



DATA VISUALIZATION OF BILIBILI

Supervisor - Michele Mauri
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哔哩哔哩(° - °)つ口干杯~-bilibili

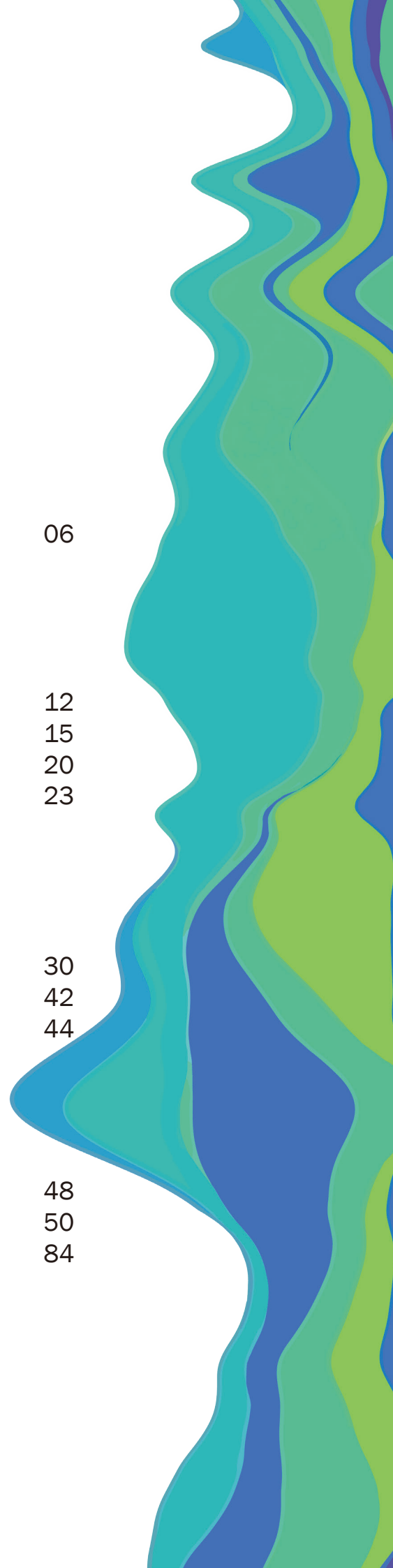
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Politecnico di Milano • Communication Design

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0 | ABSTRACT

Since the beginning of the 21st century, with the high integration of international economy and the development of modern media, the classification of youth subculture has become increasingly vague, and more and more new subculture types and subculture communities have been spawned and shown explosive growth. These subcultures are constantly creating cultural products, thus changing their position and influence in the overall culture of the society. Different subcultures have their own communities. This phenomenon is very characteristic of this era. The purpose of this thesis is to show this cultural phenomenon in contemporary society in the form of visual design.

Bilibili (B Station), an ACG(Anime/Comics/Games)-related website, is one of the best platforms for studying Chinese youth subculture. It's a leading Chinese video streaming website famous for its "bullet-chats" service which allows real-time comments from viewers to fly across the screen like bullets, became one of the most popular platforms in China in 2019.

As of the third quarter of 2018, the average monthly active users of Bilibili reached 92.7 million, and the number of mobile users per month reached 80 million, of which more than 80% were young people born after 1990. According to 'the report of Generation Z (Refers to people born between the mid-1990s to mid-2000s)', Bilibili is the favorite App of Generation Z according to TGI (Target Group Index) by October 2018.

This project is the data visualization of multi-aspects of Bilibili, which contains videos, creators, and bullet-chats. Bilibili is the representative of contemporary Chinese youth subculture, through the mining of the cultural phenomenon behind Bilibili, we may discover the characteristics of contemporary youth subculture, and then explore the spiritual world, values, and hobbies of the younger generation in China.

Keywords:

Bilibili, Generation Z, Chinese youth subculture, ACG, Bullet-chats, data multi-experience, data visualization

Photo:

https://img.alicdn.com/imgextra/i4/1083656586/TB2.ii.ibFlpuFjy0FgXXbRBVXa_!!1083656586.jpg



bilibili



0 | ABSTRACT

Dall'inizio del XXI secolo, con l'alta integrazione dell'economia internazionale e lo sviluppo dei media moderni, la classificazione della sottocultura giovanile è diventata sempre più vaga, e sempre più tipi di sottocultura e comunità sottoculturali sono stati generati e hanno mostrato una crescita esplosiva. Queste sottoculture creano costantemente prodotti culturali, cambiando così la loro posizione e influenza nella cultura generale della società. Diverse sottoculture hanno le loro comunità. Questo fenomeno è molto caratteristico dei nostri tempi. Lo scopo di questa tesi è mostrare questo fenomeno culturale nella società contemporanea sotto forma di visual design.

Bilibili (B Station), un sito web ACG (Anime / Comics / Games), è una delle migliori piattaforme per studiare la sottocultura della gioventù cinese. È un sito di streaming video cinese famoso per il suo servizio "bullet-chat" che consente ai commenti in tempo reale degli spettatori di volare sullo schermo come pallottole, diventando una delle piattaforme più popolari in Cina nel 2019.

A partire dal terzo trimestre del 2018, gli utenti attivi mensili medi di Bilibili hanno raggiunto 92,7 milioni e il numero di utenti mobili al mese ha raggiunto 80 milioni, di cui oltre l'80% erano giovani nati dopo il 1990.

Secondo 'il rapporto della Generazione Z' (Si riferisce alle persone nate tra la metà degli anni '90 e la metà degli anni 2000), Bilibili è l'App preferita della Generazione Z secondo TGI (Target Group Index) entro ottobre 2018.

Questo progetto è la visualizzazione dei dati dei multi-aspetti di Bilibili, che contiene video, creatori e chat. Bilibili è il rappresentante della sottocultura della gioventù cinese contemporanea, attraverso l'estrazione del fenomeno culturale dietro Bilibili, possiamo scoprire le caratteristiche della sottocultura giovanile contemporanea e quindi esplorare il mondo spirituale, i valori e gli hobby delle nuove generazioni in Cina.

Parole chiave:

Bilibili, Generazione Z, sottocultura giovanile cinese, ACG, Bullet-chat, multi-esperienza di dati, visualizzazione dei dati

Photo:

<http://acg17.com/45381.html>

01

**BACKGROUND
INTRODUCTION**

I.I

What is the subculture?

A subculture is a group of people within a culture that differentiates itself from the parent culture to which it belongs, often maintaining some of its founding principles. Subcultures develop their norms and values regarding cultural, political and sexual matters. Subcultures are part of society while keeping their specific characteristics intact. [1] The concept of "subculture" has been constantly changing since it was proposed. Although there are certain differences in the definition of "subculture", the basic connotation is the same: subculture is relative to the main culture. The values and behaviors involved are different from the main culture. It is subordinate to the cultural power relationship and occupies a secondary part of the overall culture.

A youth subculture is a youth-based subculture with distinct styles, behaviors, and interests. Youth subcultures offer participants an identity outside of that ascribed by social institutions such as family, work, home and school. Youth subcultures that show a systematic hostility to the dominant culture are sometimes described as countercultures. [2] The most prominent feature of youth subculture is its marginality, subversiveness, and criticality. The youth subculture, which is currently active in the new media space, is mostly cultural activities that deviate, contradicts, conflicts, confronts and even subverts with the dominant culture, such as cultural practices and politically related satirical art that challenge traditional authority and regulation in spoof culture.

Source:

[1]. <https://en.wikipedia.org/wiki/Subculture>

[2]. https://en.wikipedia.org/wiki/Youth_subculture

Photo:

<https://facts.be/en/activities/cosplay/>



bilibili



1.2

The history of Bilibili

Bilibili (stylized as bilibili, Chinese: 哔哩哔哩; nicknamed Bilibili, literally "the B site", NASDAQ: BILI) is a video sharing website themed around animation, comic, and game (ACG) based in China, where users can submit, view, and add commentary subtitles on videos. Bilibili represents the iconic brand of online entertainment for young generations in China. With the website first launched in June 2009 and officially named "bilibili" in January 2010, it provides high-quality content and an immersive entertainment experience, and have built the platform based on the strong emotional connections of the users to the content and communities. It started as a content community inspired by anime, comics and games, or ACG, and have evolved into a full-spectrum online entertainment world covering a wide array of genres and media formats, including videos, live broadcasting and mobile games. It has now become the welcoming home of diverse cultures and interests

and destination for discovering cultural trends and phenomena for young generations in China.

According to QuestMobile, the majority of its user base are Generation Z, individuals born from 1990 to 2009 in China. They typically receive quality education and are technology savvy, with strong demand for culture products and avenues for self-expression and social interaction.

Bilibili uses an Adobe Flash or HTML5 player, which can be manually switched, to play user submitted videos hosted by either itself or third-party sources, while featuring a real-time overlaying subtitle system for interactive playback experience.

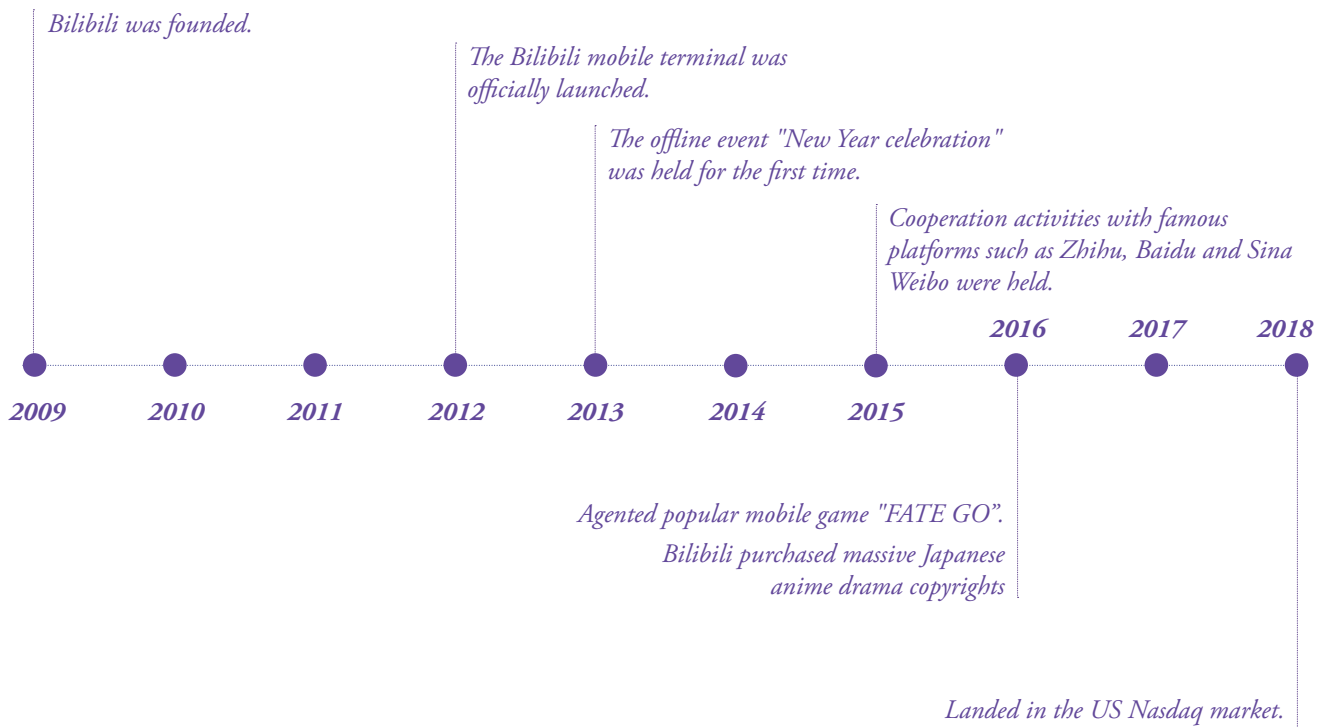
Besides hosting video content, Bilibili's core feature is a real-time commentary subtitle system that displays user comments as streams of moving subtitles overlaid on the video playback screen, visually resembling a danmaku shooter game. These subtitles are called "danmaku"

(Chinese: bullet-chats; literally: 'barrage'). Such subtitles are simultaneously broadcast to all viewers in real-time, creating a chat room experience in which users feel like watching and playing together with others. This system offers users various subtitle controls, including style, format, and movement. Users are also fond of creating translated and soramimi subtitles, or special effects with carefully formed subtitles. The site also offers a feature called "advanced subtitles", where users can use ECMAScript-based API to control video playback, dynamically change bullet-chats subtitles and draw shapes onto the screen. This signature feature fosters a highly interactive and enjoyable viewing experience and allows users to benefit from the strong emotional bonds with other users who share similar aspiration and interests.

The idea behind bullet-chats originated in Japan, where they were first popularized by Japanese video portal Niconico. Bullet-chats were first

Photo:

http://www.win4000.com/wallpaper_detail_56693_2.html



introduced to Chinese online video platforms around 10 years ago. But they did not really catch on until recent 5 years, especially among users born after the 1990s.

With the fast growing number of visitors on Bilibili, it decided to expand their functions. Besides the dominant themes, now Bilibili offers videos of various fields, including music, dancing, science and technology, entertainment, movie, drama, fashion, daily life and even advertisement films. Also Bilibili provides a live streaming service where audiences can interact with streamers. Usually the topic is about anime, content creating, game strategy and so on. Other than videos, Bilibili also offers

games, mostly ACG (animation, comic and game) themed mobile games, such as the Chinese version of Fate/Grand Order.

At present, there are 15 major categories of videos in Bilibili, namely anime, bangumi (anime drama), Made in China, music, dance, game, technology, digital, life, kichiku[1], fashion, advertising, entertainment, film and television, projection room, etc.

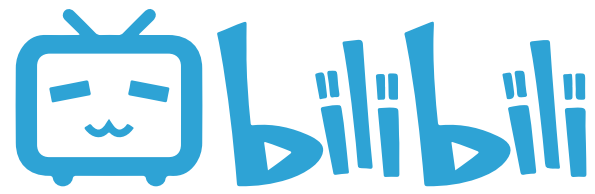
Notes:

[1] kichiku: (neologism, Internet slang, especially ACG) a kind of MAD video primarily featuring excessive repetitions from one or multiple source materials to achieve parodic effect.
MAD: a genre of video, originating in Japan, featuring mash-ups of media from different sources;

Photo:

https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwi7q5Dk1bHjAhVOF30KHWNmCIMQjhx6BAgBEAI&url=https%3A%2F%2Fzhibu.com%2Fp%2F26382912&psig=AOvVaw1IZoT_mk-Gcg4-feQcz9kE&ust=1563065465415353

<http://ir.bilibili.com/static-files/0fc19959-90a6-4f21-b4cb-92face3c0e41> (2)



Enrich the everyday life of young generations in China

1.37bn

101.3mm

88.6mm

81 min

Revenue in 19Q1 (RMB)

MAU ⁽¹⁾ in 19Q1

Mobile MAU in 19Q1

Avg. daily time spent⁽²⁾ in 19Q1

Notes:

(1) MAU = sum of our mobile app MAUs and PC MAUs after eliminating duplicates so that each active registered user that logged on both our mobile app and our PC website would only be counted towards mobile app MAUs and not PC MAUs during a given month. We calculate mobile app MAUs based on the number of mobile devices that launched our mobile app during a given month. We calculate PC MAUs by dividing the total number of IP addresses used by users to visit our PC website during a given month by an estimate of the average number of IP addresses used by each user. Starting from the first quarter of 2019, we count mobile MAUs of Bilibili Comic and Maocer towards our total MAUs. In the first quarter of 2019, Bilibili Comic and Maocer in an aggregate contributed to 3.2 million of our total MAUs.

(2) AUs. Excluding time spent on Bilibili operated games, Bilibili Comic and Maocer.

Bilibili

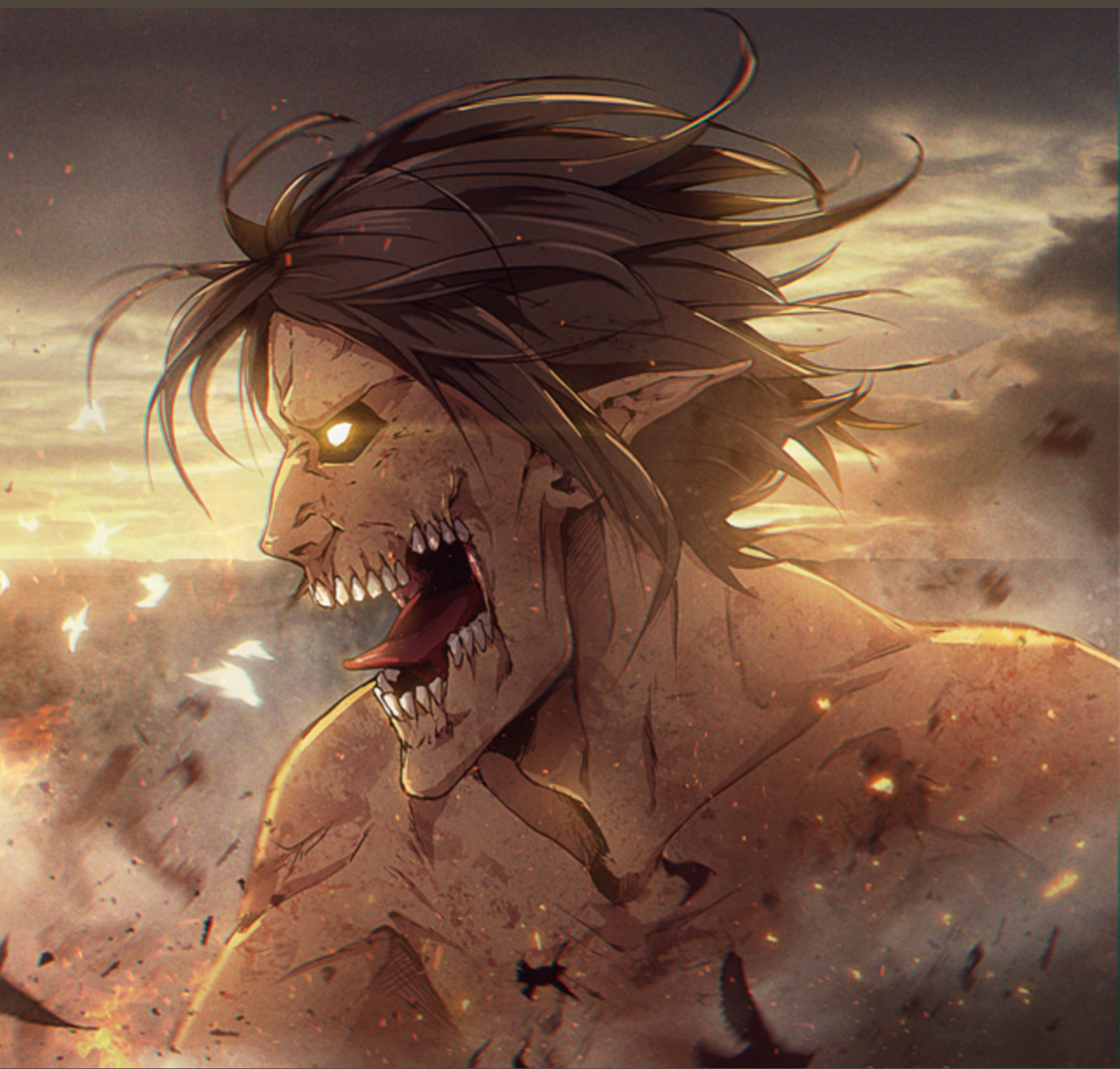
introduced

massive Japanese anime drama



Photo:

<https://wall.alphacoders.com/big.php?i=582804&lang=Chinese>



1.3

Bilibili and Subculture

Chinese Millennials Are Flocking To This Anime And Gaming Site

Bilibili has developed several unusual features that distinguishes it from rival sites. In addition to providing content through exclusive partnerships with local artists and overseas studios, the platform has created a number of ways to immerse its users in the so-called “er ci yuan” culture. The term, which loosely translates as a “two-dimensional world”, is widely used in China to refer to the virtual world of anime, comics, games and novels (ACNG).

