Research on Film and Television Content Innovation and Audience Behavior in Streaming Media Era

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Abstract: With the rapid development of digital technology and the popularity of the Internet, the streaming media era has become the new normal of the film and television industry. Under the background of this era, the innovation of film and television content and audience behavior are attracting more and more attention. The purpose of this study is to explore the relationship between film and television content innovation and audience behavior in the era of streaming media, and analyze its influence on the development of film and television industry. Through the statistical analysis of streaming media platform data and qualitative analysis of user survey data, it is found that the innovation forms of film and television content are increasingly diversified, and technology-driven, creators' creativity and market competition are the main innovation drivers. In addition, the trend of personalized viewing and the popularity of social media have further deepened the diversity and complexity of audience behavior. The results show that there is a close interaction between the innovation of film and television content and the audience's behavior. The audience's demand and viewing habits have an important impact on the innovation of film and television content, and the innovative form and quality of film and television content in turn affect the audience's viewing choice and experience. This study is of great significance for understanding the development trend of film and television industry in the era of streaming media, promoting the innovation of film and television content and optimizing audience experience.

1. Introduction

Driven by digitalization and internet technology, the streaming media era is changing the pattern of the film and television industry at an unprecedented speed and scale. Traditional TV broadcasting and cinema screening are gradually replaced by streaming media platforms such as Netflix and Amazon Prime Video, which attract audiences around the world with their convenience, personalized recommendation and massive content. With this change, film and television content innovation and audience behavior are also constantly evolving [1].

The purpose of this paper is to explore the innovation of film and television content and audience behavior in the era of streaming media, and explain the importance of its influence on film and television industry and culture. With the popularization and continuous upgrading of streaming media technology, the innovation of film and television content has become the core of competition among major platforms. Innovative forms and presentation methods of film and television content are constantly emerging, covering films, TV dramas, documentaries and other types. These innovations not only make breakthroughs in technology, but also bring brand-new experiences in content expression and narrative methods [2-3]. At the same time, the audience's viewing behavior has also undergone profound changes. In the era of streaming media, viewers can freely choose what to watch according to their personal interests and time schedule, and are no longer limited by the broadcast schedule of traditional TV stations [4]. The application of personalized recommendation algorithm further promotes the audience's discovery and selection of film and television content, and also brings new viewing modes and consumption habits. Therefore, it is very important for the future development of the film and television industry to understand the innovation of film and television content and audience behavior in the streaming media era.

Through literature review, theoretical model construction, research methods discussion and empirical analysis, this paper will deeply discuss the forms and driving factors of film and television content innovation, as well as the audience's viewing behavior and preference changes in the streaming media era. Through this research, we are expected to provide a new perspective and enlightenment for the future development of the film and television industry. Under this background, the research goal of this paper is to reveal the relationship between the innovation of film and television content and audience behavior in the era of streaming media, and to provide theoretical support and empirical reference for the innovation and development of film and television industry.

2. Research framework and theoretical model

Film and television content innovation is influenced by many factors, including the development of streaming media technology, the application of VR/AR technology, etc. These technological advances provide new forms of expression and experience for film and television content innovation. Creator factor refers to the creativity and innovation ability of film and television creators such as directors, screenwriters and producers, as well as their understanding of audience needs and market trends. Audience factors, audience's needs, preferences and viewing habits play an important role in film and television content innovation, and creators often innovate and adjust according to audience's feedback and needs. Market competition factors and the competitive pressure between streaming media platforms urge the innovation of film and television content to constantly break through the traditional boundaries and seek differentiation and personalization [5].

The audience's viewing behavior in the streaming media era is influenced by many factors. The content factors, the types, themes and quality of film and television content have an important impact on the audience's attractiveness and viewing willingness [6-7]. Platform factors, interface design of streaming media platform, personalized recommendation algorithm and payment mode have an important influence on audience's viewing behavior. Social factors and the popularity of social media make it easier for the audience to get other people's viewing experiences and recommendations, and social factors have an important impact on the audience's viewing choices and behaviors. Individual factors, audience's age, gender, education level, viewing preference and other individual characteristics have an important impact on their viewing behavior.

3. Research method

3.1. Data collection

In order to deeply study the innovation of film and television content and audience behavior in the era of streaming media, various data sources and collection methods are adopted, including qualitative and quantitative data. Collect the related data of film and television content from major streaming media platforms (Netflix, Amazon Prime Video, Hulu), including various types of film and television works, views, ratings, user comments, etc. Through online questionnaires or face-to-face interviews, the audience's viewing behavior, preferences, viewing habits, views and feedback on film and television content innovation were collected [8].Obtain information about the discussion, sharing, and recommendation of video content from social media platforms (Twitter, Facebook, Instagram) to understand the influence of social factors on the audience's movie-watching behavior.

By analyzing a large amount of data provided by the streaming media platform, including the viewing volume, rating and user comments of film and television works, this paper makes a quantitative analysis of audience behavior and film and television content innovation by using statistical analysis methods to reveal macro trends and laws. Through user questionnaires, face-to-face interviews and other means to collect the audience's subjective feelings and opinions, to explore the motives and reasons behind the audience's cognition, attitude and behavior of film and television content innovation, in order to gain a deeper understanding [9]. The quantitative and qualitative data are comprehensively analyzed, and the meaning and connotation behind the data are

deeply explored, so as to fully understand the relationship between film and television content innovation and audience behavior in the streaming media era.

