of "same detective alliance coat of Bai Jingting". The content of *Who's the Murderer* is creative and unique. The "sharp sentence" of the guests, cartoon image and persona labels are deemed as the inspiration points and prototypes of innovative cultural products. Such creative cultural products as the "Bai RAP" calendar, the T-shirt printed with "sharp sentences" said by guests are sold on the official purchasing platform.

2.3.4. IP + Transforming and Upgrading, the Detonation of Satellite TV Variety, *Who's the Keyman*

Who's the Keyman is transformed and upgraded by the mgTV from a network variety show, *Who's the Murderer*, to a satellite TV variety show. It is an outstanding representative of scenery inferential performance in the country. The show, *Who's the Murderer*, has accumulated a higher fans foundation for three seasons, and the young audiences are apt to be attracted by the super-strong interaction. These consolidate a firm audience foundation of the success of *Who's the Keyman*. *Who's the Keyman* extends the detective style of *Who's the Murderer*. It also continues the two cores of *Who's the Murderer*, "inferential" and "story". It keeps infuses such factors as "sense of film", "amusing sense", "role play", and "competition of performing skills". The actual scene is built with a proportion of 1:1 so as to upgrade the audiences' watching experience. Meanwhile, there is a content adjustment for the feature of

TV variety and the audience groups. Compared with the core of “killing” and “violence” in *Who's the Murderer*, there is less bloody and violent content in *Who's the Keyman*. It reduces the inferential difficulty and enhances the story to weaken the sense of network and devote to deliver positive energy.

2.3.5. IP + Show Derivatives, Fancy Fans Attracting in Front Stage and Backstage

The derivatives show of *Who's the Murderer, Detective Club Membership Version*, is formed by the non-broadcasting unit plot + case restoration + voting for the best detective and experience for detective game + improved Q&A for stars. The derivatives show of *Who's the Murderer, Detective Club Membership Version*, discloses the front stage and backstage of star players to show the characteristics of stars from multiple dimensions to seek the real side when they are out of the role. The content of two shows of Detective Club Membership has successfully activated users' curiosity.

The fifth season, *Detective College*, is a derivative to choose ordinary detective assistant for *Who's the Murderer*. 6 students with good appearance and high intelligence are gathered in the show. Mind-twisting games would select them, and what could show the final winner in the formal presentation of *Who's the Murderer* as a detector assistant. The six detector students have attracted so many fans with their individual charms.

2.3.6. IP + Crossover Marketing, a Trail of NZND Icebreaking Concert

The NZND icebreaking concert is released before the formal show of the fifth season of *Who's the Murderer* to have a warming up for the new season, and it is also the trial of the cross-over marketing. NZND men group is one group of personas that go through the five seasons of *Who's the Murderer*. They are the top group in the *Who's the Murderer*, so they have a vast of faithful fans. At this time, the show group holds an icebreaking concert with the gimmick of the NZND men group and NZND female group. The group drives fans with an emotional card to apply for mg membership for them and make payments to support them. However, a considerable dispute is triggered for the trial. Users are unsatisfied with the paid pilot video, and they accuse the show of “changing the initial mind and seeking for money only”. Hence, it is adjusted to be exclusive for membership later. The whole thing proves that it should be cautious for the crossover marketing of variety shows.

3. Problems of the Industrial Chain of Network Variety Show

When the variety show IP series such as *Who's the Murderer* and *Wonderful Flower Talk* won the market's high recognition for their high-quality program content, their commercial value has become increasingly prominent. Network variety shows to break through the inherent single linear logic of “production-broadcast”, and gradually develop into a small-scale media industry chain with high-quality network variety show IP as the core, supplemented by superior broadcast platforms as the media, and use new and old media platforms to aggregate resources and expand the communication effect, creating a new model of IP operation. The online variety show industry is developing rapidly, but its industrial chain is not yet mature, and various links present problems of one kind or another, and a delicate ecosystem has not yet formed.

3.1. Upstream: Hard to Continue the IP Population for the Lack of Innovative Content

Innovation is the inexhaustible driving force of a nation. Innovation means so much for the media industry. It is crucial to have a unique show in the present time with so many network varieties. The show innovation and differentiated way could generate attraction, build up high viewing rate, and form the core resources of the industrial chain. Because of significant network varieties in recent years, the network variety shows with high viewing rates and

good word-of-mouth are not entirely created by the show group. Most of them are localized by the group after purchasing the copyright from overseas. Hence, there is lower innovation and R&D. The modification result of *Who's the Murderer* is objective since it makes up the blank of inferential and detective network variety shows. However, there is still a space for innovation improvement. The Chinese network variety show market needs to be led by our Chinese variety show entirely created by our Chinese.

The intellectual property awareness of domestic media operators is weaker, so other production units would copy it when one variety show has been widespread. Therefore, there are numerous similar shows, and their contents are the same thing except for the guests and broadcasting platform. For example, innumerable talent shows, which would cause serious homogenization in the network variety show and trigger audiences' aesthetic fatigue. All of these implies that there is severe insufficiency of innovation in the network reality show of our country.

3.2. Midstream: Hard to Build up the Emotional Link for the Lagging of Operation Interaction

The brand is an asset. A good brand would improve the program recognition and make the brand generate a premium to enhance the program's competitiveness. Brand authorization is the primary method to extend the cultural, industrial chain. A good brand operation would not only provide outpouring derivatives to bring profit for multiple parties. There would also be a back-feeding effect to enhance the brand influence.