According to a survey by Yahui Wang, more than 5,000 “two-dimensional world” cultural enthusiasts participated in the survey. Regarding the question, “What is the first word you think of when mentioning the ‘two-dimensional world’?” Bilibili actually ranked first with a slight advantage, and Cosplay ranked second. In certain groups of people, Bilibili has achieved a cultural brainwashing effect, and can even say that Bilibili handles/outputs the “two-dimensional world” culture, which is not something that other Startups and websites can do.[1]

“Bilibili is like a community of young fans,” says Tong Chen, managing director of investment firm IDG Capital, which has invested in the company. “In China, there isn’t any similar platform of this scale, and it is keeping users highly engaged.”

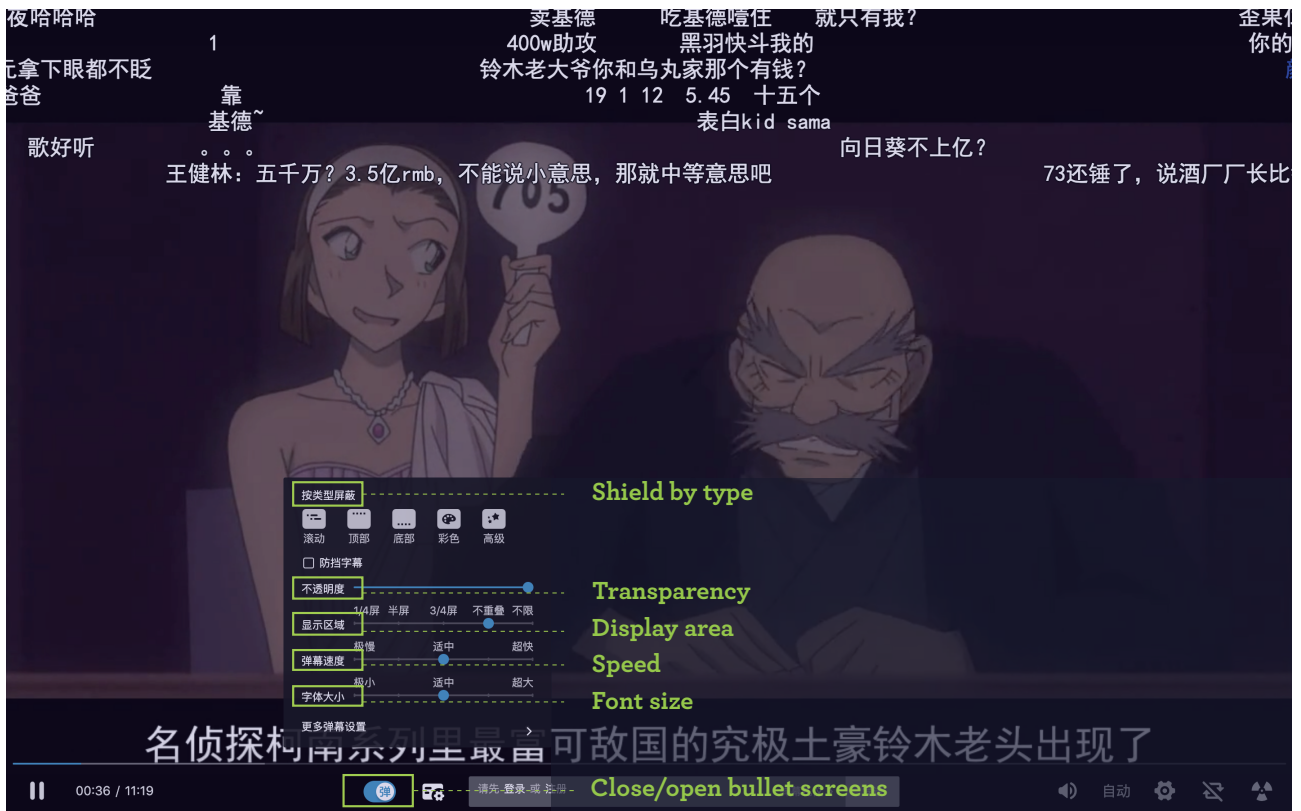
One such feature is membership to the site that allows users to gain access to more content by passing online tests with questions that range from company history to Japanese manga artists. Members also have access to more interactive functions like “bullet-screen chatting,” which allows multiple viewers to type in comments that are shown simultaneously across a streaming video, like darting bullets.

Source:

[1]. <https://www.zhibu.com/question/39519298/answer/102033689>

Photo:

<https://www.bilibili.com/video/av4998745?from=search&seid=17682537849937012918>



The “bullet-chats” feature of Bilibili

The “bullet-chats”, a live commenting function that has transformed the viewing experience by displaying thoughts and feelings of other audience viewing the same video is one of the features.

As an Internet community based on bullet-chats video sharing, the bullet-chats function is a feature of Bilibili; the bullet-chats feature itself is not a core competency, but an important tool for spreading the community atmosphere. For the Bilibili, this is transmission and inheritance that cross-section, cross-content and across time.

Users may type their thoughts (regulations should be abided; for example, no bullet-chats that excessively and meaninglessly

occupy screen space and disturb normal watching is prohibited) in the type bar under the video, and these comments will show up on the video, usually moving from right to left. If viewers don't want to be distracted by bullet-chats, they can turn it off anytime easily.

There are three types of bullet-chats offered in Bilibili, rolling comments, top comments and bottom comments. Each comment is limited to 20 characters and visitors cannot comment the normal comment page (located below the video). For normal users, they are free to choose bullet-chats from small to big size, limited of 220 characters. Also they can change the color of the bullet-chats and they can comment

on the video's actual comment page. For “professional” bullet comment users, they can choose “extra small” and “extra big” bullet comment. They can also choose to move the comment from left to right (normally it goes from right to left). The blogger of the video has the right to clear or save all bullet-chats.

Some people find it annoying to watch a video with bullet-chats all over the screen because there are so much that they can't even watch the actual video. With some heat videos like Sherlock, there are more than 8,000 real-time bullet-chats. However, people also argue that bullet comment allows users to share opinions and draw discussion easily, which creates a

unique chat-room environment that makes viewer feel like they are watching the video with the whole world. Bullet-chats became a special culture and language in Bilibili. One commonly seen is "high energy alert" (高能预警), which is a kind of a spoiler, to tell the audience of the coming climax or some exciting, terrible scenes.

Users can adjust the display area, transparency, speed, font size of the bullet-chats, and block the bullet-chats that you don't want to see based on the type, color, location, publisher, and keywords of them.

Bilibili's membership assessment mechanism

The biggest difference between the bullet-chats of Bilibili and other video sites is the control of the bullet-chats content. Bullet-chats are easy to post, but due to the immense number of users and diverse user quality, only official member with cell phone number tied to the account and a user test passed may post bullet-chats. To become an official member, user needs to take and pass a community entrance exam consists of 100 questions covering community etiquette and various topics in 60 minutes and answer at least 60 of them. Therefore, users who use the Bilibili bullet-chats function have substantially the same attributes, and the platform has penalties for malicious comments, which enhances the socialization of the bullet-chats content, improves the user experience, and strengthens user viscosity. The difficulty of the membership assessment mechanism will be analyzed in the 2.1 Research introduction.

1.4

Project Procedures

The project analyses the official rankings and reports from some data analysis companies like JIGUANG, QuestMobile, etc. to find the design opportunities

- 1) Finds out the characteristics of Bilibili according to different researches, related data analysis, papers, user portraits, etc. Accumulate the datasets in official reports and third-party data reports to start the preliminary research.
- 2) Find the research chances through the preliminary research.
- 3) Continue to collect and refine the related information for the further analysis based on the research chances which are found in the last step.
- 4) Make the more detailed data visualizations based on the datasets.
- 5) Based on data visualization to make the final work.

TOOLS



Source:

[1]. <https://www.kanbilibili.com/>

[2]. <https://www.bilibili.com/video/av28197442?from=search&seid=2296258455530256528>

02

**WHY IT
MATTERS**



集熱地獄

大叫喚

大集熱

阿鼻地獄

鬼灯の冷徹



衆合地獄

叫喚地獄

等活地獄

黒繩地獄

2.1

Research introduction

According to the "Mobile Internet 2017 Q2 Summer Report" [1] released by the data company QuestMobile, Bilibili ranks first among the top 10 apps preferred by young users aged 24 and below. It has been developed for 10 years since the company was founded. Currently, the company has more than 7700 active users monthly, more than 100 million video views daily, and more than 200,000 active video creators (Content creators), becoming China's largest Internet "two-dimensional world" subculture gathering place. From the initial animation and video sharing platform, the company gradually transformed into a comprehensive online entertainment ecosystem based on common interests and hobbies covering a wide range of genres (14 major sections) and media formats (including video, offline events, games).

According to Bilibili's first season financial report of 2019[2], about 82% of users are Z-generation users (users born after 1990). At present, China's Z generation has a population of 328million, accounting for 24% of China's total population. Judging from the Internet behavioral habits of Z-generation, it is characterized by long online time, high willingness to pay, strong acceptance, and high sense of belonging. It is the main driving force for the development of China's Internet entertainment market.

According to Bilibili Investor Presentation in MAY 19, the average MAU(monthly active user) is 101.3 million in 19Q1 (the first quarter of 2019), mobile MAU (monthly active user) is 88.6 million, the average monthly paying users (MPU) is 5.7 million. Bilibili's users spent an average of 78 minutes inside the platform daily in March, up from 81 minutes with 514million average daily video views and 1.4 billion interactions generated monthly in Q1.

These high durations and high interactions reflect the strong loyalty of the Bilibili community. These advantages are beyond the reach of many pipelined platforms.

In conclusion, the user base of Bilibili has demonstrated strong engagement and loyalty to its communities. The strength of paid users is also very strong.

Source:

[1]. <https://www.bilibili.com/read/cv1876623/>

[2]. <http://ir.bilibili.com/static-files/0fc19959-90a6-4f21-b4cb-92face3c0c41>

Why can't traditional video websites re-enact the success of Bilibili?

Because the Bilibili is actually a community. It is more than just a bullet-chats “two-dimensional world” video website.

Community means that it has its own culture. It has a long-standing and distinctive style of interaction and atmosphere. This culture environment cannot be simply replicated by possessing copyright and copying functions. This is the core competitiveness of the “community”. For example, Tencent, Iqiyi and other video sites have also launched the "bullet-chats" feature, but their "bullet-chats" content is far less humorous and interesting than Bilibili's; and the reason for this phenomenon results from the users themselves who are sending these “bullet-chats”.

At present, Bilibili is far ahead of other competitors in the field of “two-dimensional world” and animation, and its core

competitiveness presents in five aspects:

1. The platform owns exclusive copyrights that cannot be found on other video websites.

2. The number of platform users is large, the activity is high, and the community is strong.

3. The interests are categorized, so users share the same hobbies can find their sub-sections, thus obtaining a higher sense of belonging. At present, Bilibili is well known among the 80s, 90s, and 00s.

4. The creation of Bilibili
In Bilibili, it can be observed that countless creative video creators are using their smart brains, sense of humor and professionalism to create different works that attract countless audiences who appreciate these works. Then through the bullet-chats interactive and the coin (one

of the consideration criteria of the reward system), audiences motivate the author to stick to their creative process and form a benign spiral rising channel. Explosive topics and future celebrities can be generated from time to time.

5. No patch advertising is a core feature that makes the user experience of Bilibili exceed other video websites. It is also the initial intention of a small number of users who choose to go to Bilibili to watch TV series, dramas, and videos. However, the number of users who are attracted to Bilibili simply because there are not advertising is still minor.

Content Creators and “Cash Incentive Program ”

Bilibili creates high-quality community content PUGC through professional creation and production of content creators, attracting more users. At the same time, the company maintains a high user loyalty by building a self-growth ecosystem and reducing the cost of future content acquisition.

The “Bilibili Creative Incentive Plan” is a program that provides a comprehensive assessment of the manuscript created by content creators and provides revenue. Hoping that through the “Bilibili Creative Incentive Plan”, content creators can reduce the cost and pressure on content creation, and enhance the confidence and enthusiasm of continuous creation to create more excellent content.

Content creators applying to join the “Cash Incentive Program” must meet the following conditions:

1. Video: More than 1000 fans or more than 100,000 views in total.
2. Column: The total reading is over 100,000.
3. Material: Audio is selected for mobile phone submission BGM material library.

Income acquisition

After joining in, if the views of a single original manuscript reach 1000, the incentive income could be obtained, and the reward system will be settled in the next month. The video incentive income is calculated by the value of the manuscript itself, including user preference, content popularity, content verticality, and multi-dimensional indexes. Among those indexes, the user's preference is calculated based on the interactive behaviors such as coins, which is the primary measure of the income calculation.

Source:

<https://www.bilibili.com/read/cv173108/>

Photo:

https://www.google.com/url?sa=i&source=images&cd=cad=rja&uact=8&ved=2ahUKEwjlxas17HjAbXZXC3KHTi-ATMQjhx6BAgBEAI&url=https%3A%2F%2Fwallhere.com%2Fit%2Fwallpaper%2F611144&psig=AOvVaw1IZoT_mk-Gcg4-feQcz9kE&ust=1563065465415353

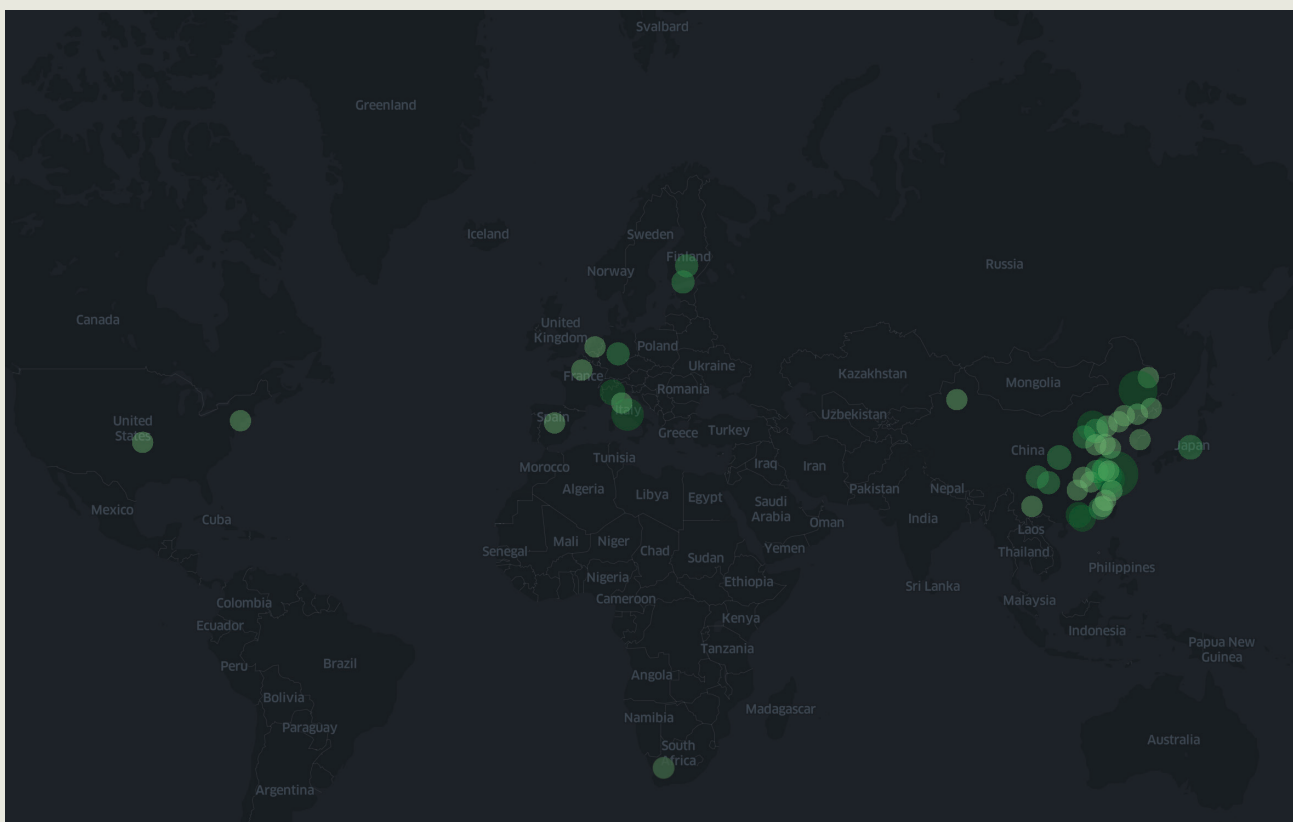


QUESTIONNAIRE
ABOUT

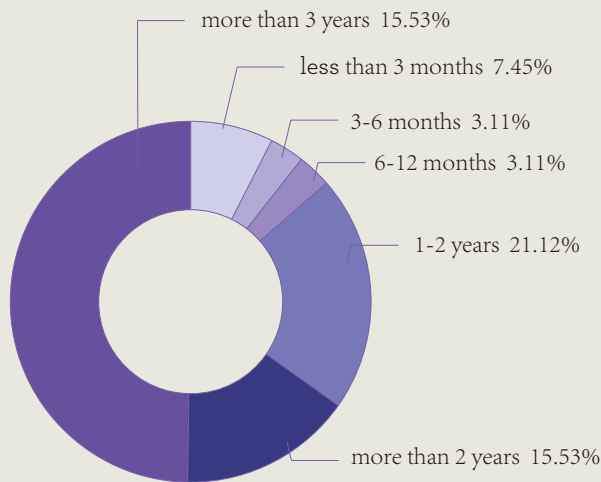
bilibili

QUESTIONNAIRE ABOUT Bilibili

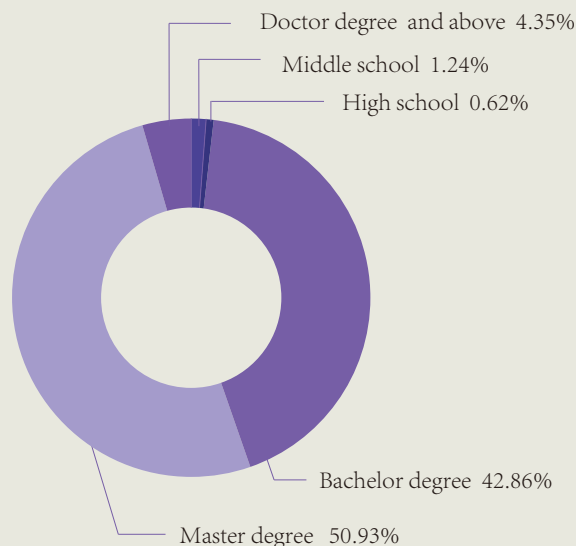
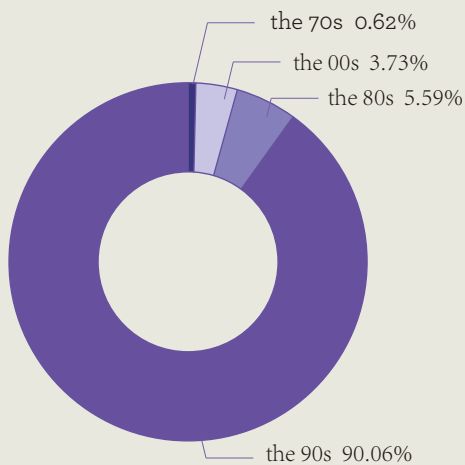
Based on the findings of pre-research, this study published a questionnaire and collected 168 valid responses, in which 161 respondents used Bilibili. Based on their IP address, a map was made to show their location. Most of these people live in the eastern coastal cities of China. Except for those living in China, there are also some live in Europe, South Africa, the United States, Japan, and South Korea.