3.2. Data analysis

The quantitative data are processed and analyzed by statistical analysis method to reveal the correlation, trend and law between the data. Descriptive statistical analysis, which describes the average, standard deviation, and frequency distribution of video content viewing volume, rating, and user comments, so as to understand the basic characteristics of the data. This analysis method provides insights into how audiences engage with video content. Correlation analysis, through correlation coefficient analysis and other methods, explores the relationship between different film and television content characteristics (such as types, themes, quality, etc.) and audience viewing behavior. By examining these correlations, we can gain insights into how specific attributes of content influence audience preferences and behaviors. Regression analysis, utilizing regression models, explores the factors that affect audience viewing behavior. This includes examining film and television content characteristics, platform features, social factors, and more. Through regression analysis, we can quantitatively analyze the extent to which these factors influence viewing behavior, providing valuable insights for content creators and platform providers.

In order to understand the form and trend of film and television content innovation, the content analysis method is used to deeply study and interpret the film and television content. Researchers analyze the theme and content of film and television, exploring the popularity and influence of different types of film and television works on the audience. By using natural language processing technology, the emotional analysis of user comments and social media data is carried out to understand the audience's emotional feedback and attitude towards film and television content. This paper analyzes the innovative form, expression and narrative structure of film and television content, and explores the attraction and influence of different innovative factors on the audience.

4. Results and discussion

4.1. Innovation analysis of film and television content

In the era of streaming media, the innovative forms of film and television content are increasingly diversified, including the application of interactive film and television, VR and AR technologies, and the attempt of new narrative methods such as nonlinear narrative and real-time interaction. Through Table 1, we can clearly understand the technical drive, creator creativity, audience feedback, market competition pressure and popularity of different forms of film and television content innovation, so as to better understand the present situation and trend of film and television content innovation.

Table 1 Innovation analysis of film and television content

Innovative forms of film and television content	Technical driving factors	Creator's creativity	Audience feedback	Market competition pressure	Popularity
Interactive film and television	high	high	high	high	high
VR	high	middle	middle	middle	middle
AR	middle	high	middle	high	middle
Nonlinear narration	middle	middle	high	middle	high
Real-time interaction	high	middle	high	middle	middle

Technological progress, creators' creativity, audience demand and market competition have jointly driven the innovation of film and television content. In particular, the competitive pressure of streaming media platform urges film and television creators to constantly try new content and

forms to attract the audience's attention. The audience has a high degree of acceptance of innovative forms of film and television content, especially the younger generation of viewers are more open to trying new viewing experiences and show higher interest in innovative forms such as interaction and virtual reality.

4.2. Audience behavior analysis

In the era of streaming media, viewers are more inclined to choose content according to their personal preferences and interests, and the application of personalized recommendation algorithm further promotes this trend. Social media has become an important platform for sharing and communicating movie-watching experiences, and viewers are more inclined to obtain other people's movie-watching experiences and recommendations through social media, which has an important impact on viewers' viewing choices and behaviors. Audiences are very concerned about the quality and reputation of film and television content, and user comments and discussions on social media have an important impact on the viewing volume and popularity of film and television works. Through Table 2, we can clearly understand the characteristics of different audiences' viewing behaviors in terms of personalized viewing trends, social media influence, content quality, word-of-mouth and popularity, so as to better understand the characteristics and trends of audience behaviors.

Table 2 Audience behavior analysis

Characteristics of viewing behavior	Personalized viewing trend	Social media influence	Content quality and word of mouth	Popularity
Flexibility of viewing time	high	middle	middle	high
Diversification of viewing preferences	high	high	high	high
Recommendation algorithm influence	high	middle	middle	middle
Social sharing frequency	middle	high	middle	middle
User comment participation	middle	high	high	middle

The above results show that there is a close relationship between film and television content innovation and audience behavior in the streaming media era. The innovative form and content quality of film and television content not only affect the audience's viewing choice and experience, but also are influenced by the audience's behavior and feedback. The trend of personalized viewing and the popularity of social media have further deepened this interaction [10]. In the future, the film and television industry needs to pay more attention to innovation and quality to meet the changing audience needs and viewing habits. At the same time, the streaming media platform needs to continue to optimize personalized recommendation algorithms and social functions to enhance the audience's viewing experience and participation.

5. Conclusion

In the era of streaming media, there is a close interaction between film and television content innovation and audience behavior, which has a far-reaching impact on the development of film and television industry and audience experience. Film and television content innovation has become one of the important driving forces of the film and television industry. With the continuous progress of technology and the creative generate of the creators, various innovative forms have emerged, including interactive movies, virtual reality, augmented reality and so on. These innovative forms not only enrich the presentation of film and television content, but also enhance the audience's viewing experience. Film and television content innovation is not only a breakthrough of

technology and creators, but also a reflection of the continuous satisfaction of audience demand and market competition. Audience behavior has undergone profound changes in the era of streaming media. The trend of personalized viewing is becoming more and more obvious, and the audience is more inclined to choose the content according to their personal preferences and interests. The popularity of social media has further strengthened the sharing and exchange of viewing experiences. The film and television industry needs to constantly promote innovation to adapt to the changes in audience behavior and the pressure of market competition. In terms of film and television content innovation, we should encourage technological innovation and the development of creators' creativity, and cultivate more influential and attractive content forms. In terms of audience behavior, we should strengthen the understanding and application of personalized viewing trends and social media influence, optimize recommendation algorithms and social functions, and enhance the audience's viewing experience and participation. With the continuous progress of science and technology and the changing needs of the audience, we are confident to meet more challenges and opportunities in this era of change and promote the development of the film and television industry in a richer, more diversified and more intelligent direction.

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