As an IP brand with huge potential, the official Weibo operation of *Who's the Master* is good. There are gags and previews of the shows during the broadcasting, and the interaction with fans and guests is continued during the suspension of the show to keep the brand's influence. However, there are still so many shortages in the operation of the public account of WeChat. The menu at the bottom of the general statement is unreasonable, and there is no maintenance of the brand of *Who's the Murderer*. The brand culture of *Who's the Murderer* is very significant. It is very humorous and funny with the delivery of positive power. There is still a good performance in the present day when the value bottom line of network variety is lower and lower, which other shows should learn to build up fresh and clean cyberspace.

3.3. Downstream: Hard to Transform the IV Value for the Insufficient Development of Derivation

The development of online variety show derivatives in China is still in the exploratory period, so it is still many immaturities compared with foreign countries. In the developed countries and regions, half of the revenue of variety shows come from the extension marketing of the brand, which means that the derivatives in the downstream of the industrial chain are the profit intensive area after the show is broadcasted, which is the shortage in the development of the domestic variety shows.

The derivative is an essential part of the value-added of the industrial chain. The network variety shows IP consolidates the foundation for the downstream of the industrial chain, the development of derivatives. In comparison, the derivatives are suitable for the further promotion of the brand of shows. The two parties mutually boost and promote. *Who's the Murderer* does an excellent job in the derivative shows. When ensuring the consistent tone, it has a further expansion of the population and reputation of the show. However, the creative cultural derivatives of *Who's the Murderer* is only the simple same peripheral products of the front or the simple printing in T-shirt and calendar with the cartoon characters of guest as a base point. Hence, it could not dig out more unique creation points to have a development of derivatives. In view of the derivatives of major network variety shows, there are the

derivatives whose position is inconsistent with the original show, and the coverage field of derivatives is smaller, so it could not form a good cycle of the industry chain.

4. Optimization Strategies of the Industrial Chain of Network Variety Show

According to the current development status of the online variety show industry chain reflected by *Who's the Murderer*, a systematic analysis of its upstream content production, midstream marketing and communication, and downstream business realization links and elements will be carried out, and what will propose optimization strategies. The vertical extension and horizontal expansion of my country's online variety show industry chain provide a reference.

4.1. Carefully Cultivating Content and Innovating the Homemade Products

The critical point for the success of a variety show is the content. Only the high-quality content and topic could have a good beginning so as to do well in the development of the follow-up products of the industrial chain. The network variety shows of our country have been in a mature development period, so we could not only depend on importing copyright. It must be a trend to develop original network variety shows of China. Hence, the innovation-first must be highlighted, and there should be innovation from idea, content, form, edition to marketing. It should insist on the content as a centre.

It requires that the network variety shows should be equipped with a high-level production team to clarify the show's positioning and regulate the production process to build up a network show with independent intellectual property rights. It would require to begin from the essence of the show, the excellent quality, and cultivate an idea of people orientation, content first, and respecting audiences. What should fully use the cross-media method of all kinds of we-media to communicate shows and audiences' real-time communication. Finally, a positive value opinion should be delivered to achieve the social value of network show when satisfying the spiritual demand of audiences.

4.2. Enhancing Brand Management and Innovating New Marketing

Branding of shows is a primary method for network variety shows to extend their vitality. It is also a critical guaranty of the industrial chain of shows to add value. There should be a perfect match of the content and form elements of shows through a comprehensive brand production management and building up brand awareness with the consideration of name of column, slogan, musical effect, subtitles, and host to maximize the creation value.

Network variety shows should build long-term partnerships with other comprehensive websites or video websites to achieve mutual benefit and win-win results. What should set a particular topic in such all-around websites as Sohu, Sina, Netease, Baidu, iFeng to announce the relevant information of shows; besides, there should be synchronized authorized broadcasting in Youku, iQiyi, Tencent and other video websites to maximize the user groups. The network variety shows could work with social media to announce the relevant information, resources, and hot topics of shows to deliver the information to the audiences rapidly. Having marketing communication with Weibo could radiate the show's announcement to the most prominent audience groups within the shortest time, so what should enhance the operation and maintenance of official Weibo and WeChat to increase the interaction with fans and the user's viscosity.

4.3. Development of Diversified Derivates to Add the Brand Value

The downstream of the industrial chain is the part with most of the profitability. Hence, enhancing the development and investment to this part must gain a more significant profit.

According to the actual situation, there is insufficient downstream development in the industrial chain of the domestic network variety. Developing a series of extension values after the show is broadcasted is necessary to improve the industrial chain, and it is also a pivotal step to considerable profit.

What could straighten the long tail production belt by building up branding, marketing and industrializing the show system. The user demand is a base point of innovation to extend the tone of network variety IP to develop the IP's value chain further and expand the development of derivatives with diversified shapes. With the help of quality variety show IP, the copyright resources should be ceaselessly dug out and developed to achieve the "one production, multiple developments and recycling use". What should build up the IP product matrix derived from film, game, animation and performance agencies to improve network variety IP communication and upgrade the user experience. It could also improve the IP added value.

5. Conclusion

The network variety show is successful, so it should focus on building up a whole industrial chain if you want to break through the dilemma and open a new path. Doing well in each part of the industrial chain of a network variety show, obeying market rules, and forming a completed recycling operation of the industrial chain has essential significance for domestic network variety shows' future development and prosperity.

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