How long have you been using Bilibili?



What is your age?



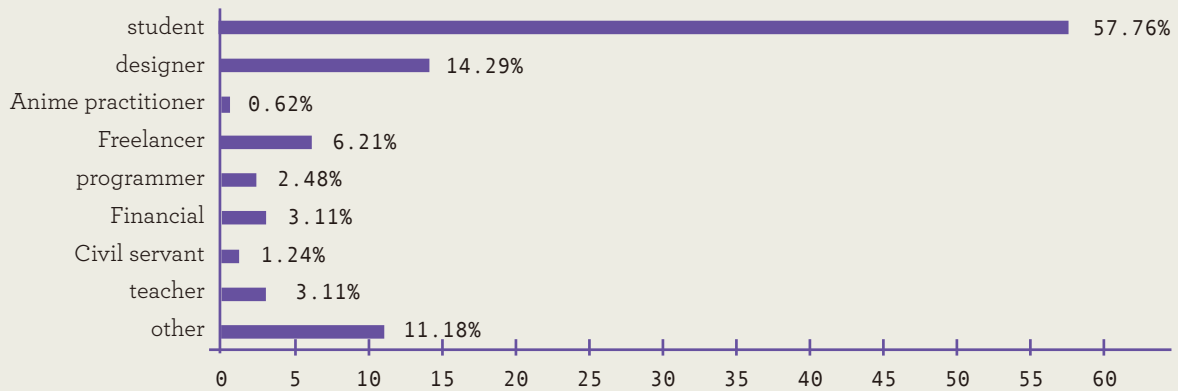
Nearly 50% of these 161 participants used Bilibili for more than three years, and the ratio of men and women was about equal. 90% of them were the 90s, and less than 1% were the 70s.

In terms of their academic qualifications, 42.86% are college students, 50.93% are graduate students, and 4.35% are doctors. In terms of occupations, 58% are currently students, which is in accordance with the previous survey results.

When asked “How often do you use Bilibili?”, 51.55% use it every day, 28.57% use it every week, and 14.29% use it every month, and the remaining 5.59% depend on the situation. Among these people, 72% passed Bilibili's membership assessment, and those are official members that can send bullet-chats.

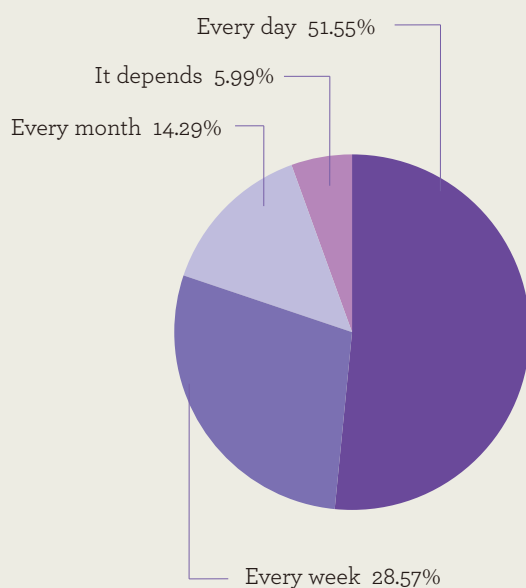
What is your highest degree? (including not yet graduated)

What is your occupation?

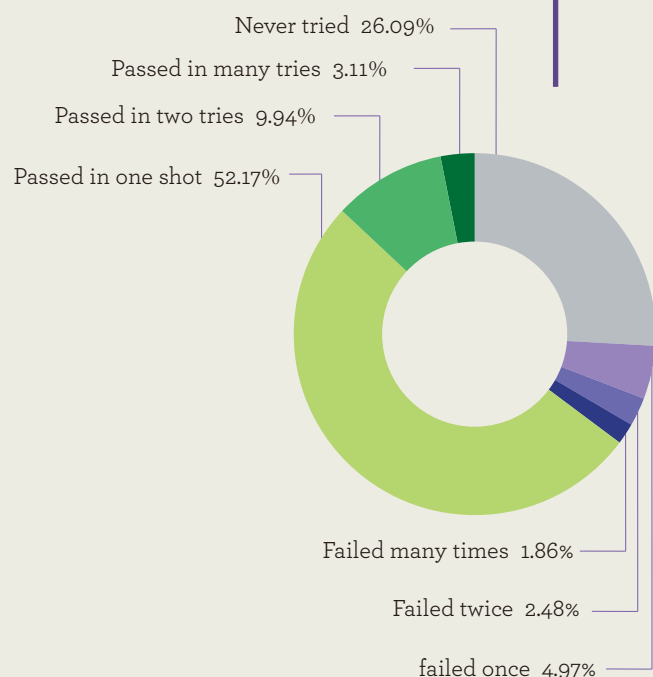


What is the frequency of your use of Bilibili?

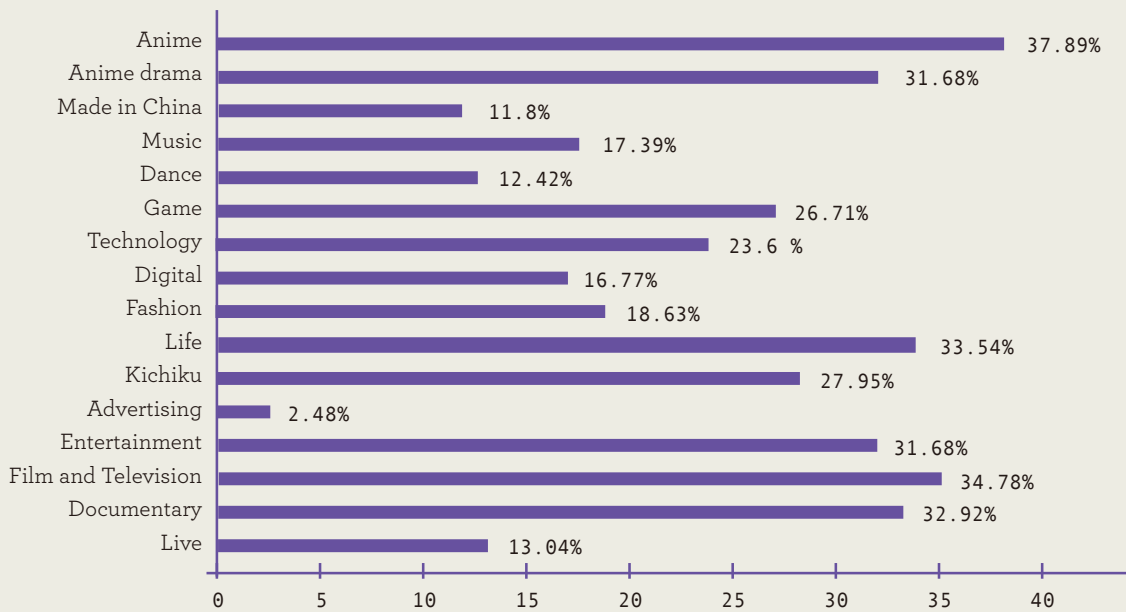
Among those who participated in Bilibili's membership assessment, 12% did not pass the assessment, and half of these people tried to pass the assessment many times. Only 70% passed the assessment in one shot.



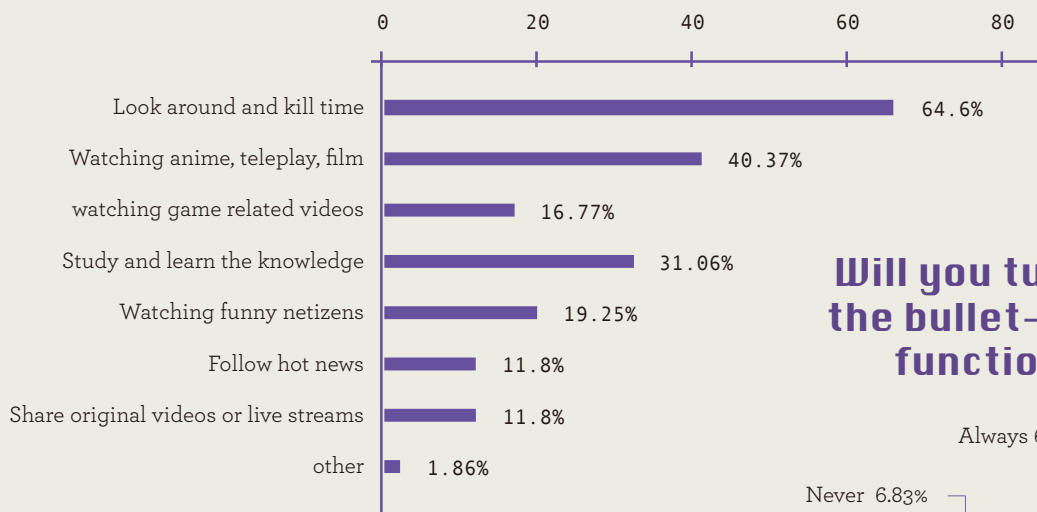
Have you tried to register an official membership (passed the Bilibili's membership assessment)?



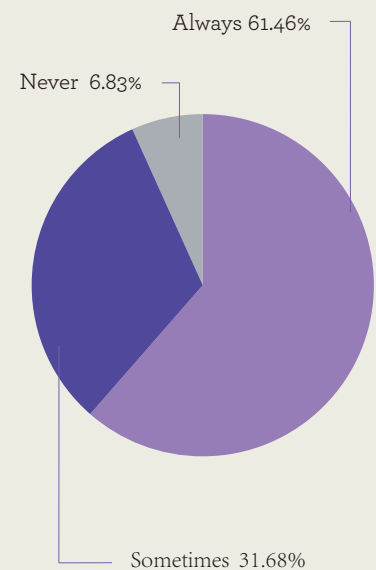
What is your favorite Bilibili section?



What is your main purpose of using Bilibili ?



Will you turn on the bullet-chats function?

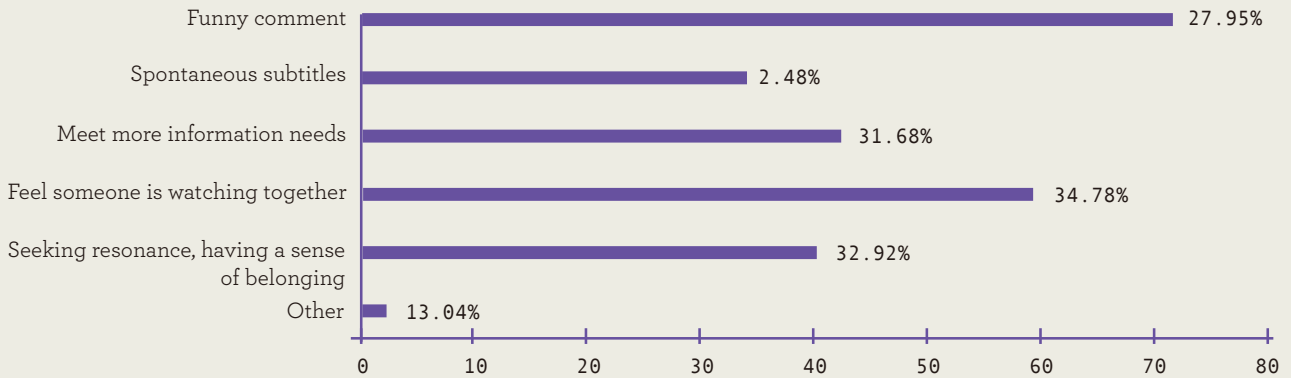


For the purpose of using Bilibili, 106 out of 161 participants use it to kill time, 65 people use it to follow the anime drama and teleplay, and 50 people are for learning purpose. There are 31 people who are there to meet people who share common hobbies and also those who seem to be silly but fun.

In terms of the use of the bullet-chats feature, 61% of them often turn on the bullet-chats feature, 32% use it occasionally, and only 7% never use this feature at all.

What is the most attractive of Bilibili?

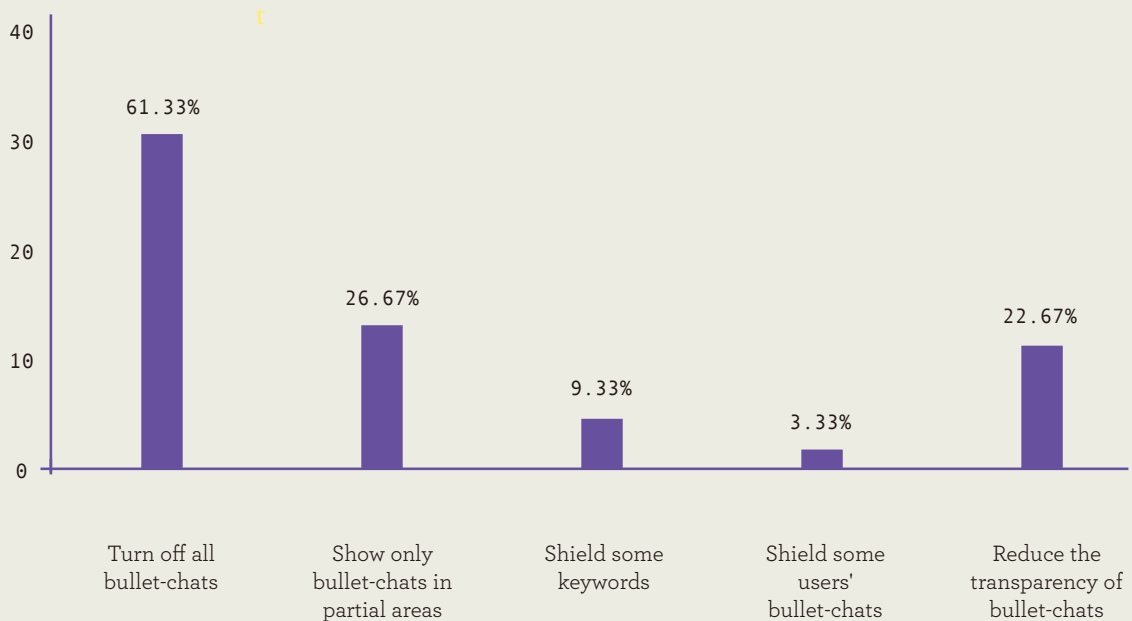
The top 4 answers are: no ads; rich resources, and videos not available on other platforms; bullet-chats; there are their favorite video creators.



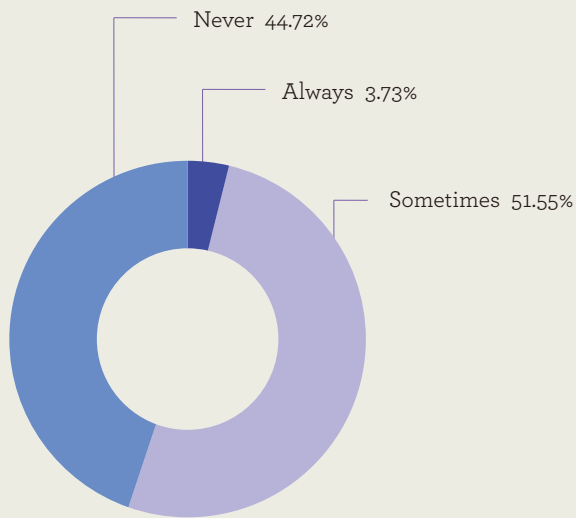
What is the reason for reading bullet-chats?

The three main reasons are as follows: bullet-chats is very funny; feel like accompanied that there are many people watching videos with them; seeking resonance and a sense of belonging.

When bullet-chats interferes with your normal viewing, do you usually choose?



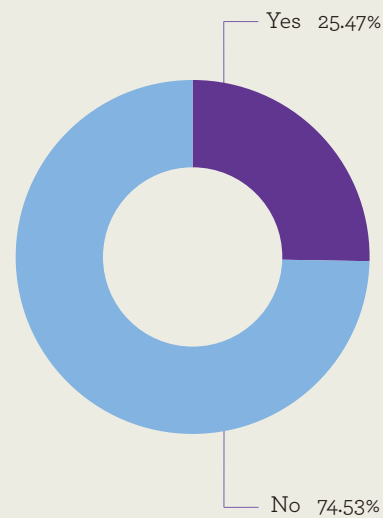
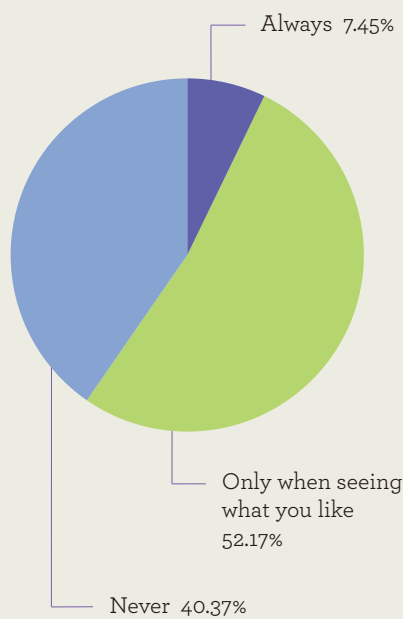
Do you usually send bullet-chats?



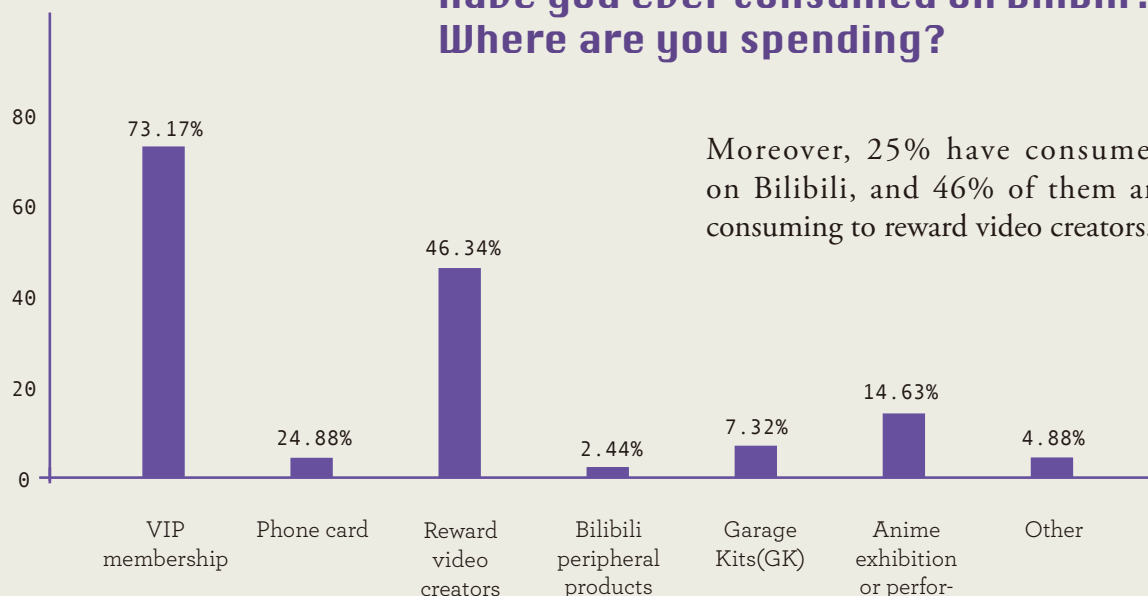
Besides, 45% people never send bullet-chats, and only 4% will send bullet-chats frequently.

Among the 89 people who send bullet-chats, 37% like to discuss the content of the video, 66% send bullet-chats depending on their mood, 40% people never interact with the video (coin, forward, collect), and 52% only interact when they find it particular favorite.

Do you often interact (coin, like, favorite) with videos?



Have you ever consumed on Bilibili? Where are you spending?



Moreover, 25% have consumed on Bilibili, and 46% of them are consuming to reward video creators.

2.2

Relevant cases analysis

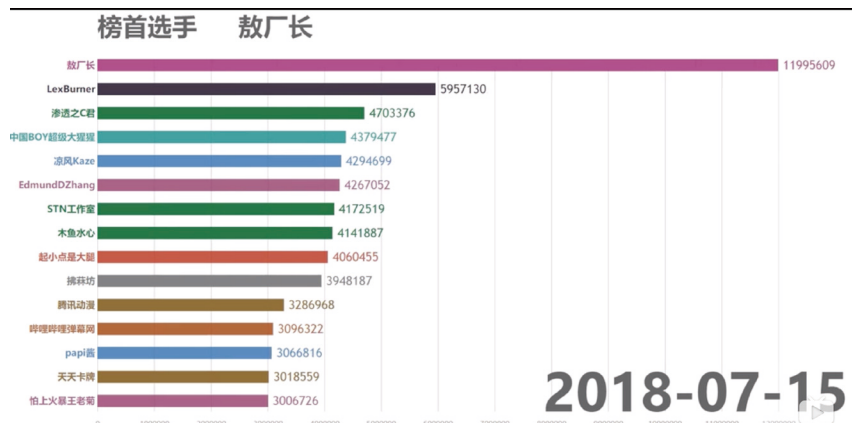
1. Official report from Bilibili

The report indicates details of the operation data, finance data, user data and product data of Bilibili. But it does not address the analysis of the content of the website.[1]

2. Jiguang Data

The “2017 Bilibili Research Report” published by Jiguang Data, relying on the long-term monitoring data of the iAPP platform, provides an in-depth analysis of the “two-dimensional world” culture represented by Bilibili through operating data such as penetration, activity, daily users, and 7-day retention. Analyzing the user portrait, and displaying their age, geographical distribution, gender ratio, hobbies, Android mobile preferences and other data, provide analytical reference for the “two-dimensional world” industry. However, this report does not analyze Bilibili's video content. It analyzes its operations and user groups.[2]

2. Data visualization videos about Bilibili



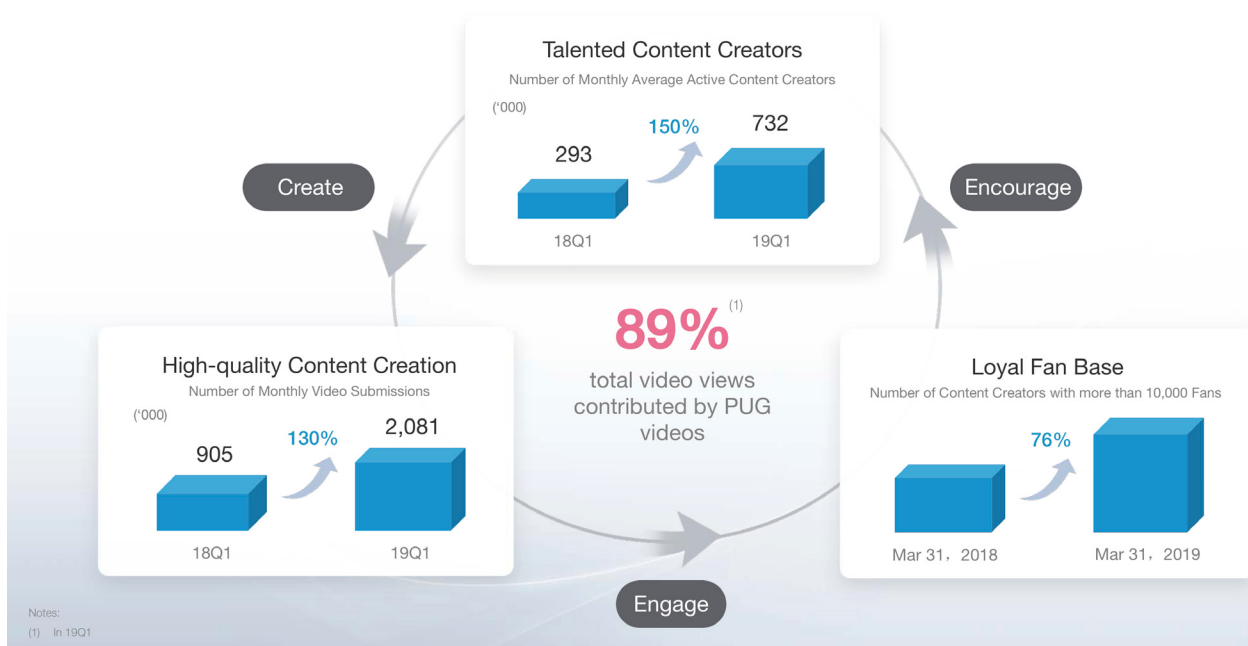
Source:

[1]. <http://ir.bilibili.com/static-files/0fc19959-90a6-4f21-b4cb-92face3c0c41> (2)

[2]. <http://www.199it.com/archives/642533.html>

[3] <https://www.bilibili.com/video/av27464818/>

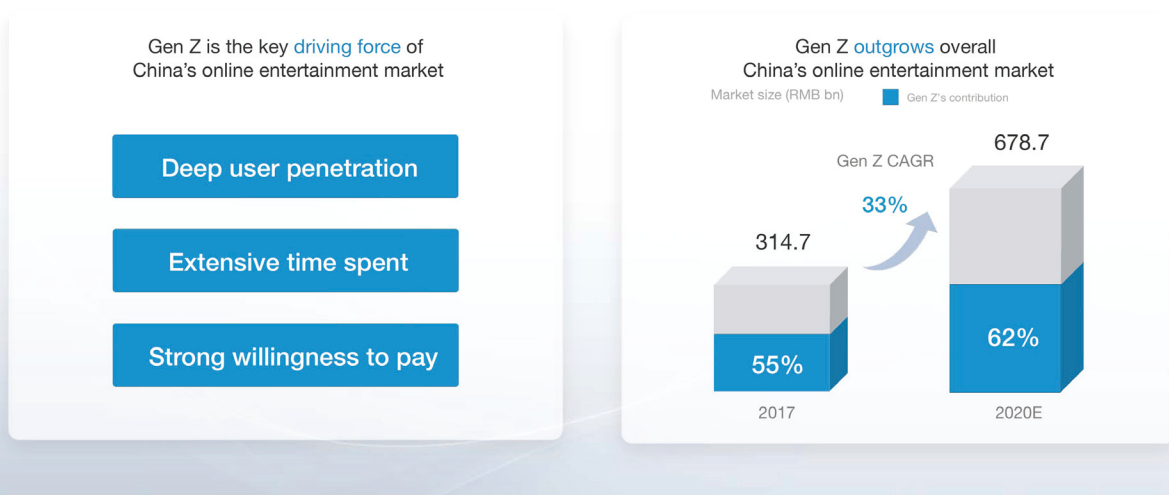
...And ever-growing supply of creative PUG videos



Gen Z represents the future of online entertainment

328mm Gen Z | 24% of total population in China

people born from 1990 to 2009

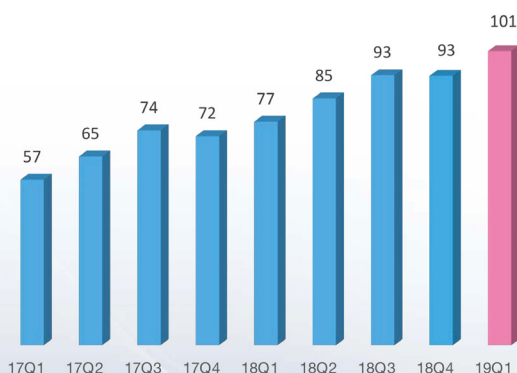


Expanding user base and increasing paying ratio

Total MAUs⁽¹⁾
(mm)

Y-o-Y Growth %

31%



Impressive growth of paying users

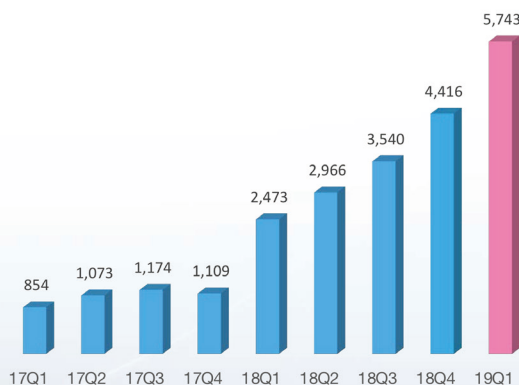
MPUs / MAUs⁽²⁾ (%)

2018 | 3.8%

18Q1 | 3.2%

19Q1 | 5.7%

MPUs (thousands)



Notes:

(1) Average monthly active users for each of the quarters (includes both PC and mobile). Starting from the first quarter of 2019, we count mobile MAUs of Bilibili Comic and Moeer towards our MAUs. Bilibili Comic is a mobile application offering comic content the Company launched in November 2018. Moeer is a platform that offers audio drama. In December 2018, Company increased its shareholdings to 80.5% in Moeer Inc., operator of Moeer app. In the first quarter of 2019, Bilibili Comic and Moeer in an aggregate contributed to 3.2 million of our MAUs.

(2) Calculated as average monthly paying users (MPU) in each period divided by average MAUs in each period. MPUs are calculated by number of users who paid for games, live broadcasting, premier membership, Bilibili Comics services and Moeer, after eliminating duplicates of users paid for multiple services other than users of Moeer.

2.3

The meaning of this project

This project is the data visualization of multi-aspects of bilibili, which contains videos, creators, and bullet-chats.

The future of the entertainment industry may be presented in ways that were never imagined in the past. Social commentary 10 years ago referred to these cultures as “subcultures”. But the current trend is that these so-called subcultures have huge audiences. Since the real world has begun to seriously examine the growing influence of the “two-dimensional world”, ACGN, and e-sports, it should also re-examine the meaning and value of the "killing time" itself.

Bilibili is the representative of contemporary Chinese youth subculture, through the mining of the cultural phenomenon behind Bilibili, we may discover the characteristics of contemporary youth subculture, and then explore the spiritual world, values, and hobbies of the younger generation in China.

Photo:

<https://www.bilibili.com/bangumi/media/md3440>



03

**DATA
VISUALIZATIONS**

3.1 Queries

What are the Top 500 most viewed videos? What are the categories of these videos? What is the evolution process of different types of video? What kinds of videos are most popular in Bilibili? What are the features of the top 500 videos?

What are the Top 100 most viewed original videos?

Who are the Top 100 most followed video creators? What are their videos about? Is there any connection between the number of followers and the number of views? Among these videos with the most coins obtained every month from August 2009, what are the characteristics of these videos? Does the number of bullet-chats of these videos relate to the duration of the videos, the number of views, or the number of coins?

Photo:

https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2abUKEwjAwwHo2bHjAhUB73MBHehcA9AQjh6BAgBEAI&url=http%3A%2F%2Fwww.shjdfd.com%2Fbq%2Fduang%25B1%25ED%25C7%25E9%25B0%25FC%25CD%25BC%25C6%25AC.html&psig=AOvVaw1qF5iba6kAsy9dV_LJmggN&ust=1563100646842297



3.2

Data visualizations

1.
**What are the Top
500 most viewed
videos ?**

This project collected the video data for the top 500 of the most viewed list until June 22, 2019, from the Kanbilibili website [1]. The data includes the name of the video, the total amount of views, the number of comments, the number of favorites, and the number of bullet-chat. Through the video link, the category of the video can be found, and it is manually added to the dataset. According to the official classification of Bilibili, these 500 videos are divided into 13 categories:

1. Technology: including fun humanities and science knowledge, wild technology associations, technology lectures, open classes, military, mechanical, manufacturing, and other videos. The wild technology association is a section that shows the ability to modify and create.
2. Life: including funny, daily records, food, pets, crafts, painting, sports, etc.
3. Dance: divided into “two-dimensional world” dance, real-world dance, dance tutorial
4. Music: including original music, cover, Vocaloid·Utau [2], electronic music, instrumental performance, music video, music scene, synthesis.
5. Official: officially produced videos such as the annual festival.
6. Entertainment: variety, star, Korea related
7. kichiku: (neologism, Internet slang, especially ACG) a kind of MAD[3] video primarily featuring excessive repetitions from one or multiple source materials to achieve a parodic effect.
8. Game: including game live , game evaluation, recommendation,

Notes:

[1]. A website for bilibili data statistics: <https://www.kanbilibili.com/rank/videos>

[2] Vocal Synthesis Tool UTAU (歌声合成ツール UTAU) (commonly shortened to UTAU) is a voice synthesizer program UTAU, meaning “to sing” in Japanese, has its origin in “Jinriki VOCALOID” (人力ボーカロイド, “Manual Vocaloid”), the act of re-editing an existing singing voice, extracting tones as WAV files, and reassembling them.

[3] MAD: a genre of video, originating in Japan, featuring mash-ups of media from different sources;

[4] Kichiku training: use material to do certain processing on the audio screen to achieve a certain sense of synchronization with BGM

[5] VOCALOID: manually tune the unaccompanied material of the role

etc. Divided into offline games, online games, board games, music games, Game music video, mobile games, e-sports events, etc.

9. Anime: animated film, 2D original animation, 3D original animation, animation review, new animation recommendation, and other videos

10. Fashion: including beauty, clothing, fitness, fashion star interviews, street shooting, fashion shopping, and other related knowledge, press conference show, and model-related interviews, background tidbits, etc.

11. Teleplay: TV series

12. Film and television: film, documentary, film and television, film editing, etc.

13. Anime drama: divided into serial animation, ending animation, information

Photo:

https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiJtp_y1rHjAhVCQH0KHRsBBWkQjbx6BAGBEAI&url=http%3A%2F%2Fag17.com%2F45381.html&psig=AOvVaw1IZoT_mk-Gcg4-feQcz9kE&ust=1563065465415353



Anime drama:



哔哩哔哩
拜年
20

Official
The annual

Photo:

<https://www.youtube.com/watch?v=jzoZuwrI6SI>

bilibili

祭

19

videos :
al festival.



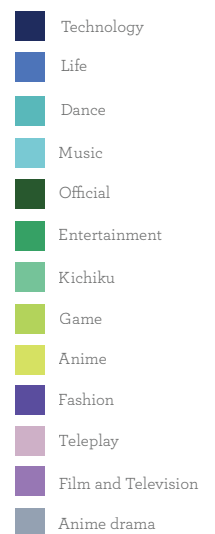
What are the Top 500 most viewed videos?

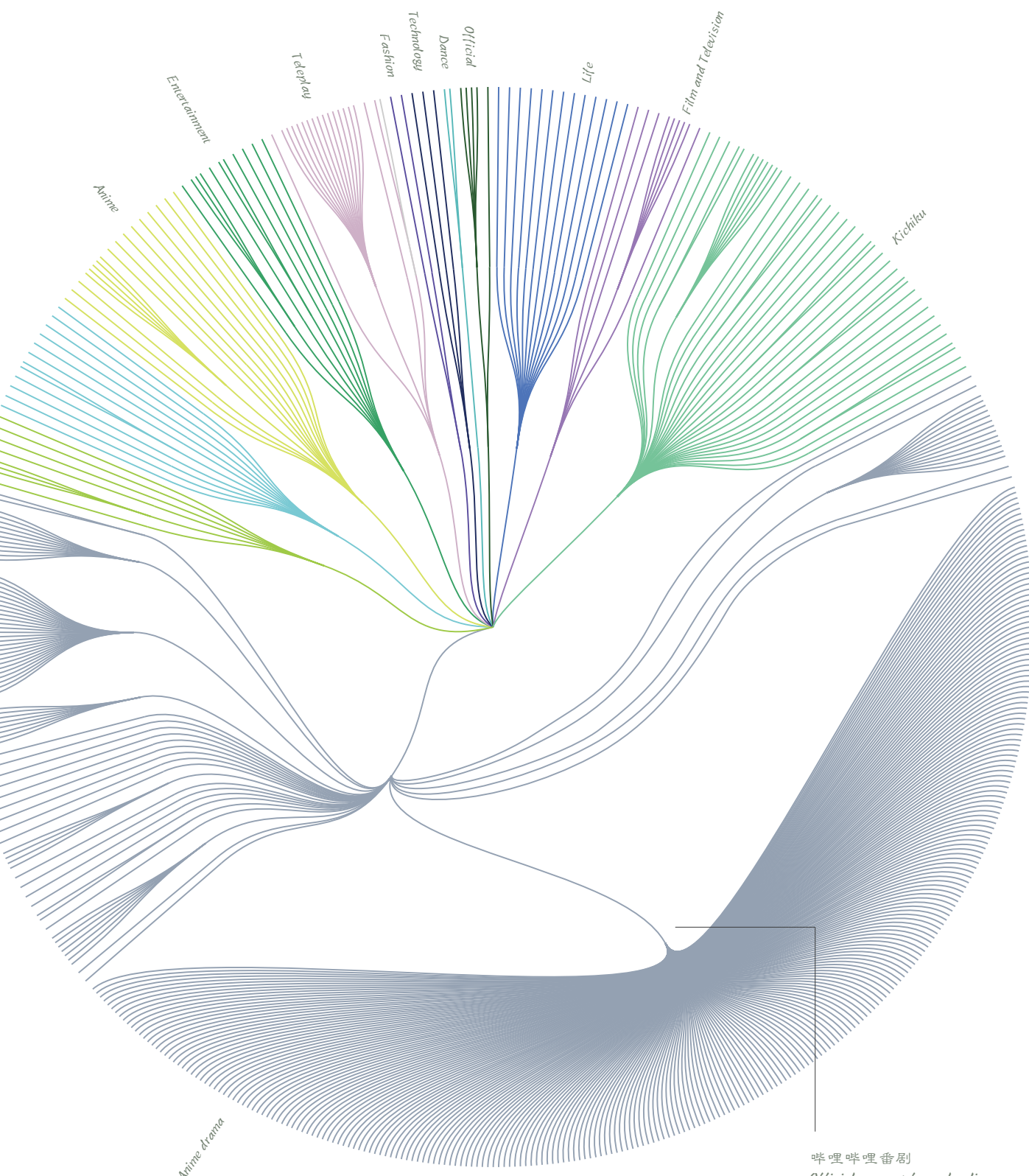
In the visualized diagram, the author uses color to distinguish the classification of the video. Each line represents a video, and the videos published by the same video creator are connected and eventually gathered to one circle. This diagram shows that more than half of the 500 videos belong to the anime drama, and nearly one-third of them come from the same publisher - Bilibili Drama-official account for uploading copyrighted anime drama. Because it consists of a series of videos, the amount of view is cumulative. Thus the views of this series of videos tend to be higher than that of a single video. One reason why the views of anime drama are higher is that there are a large number of users who are “two-dimensional world” followers. Another reason is that there are more episodes in the drama series, so the cumulative views of one collection are much higher.

The second category is Kichiku. Compared to animation, this is a niche sub-culture branch, but it is rather popular. And 7 out of 39 kichiku video in this list are from the same author: Elizabeth rat. His videos are all about three minutes long, and the views of his most popular 4 videos are more than 20 million. These videos have a common feature that they contain a great deal of clever edited news and film material, with very rhythmic background music, and combine with social topics, popular topics thus reached a humorous, ironic effect.

The number of other categories such as music, anime, entertainment, teleplay, and life is relatively close.

Category:





哔哩哔哩番剧
 Official account for uploading copyrighted
 anime drama

The most viewed anime drama



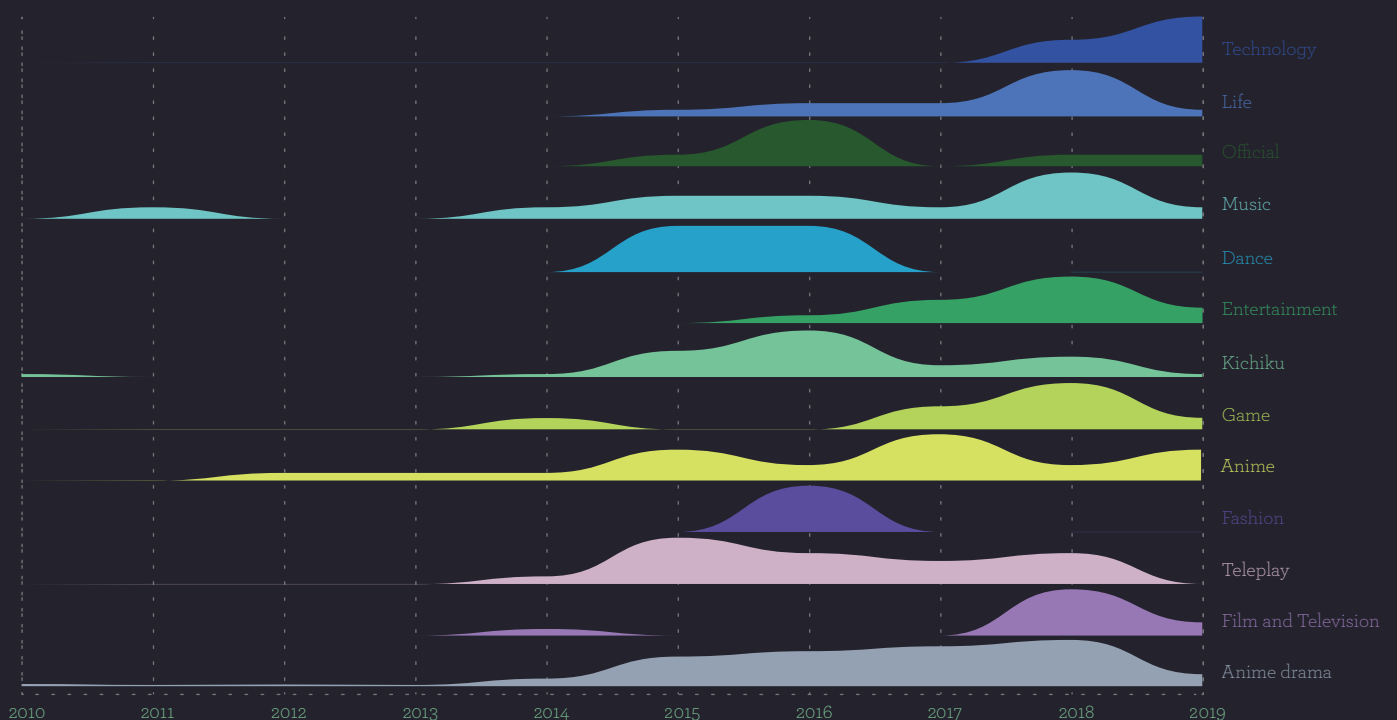
Photo:

https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiJtp_y1rHjAbVCQH0KHRSBBWkQjhx6BAgBEAI&url=http%3A%2F%2Ffacg17.com%2F45381.html&psig=AOuVaw1IZoT_mk-Gcg4-feQcz9kE&ust=1563065465415353



The timeline of the Top 500 most viewed videos

The next diagram discusses the evolution of different types of video in the time dimension. The color also represents different video classifications. The amplitude of the curve represents the number of videos in this type. Before 2013, the videos were mainly from music, kichiku, and anime. In 2016, a large number of Japanese anime dramas were introduced, so the number of videos in this category has increased significantly. The video classification began to be enriched since 2014. The year 2016 was the most popular year for kichiku video. During this period, there were a lot of kichiku video creators arising. Technology, life, entertainment, game, film, and television all became popular after 2017.



The timeline of the Top 500 most viewed videos

The videos in the technology category are mainly from the official account like the Zhejiang Communist Youth League and the Guangdong Communist Youth League. It was also after 2017 that more and more government agencies such as the Central Committee of the Communist Youth League came to Bilibili.

The video in the entertainment category comes mainly from a Korean Variety show called Running Man. After the hardest period from 2015 to 2016, the variety show re-emerged and became popular again in 2017. In 2018, Running Man is the second most popular video with 65million views.

Game: After the end of 2016, there were a lot of popular games emerging, such as player unknown's battlegrounds (PUBG), PUBG MOBILE, Onmyoji, King Glory, etc. And more and more game video creators have appeared, sharing their own game experience, gaming strategies, live game broadcast, etc. The game category even once became the most popular section.

Most of the videos in film and television category are documentaries. In 2016, Bilibili played "Masters in Forbidden City" and received a huge response. Since 2017, Bilibili has purchased a large number of excellent movies and documentary copyrights. Therefore, most of the videos in this category appeared after 2017.

萧寒
导演作品

我在故宫修文物

Masters
In The Forbidden City
择一事·终一生

In 2016, Bilibili played "Masters in Forbidden City" and received a huge response. Since 2017, Bilibili have purchased a large number of excellent movies and documentary copyrights. Therefore, most of the videos in this category appeared after 2017.

大历史·小工匠

12/16
大银幕见

边景昭
竹鹤图轴(明)



Photo:
<https://www.bilibili.com/video/av14234162/>

萧寒
导演作品

我在故宫修文物

Masters
In The Forbidden City
择一事·终一生

大历史·小工匠

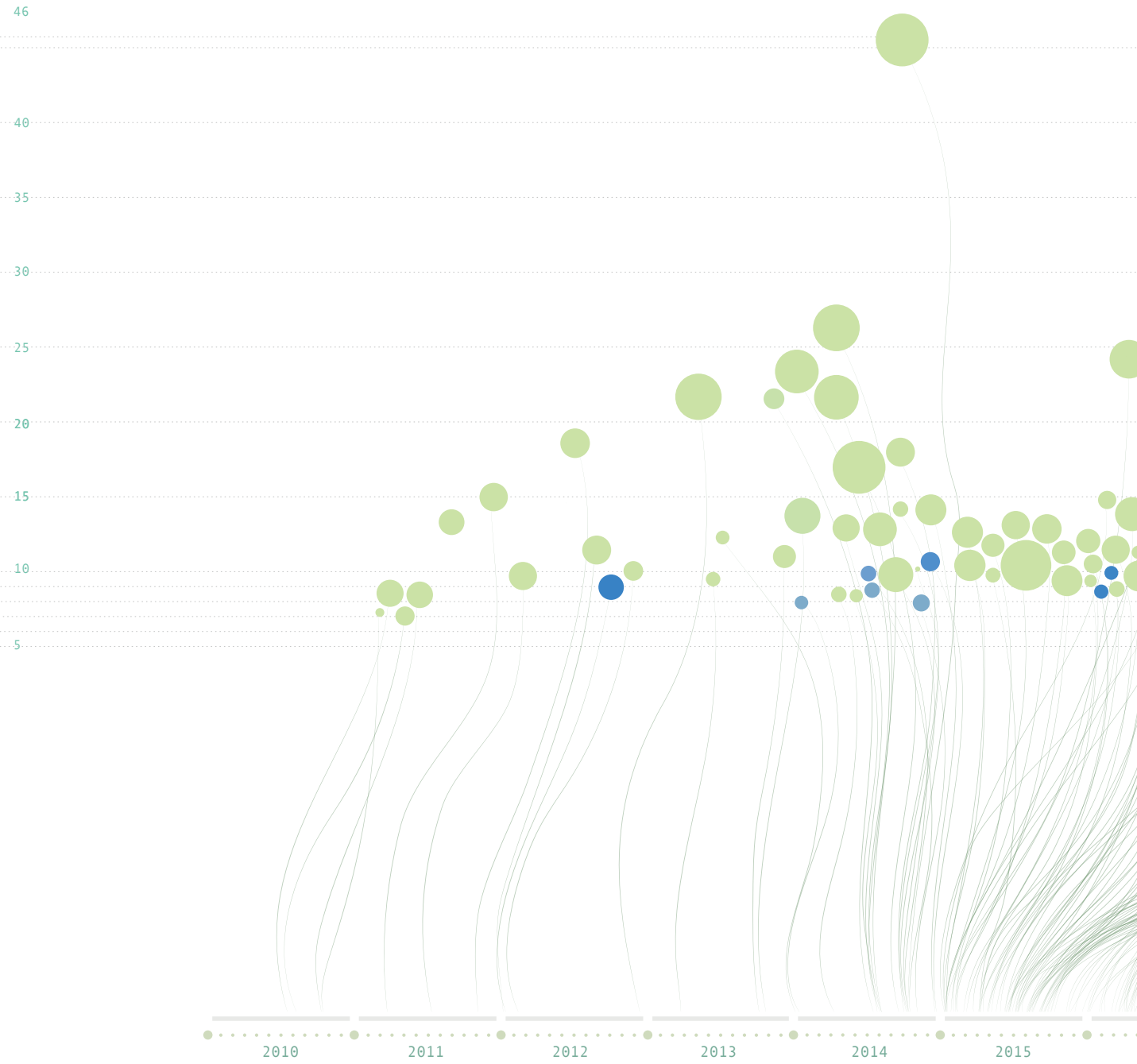
12/16
大银幕见

自在观音像（明）

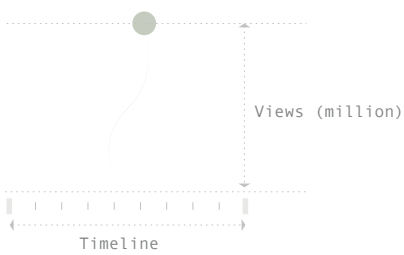


故宫博物院
THE PALACE MUSEUM

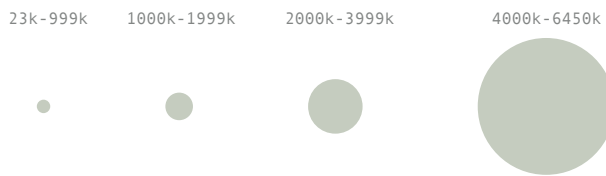
Views (million)



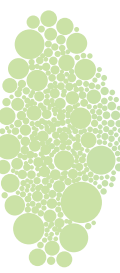
DIAGRAM



NUMBER OF BULLET - CHATS (SIZE)

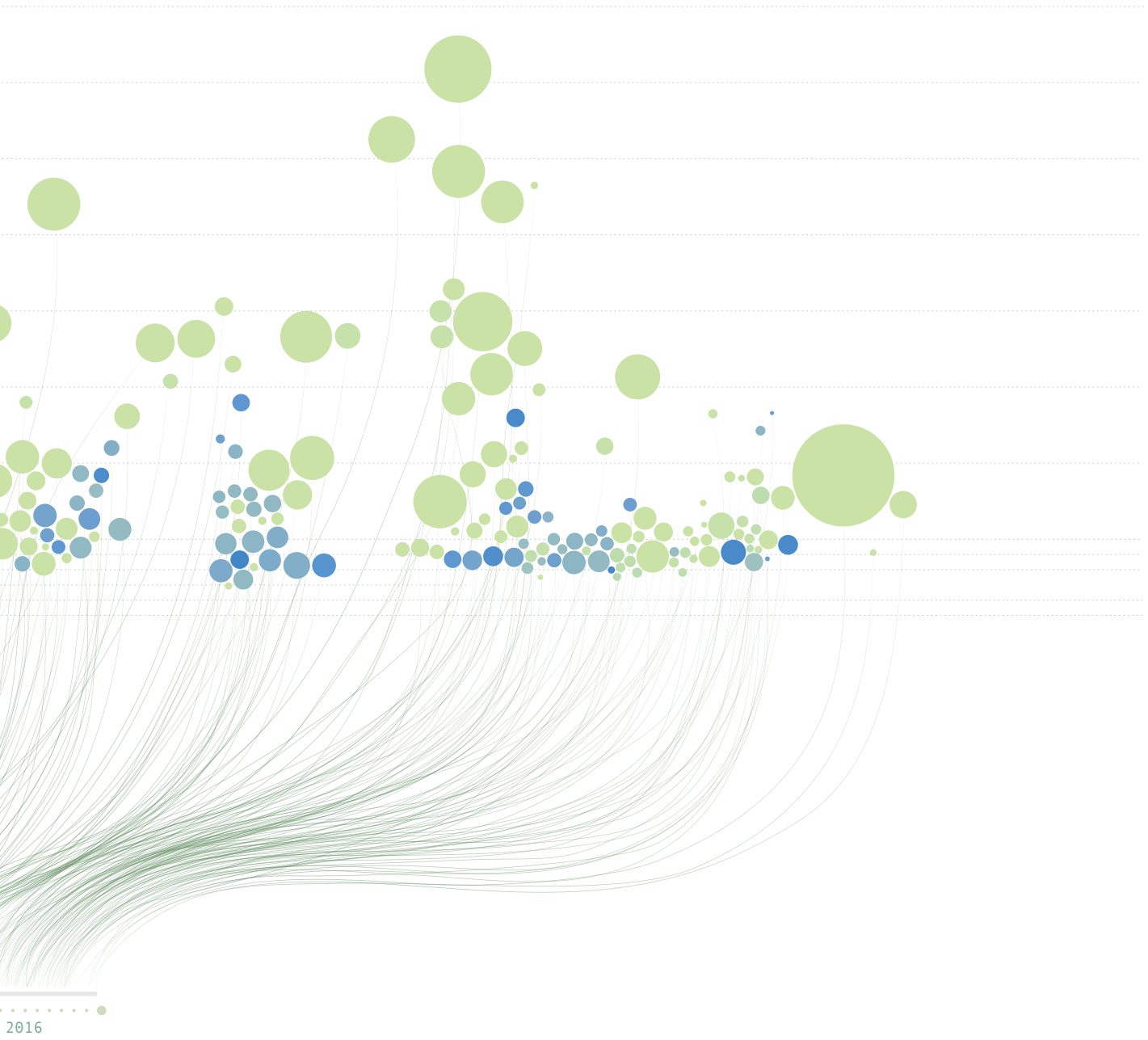


NUMBER



10k

What are the features of the top 500 videos?



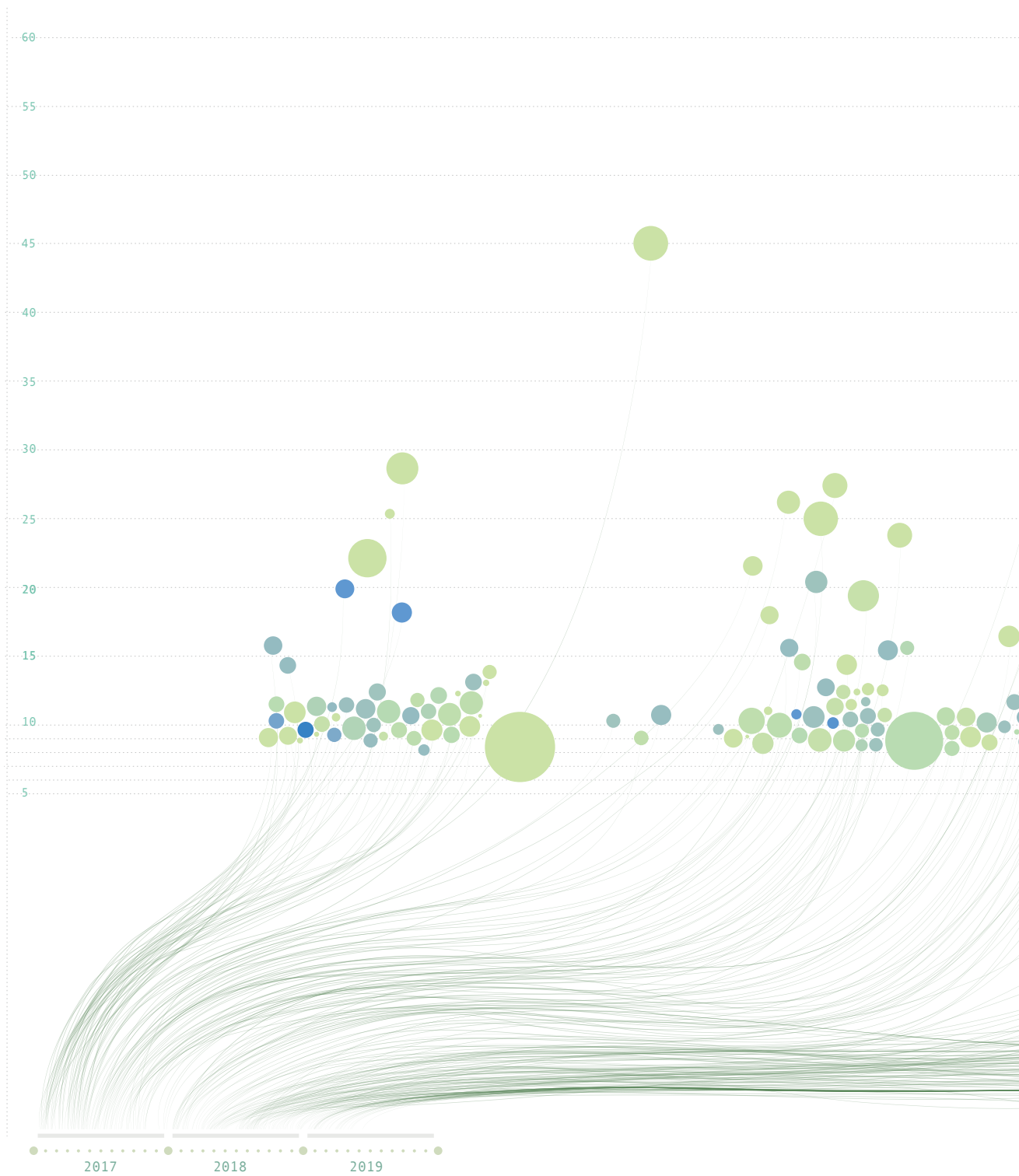
NUMBER OF FAVORITES (COLOR)



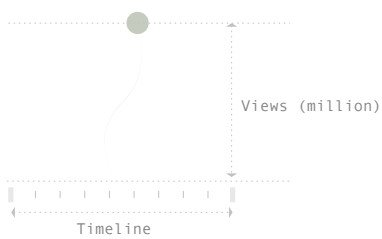
50,000k

99,650k

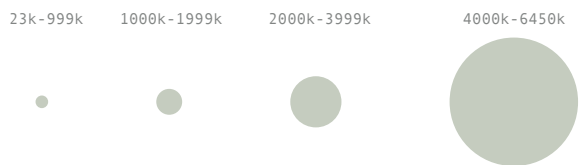
Views (million)



DIAGRAM



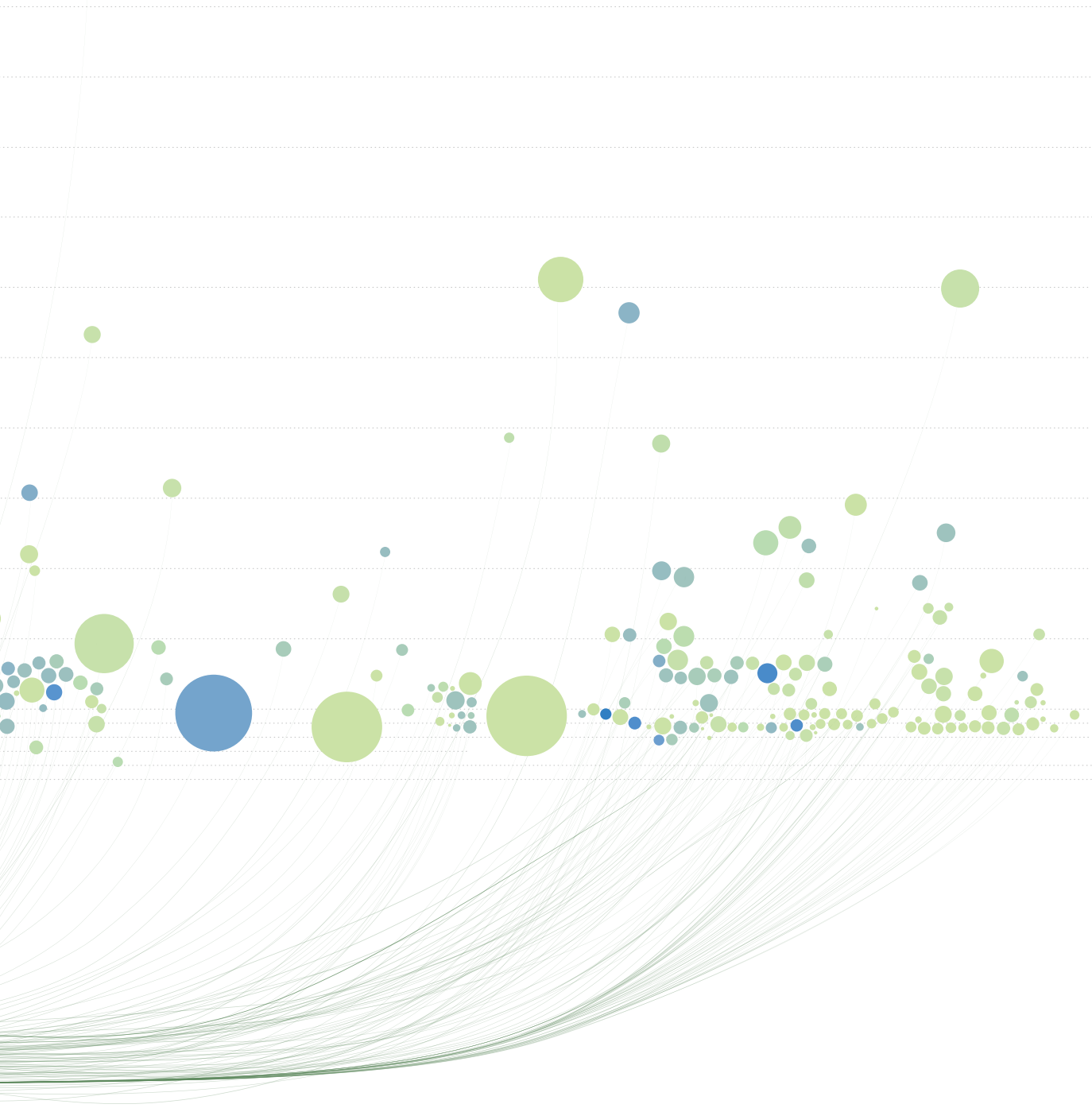
NUMBER OF BULLET - CHATS (SIZE)



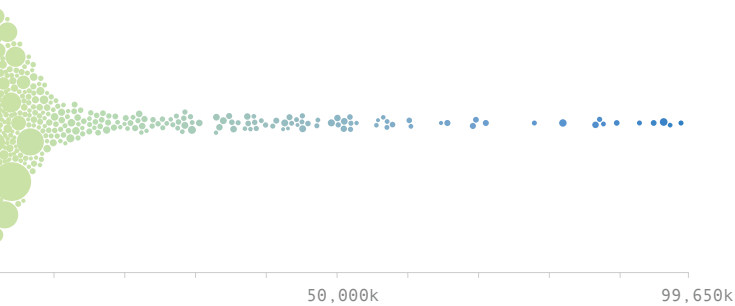
NUM



● What are the features of the top 500 videos?



NUMBER OF FAVORITES (COLOR)



What are the features of the top 500 videos?

This diagram contains the number of views, number of bullet-chats, number of favorites, and the timeline of the 500 videos. The size of the circle indicates the number of bullet-chats, the color indicates the number of favorites, and the height of position indicates the number of views. You can see their positions on the timeline through the veins.

It can be seen that there is no obvious connection between the number of bullet-chats, the number of favorites and the number of views. The points with more favorites show bright green. The size of these points and the number of views are relatively small. The views are distributed among 6 to 20 million, which is not a very high amount compared with the highest views of 65million.

There are several videos with a very large amount of bullet-chats; however, their views are only in the middle or even lower levels, and the number of favorites is also average. Why?

This is related to the cumulative calculation of the number of views and the favorites of videos mentioned above. There are many anime dramas that have accumulated a large number of views because they have a large number of episodes, but their number of bullet-chats is actually not much. In this image, several videos with a large number of bullet-chats, such as the Bilibili 2017 New Year's Festival in December 2016 and the Bilibili 2018 New Year's Festival in February 2018. They have officially released celebration videos which aim to summarize the past year. Such a video usually have a lot of ceremonial bullet-chats, such as check-in, toast, spread flowers for celebrating the ending, happy new year, etc. There are also a large number of bullet-chats merely for covering the screen. Many users send the bullet-chats out of love and love for this community. But still, its views are much lower than the cumulative amount of anime drama series videos.

Photo:

https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiJtp_y1rHjAbVCQH0KHRsBBWkQjbx6BAgBEAI&url=http%3A%2F%2Fag17.com%2F45381.html&psig=AOvVaw1IZoT_mk-Gcg4-feQcz9kE&ust=1563065465415353

4. What are the Top 100 most viewed original videos about ?

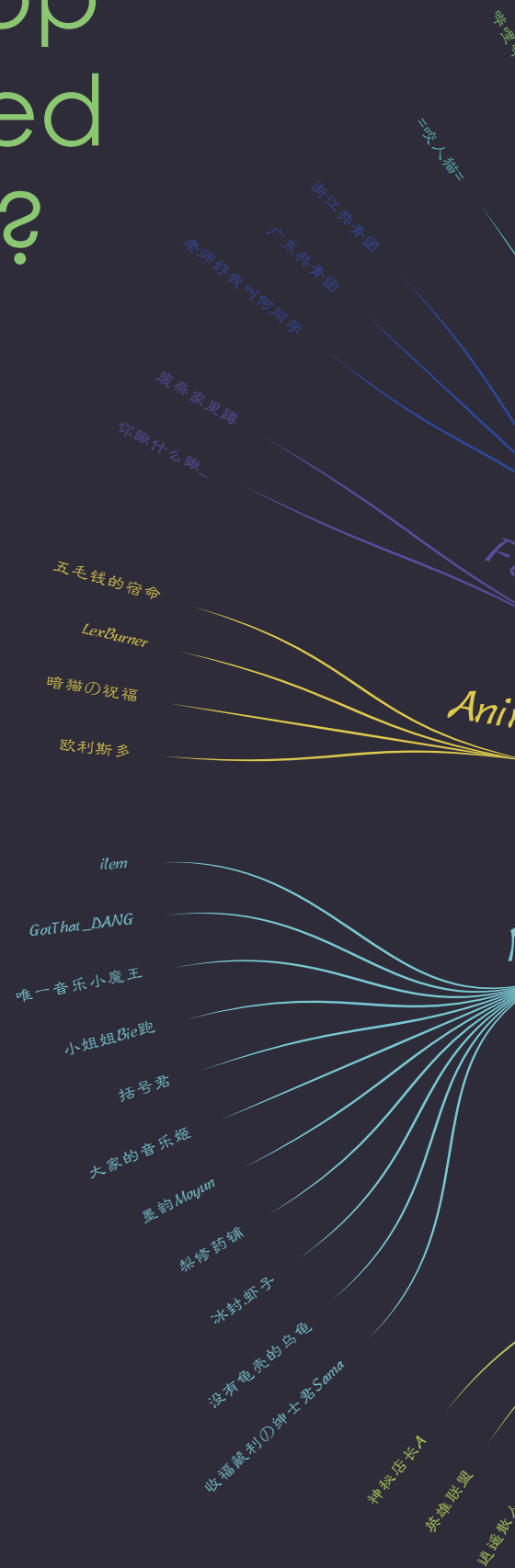
What are the top 100 most viewed original videos ?

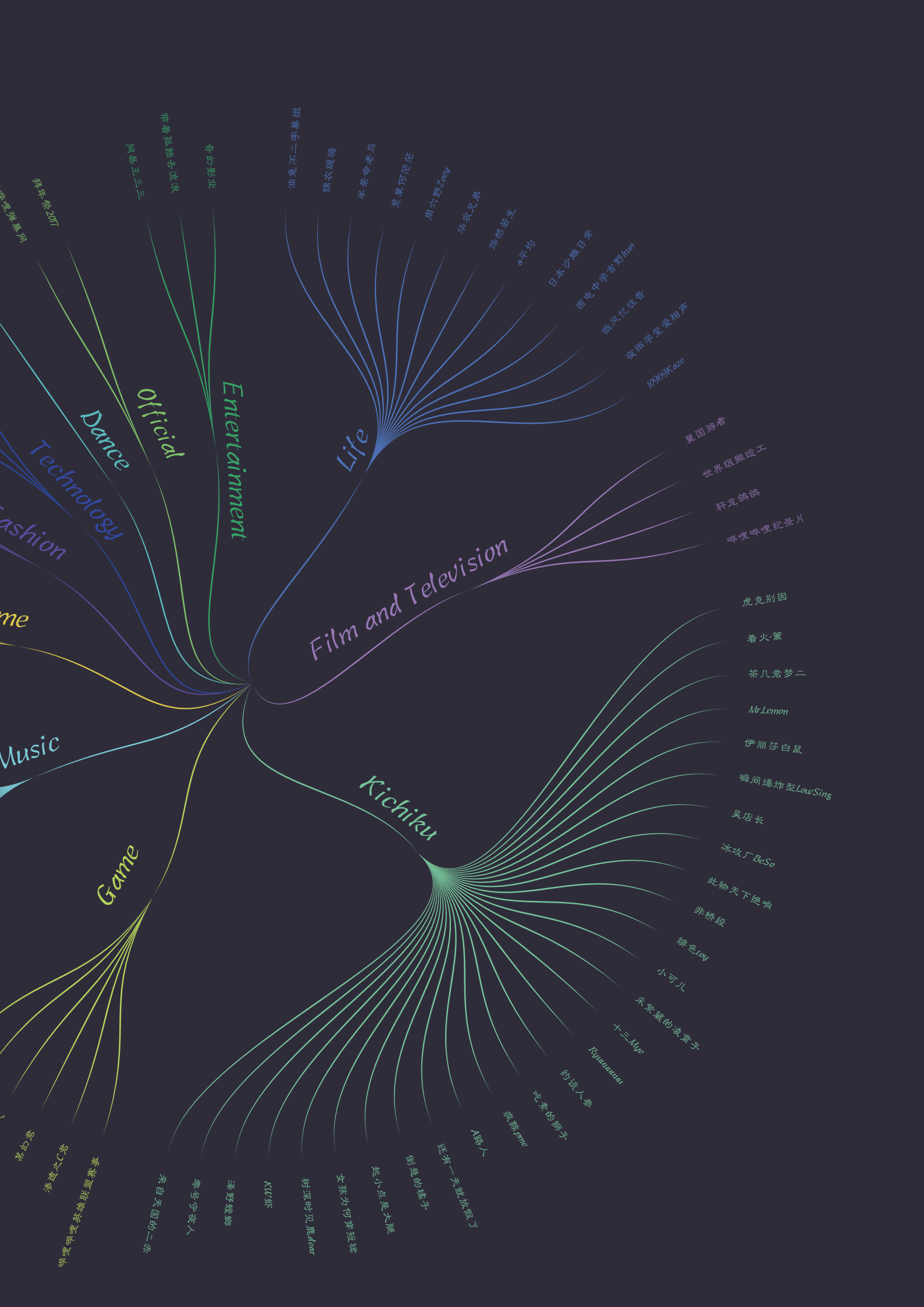
Category:

- Technology
- Life
- Dance
- Music
- Anime
- Game
- Official
- Entertainment
- Kichiku
- Fashion
- Film and Television

What are the Top 100 most viewed original videos about?

This chart presents the classification of the top 100 original videos and their creators. After removing the anime, teleplay and movies, the most popular category is kichiku, followed by life, music and game.





Entertainment

Life

Film and Television

Kichiku

Game

Music

Fashion

Technology

Dance

Official

带着孤独去流浪

网易王三三

拜拜余207

哔哩哔哩兼网

油鬼不二学慕组

锦衣卫骑

半条命老鸟

董草何茫茫

周六野ZoeY

华农兄弟

炸酱若生

a平均

日本沙雕日常

西电中学吉野kum

微风忆往昔

夜雨学童爱相声

10069Kaze

翼国游者

世界级搬砖工

轩龙鸽鸽

哔哩哔哩纪录片

虎克别因

着火薰

茶几君梦二

Mr.Lemon

伊丽莎白鼠

瞬间爆炸型LawSing

吴店长

冰政厂BeSo

此物天下绝响

非桥段

绿色ray

小可儿

采紫藤的凌霄子

十三Mge

Ruanmanan

约谈人叁

吃茶的狮子

猿猴rime

八路人

还有一天就放假了

倒置的柚子

把小点是大腿

女孩为何穿短裤

树深时见鹿dear

KUU虾

泽野雄雌

粤号守夜人

来自天国的二条

菜鸡语

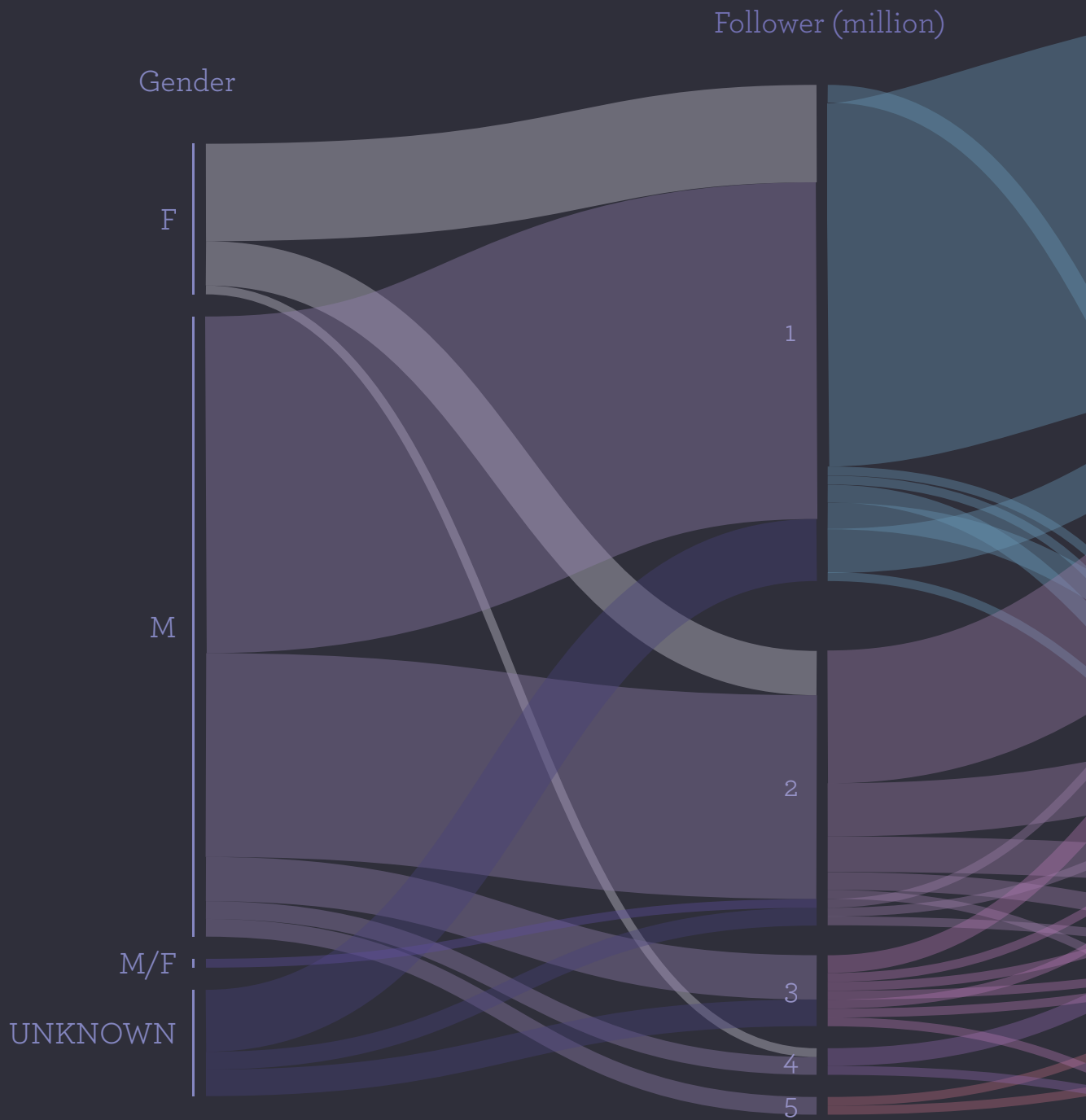
菜鸡之C君

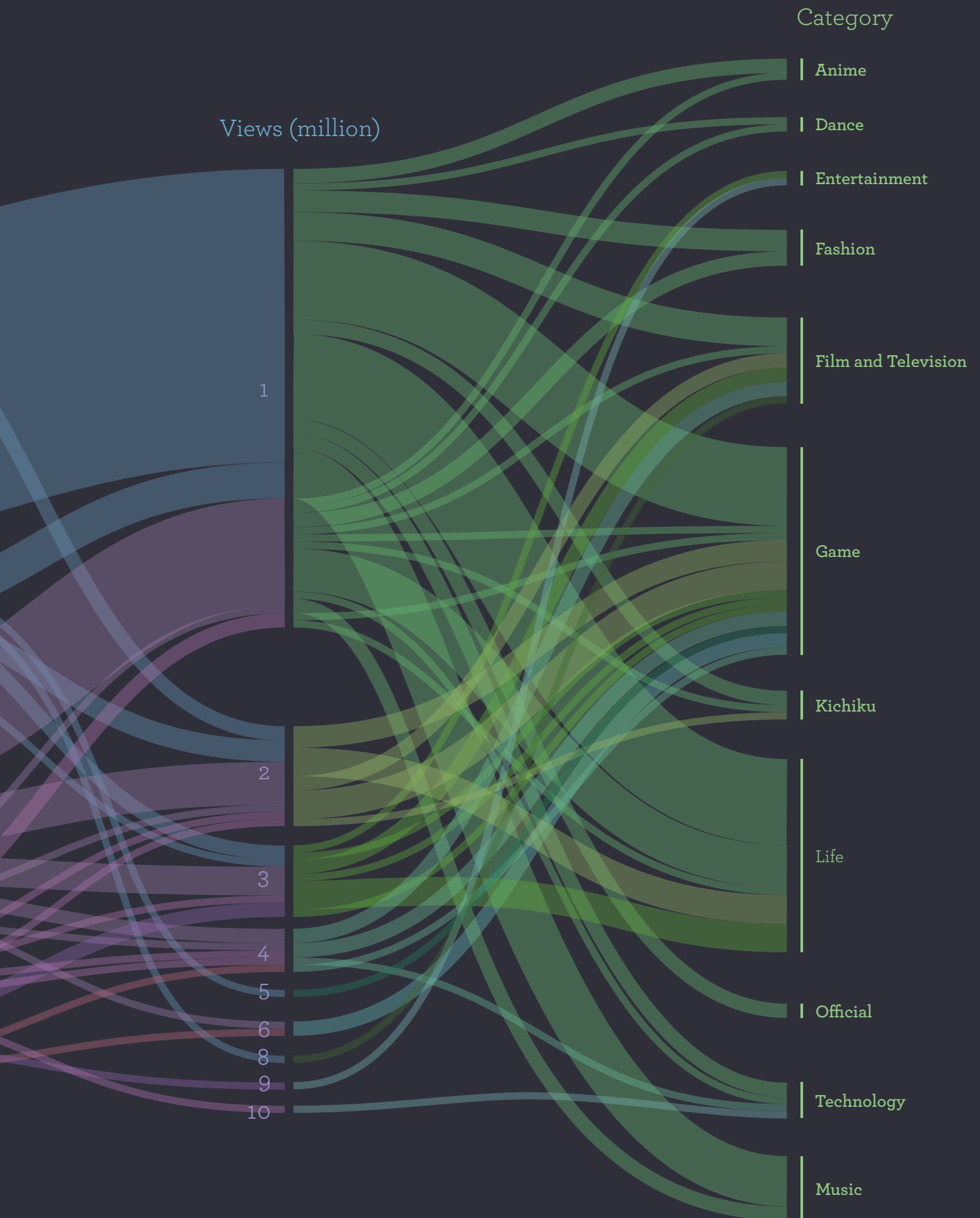
谁懂谁懂谁懂谁懂谁懂

谁懂谁懂谁懂谁懂谁懂

Who are the Top 100 most followed video creators ?

What are their videos about ?





Who are the Top 100 most followed video creators ?

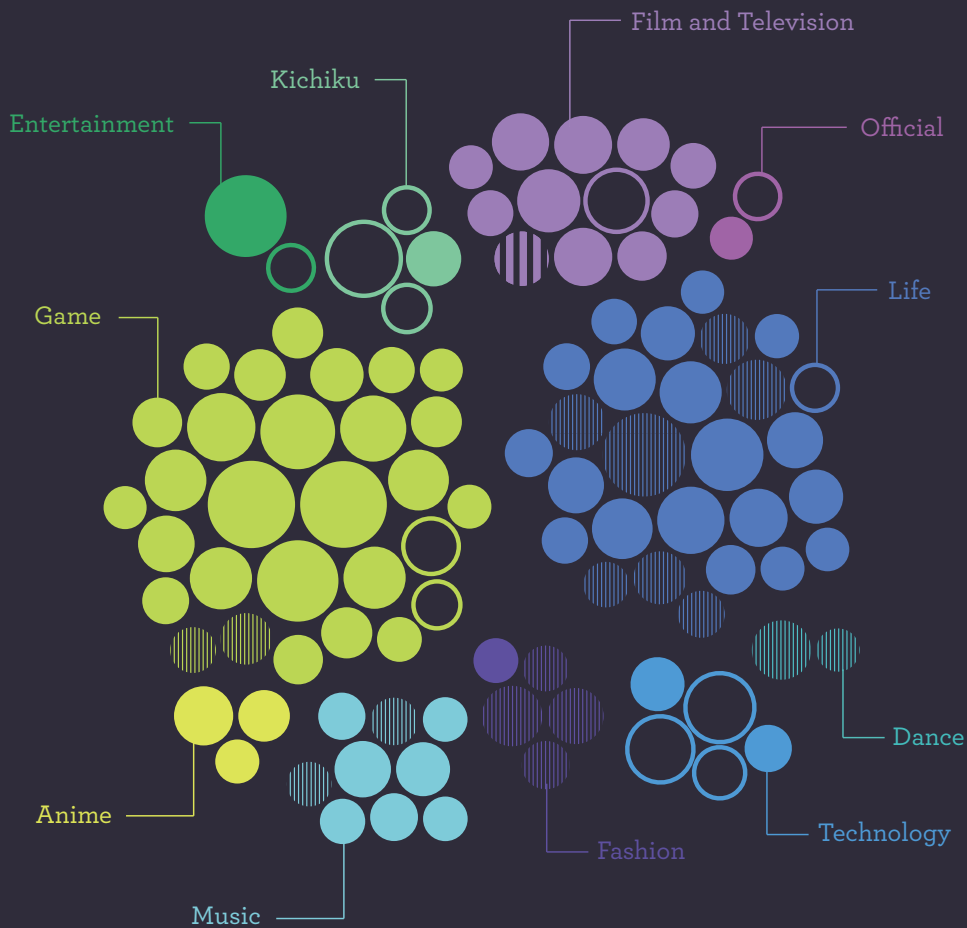
One of the core competencies mentioned above is that there are a large number of talented video creators. This chart shows the Top 100 most followed video creators. Half of the 100 creators only have about 1 million followers. It also indicates that male creators account for more than 50%, nearly half of them have more than 2 million followers, while female creators are relatively few, and more than half of them have only 1 million followers and views. There are also a small number of creators who do not disclose gender. The creators who have more than 5million followers are all male.

Is there any connection between the number of followers and the number of views? The answer is positive. The video creators with the most followers have 4 to 6 million views. Meanwhile, the video creators with 9 million views o have 3 to 5 million followers. The video creators with the lowest number of views have 1 to 2 million followers. It is related to the homepage push mechanism of Bilibili. When a video gets a high level of interaction (coin, favorite, collect, bullet-chat, comment), the system will publish the video to the homepage and popular list of the website, or the homepage of the partition according to the comprehensive score, so that more users will see the video. Thus video creators with a large number of followers are more likely to accumulate video interactions and are therefore more likely to be published in the popular video section of the homepage.

Meanwhile, this chart also shows that the video contents are mainly game-related, and the views are also very high. Most of the creators with 4 to 6 million views release game-related videos. These creators with 9 to 10 million views are distributed in entertainment and technology section. And there are many creators who create life type videos, but most of the views are around 1 million.

Who are the Top 100 most followed video creators ?

What are their videos about ?



Gender:

- Female and male
- Male
- Female
- Unknown

Followers:

Mix: 130 million Max: 536 million

What are their videos about ?

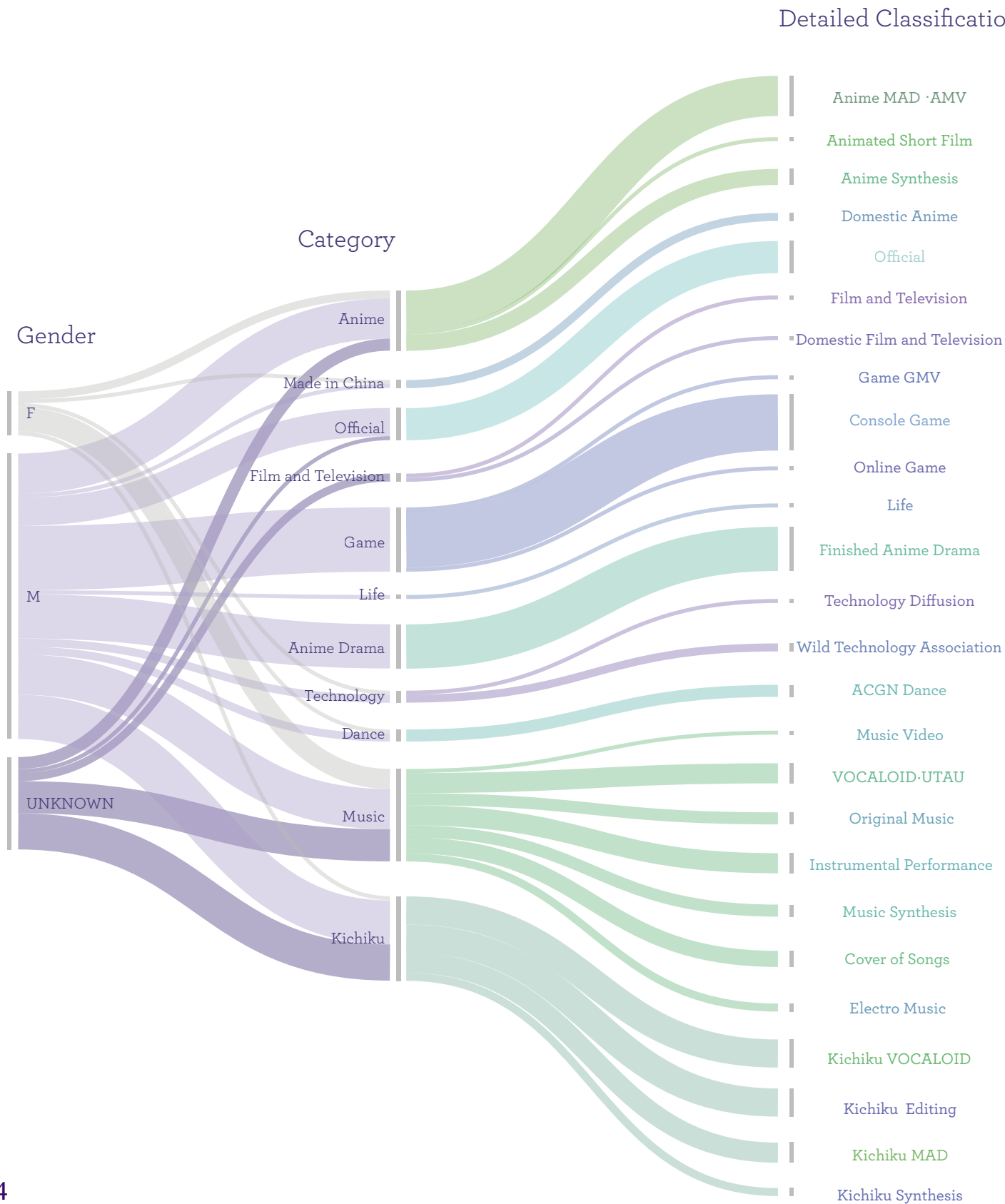
This chart introduces the gender of the 100 creators, their video content, as well as their number of followers. Among them, the game-related video creators are the most, and most of them are male. They also have the most followers, followed by life-related video creators. Many video creators' gender in this category is unpublished. Four out of five video creators' gender who released fashion related videos are also unpublished. Interestingly, on Weibo, Tik Tok and other platforms, many good-looking bloggers would have a large number of followers. However, it is not the same in Bilibili. Most of these video creators only public their voice to the audience. Some even don't public their gender. The reason they have a lot of followers is that they release a great deal of various and interesting videos.

Coins

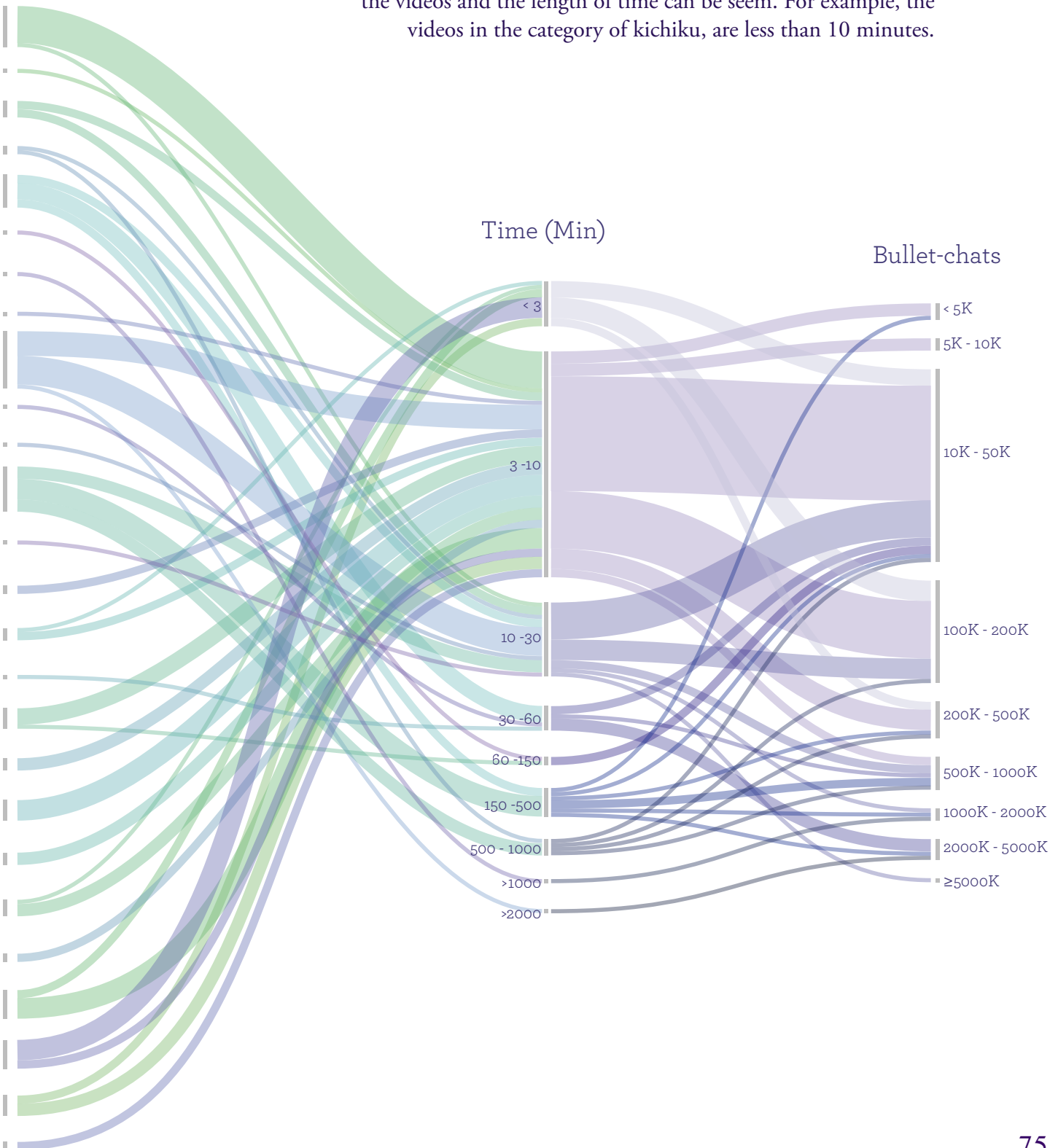
The coin is one of the interactive functions on Bilibili. On the one hand, the higher the number of coins, the greater the opportunities that the works can be recommended to the homepage and popular areas of the website. So video creators can get higher attention and get cooperation opportunities with advertisers. On the other hand, the coin is an important consideration for the “Bilibili creation reward plan”(reward system). For video creators who participate in the “Bilibili creation reward plan”, this is a way to gain revenue.

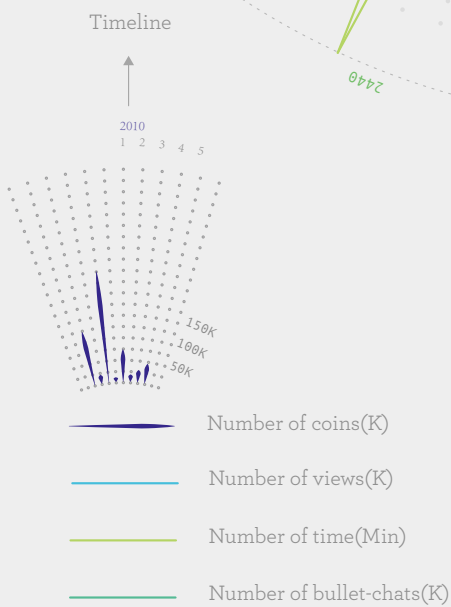
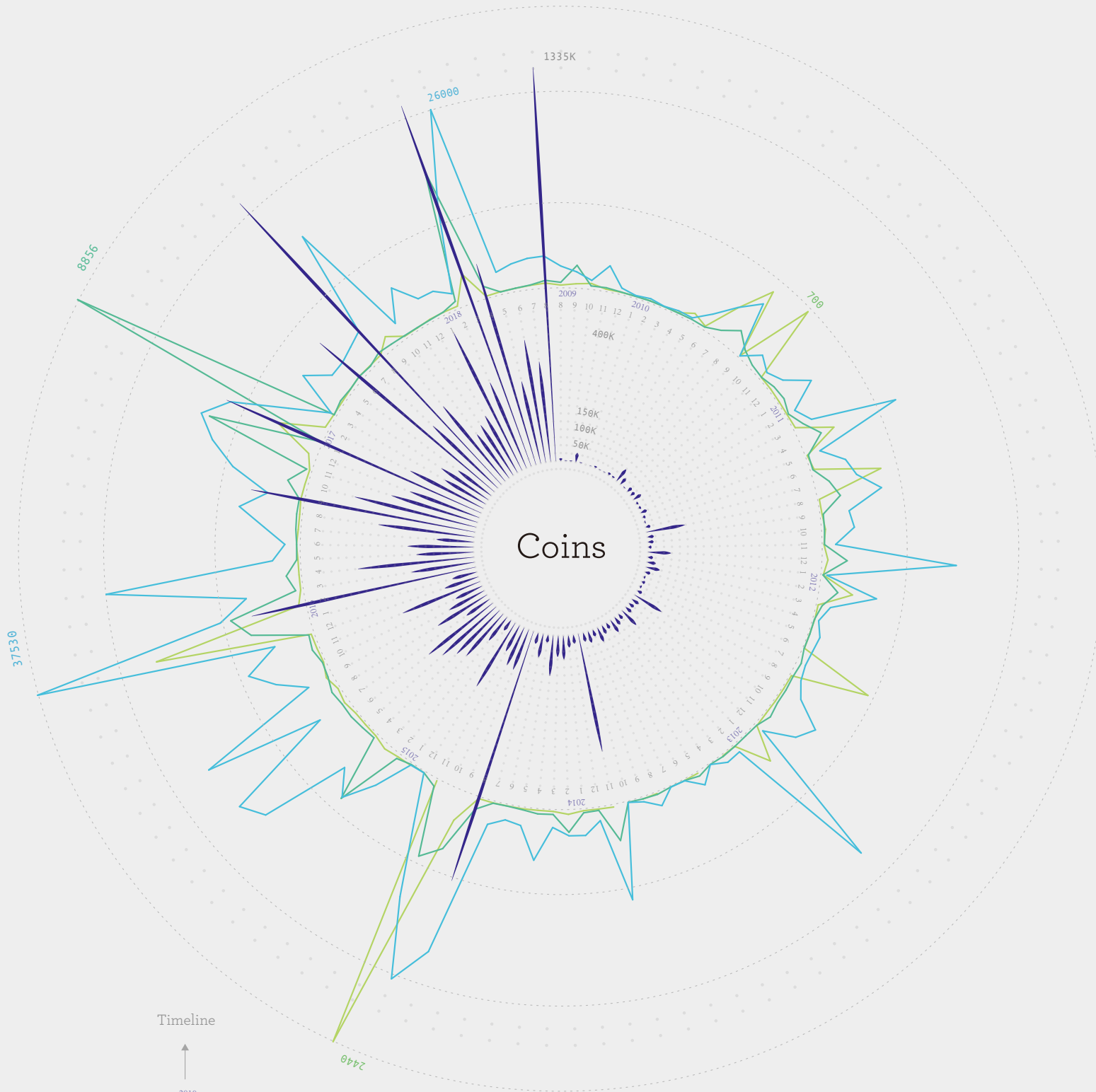
The chart below shows the highest number of coins per month from August 2009.

The videos that got highest number of coins per month from August 2009.



So what are the features of these videos?
 First, more than half of these video creator are male, followed by unknown gender creators and female creators. This is similar to the gender distribution of video creators with the most followers.
 More than half of the videos on the list are less than 10 minutes long. The duration of the video and the number of the bullet-chats are basically proportional. It can be seen that the videos with more than 200 thousand bullet-chats are basically more than 150 minutes long. From the chart, the detailed classification of the videos and the length of time can be seem. For example, the videos in the category of kichiku, are less than 10 minutes.





This chart shows the videos with the largest number of coins per month from August 2009 to August 2018, with the number of views, and the number of bullet-chats of these videos. The purple lines represent the number of coins, the green line represents the length of the video. The three videos with the largest number of coins appear in August 2017, March 2018 and August 2018.

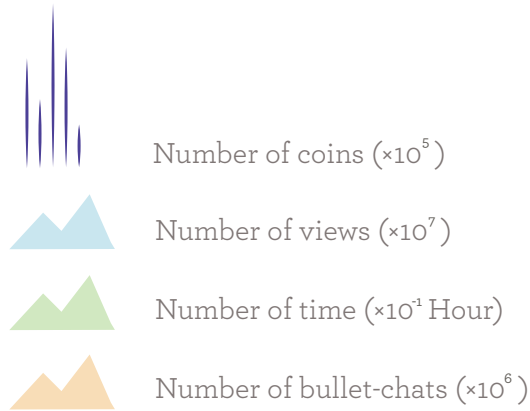
Does the number of bullet-chats for these videos has connection to the duration of the video, the amount of views, and the number of coins?

This chart shows the videos with the largest number of coins per month from August 2009 to August 2018, with the number of views, and the number of bullet-chats of these videos. The purple lines represent the number of coins, and it can be seen that the videos with the highest number of coins appear after 2014, especially in 2017 and 2018, they show a general growing trend. The green line represents the length of the video. The three videos with the largest number of coins appear in August 2017, March 2018 and August 2018. The length of these three videos are not particularly long, and they are 13 minutes, 250 minutes, and 26 minutes respectively. Interestingly, one of the three videos comes from the Bilibili official 2018 New Year's Eve, and the other two are from the same video creator, Ao Changzhang.

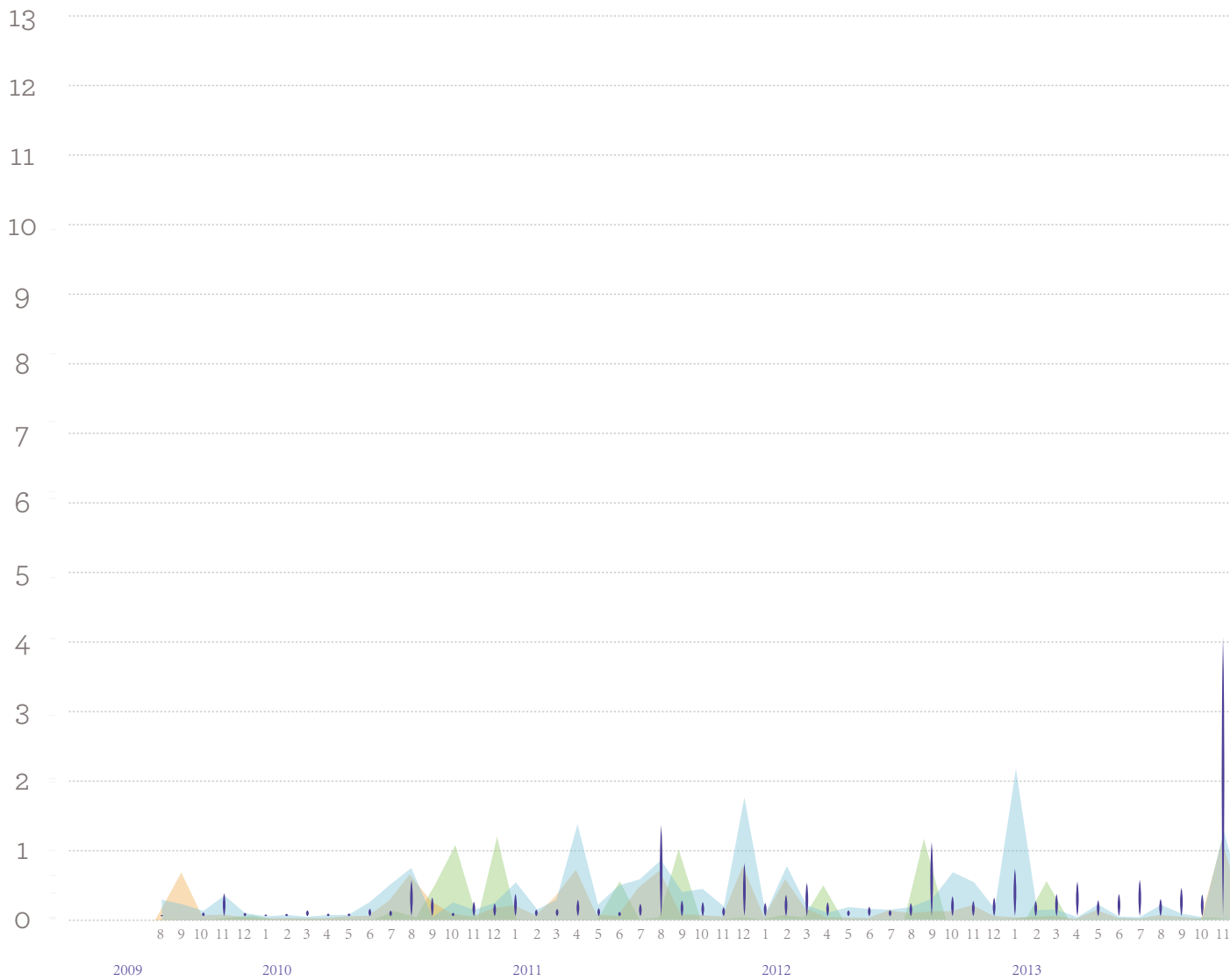
Different from the bullet-chats and the favorites, the number of coins has nothing to do with the duration of the video. For example, the live game video series "Counterattack: the shining star road" of Xiao Yao San Ren, which has a total of 65 episodes. The cumulative time is 2,514 minutes, with correspondingly high views and bullet-chats, which are 16 million and 2 million respectively. The cumulative number of coins is 179 thousand. But the video with the largest number of coins in Bilibili comes from "Unfinished game adventure (Atari Swordquest)" by Ao Changzhang. It is only 25 minutes long but has got 1429 thousand coins. Another example is the instrumental music video "[Chinese Zither] Senbon Sakura - have you seen such a ferocious practice song?".

It only lasts for 5 minutes, but it has got 888 thousand coins. Through the study of the videos with high number coins, it can be found that the videos with a large number of coins have something in common, which are, the video is more professional, the content contains much information, or it can reflect the high professional quality of the video creator.

Like the video Atari Swordquest that mentioned before is a live broadcast of the 1982 offline game Atari Swordquest, which was not completed due to the bankruptcy of the original developer. The video creator completed the missing part of the game through self-learning programming. Thus the audience commented him as a "hardcore player." The other video mentioned above, "[Chinese Zither] Senbon Sakura - have you seen such a ferocious practice song?" is a difficult Chinese zither performance, reflecting the high-performance skills of video creators. So the level of the intention of the video creator may be the measurement of the user's coin. As a result, the number of coins also reflects the audience's respect for video creators to some extent.

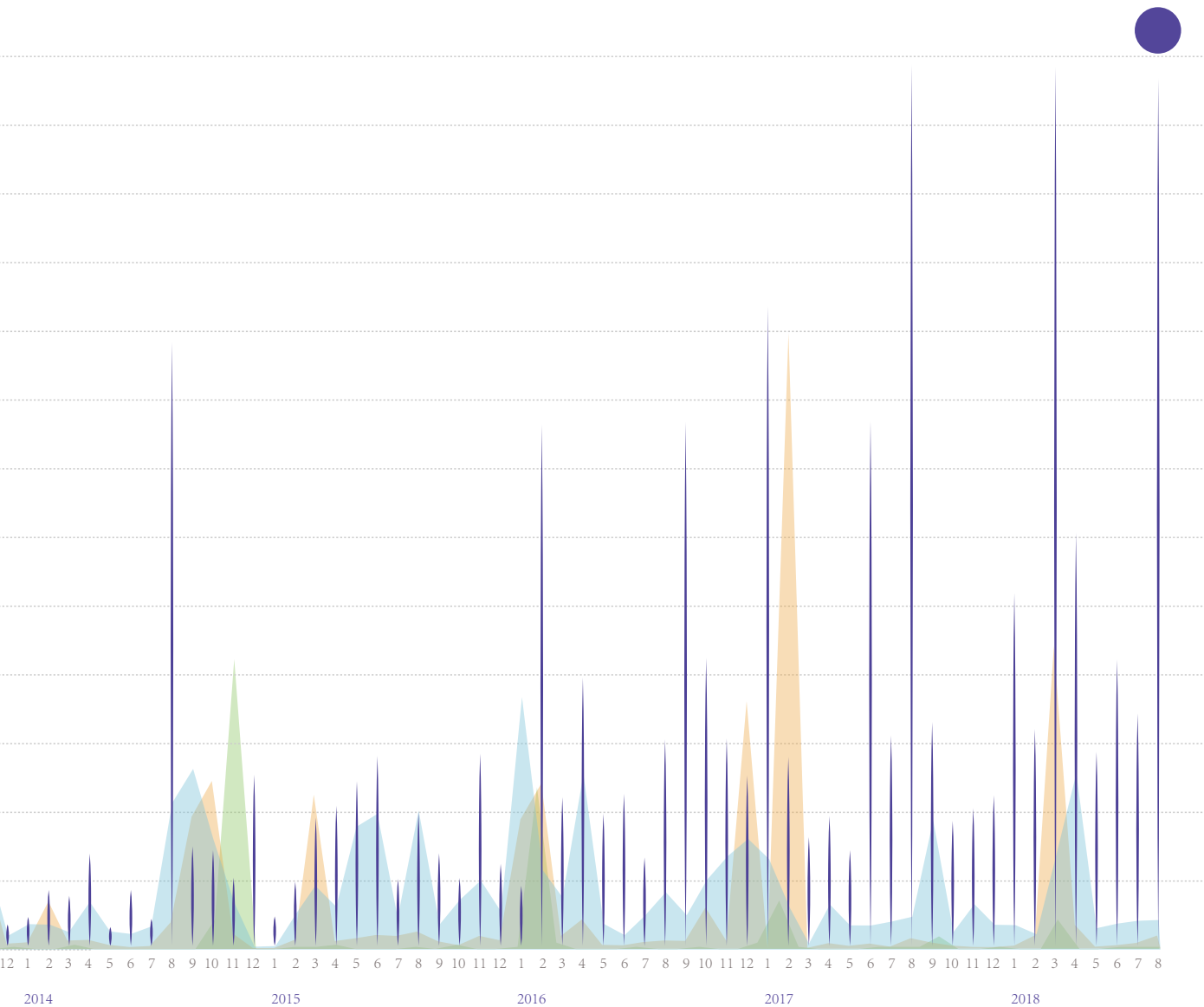


This chart shows the videos with the largest number of coins per month from August 2009 to August 2018, with the number of views, and the number of bullet-chats of these videos. The purple lines represent the number of coins, the green line represents the length of the video. The three videos with the largest number of coins appear in August 2017, March 2018 and August 2018.



Does the number of coins for these videos has connection to the duration of the video, the amount of views, and the number of bullet-chats?

The video that got the most coins in each month

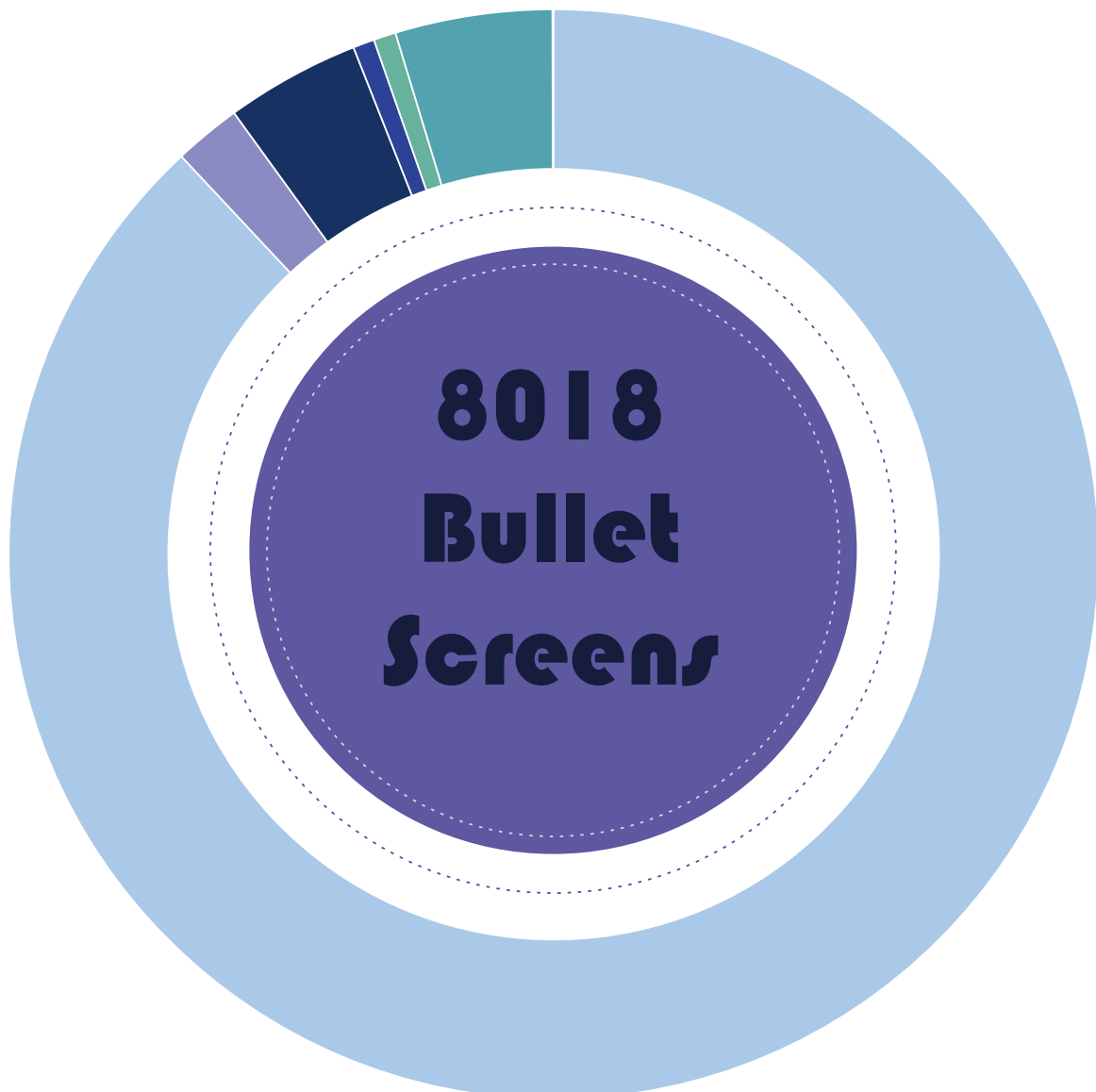
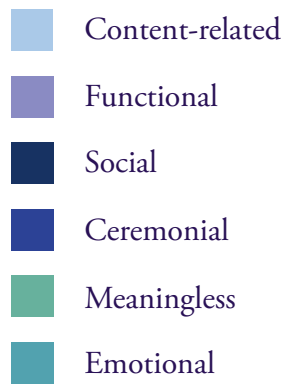


The classification of the bullet-chats

The final visualized chart is about the classification of the bullet-chats. The sample of these bullet-chats come from the 4th video of the most bullet-chats list - "[Childhood collection] Do you think I will show you pleasant sheep?" The cumulative number of bullet-chats in this video is 1127 thousand, and the number of real-time bullet-chats is 8018. Through collecting and analyzing these 8018 pieces of data, the bullet-chats are finally divided into six categories:

1. Content-related bullet-chats: including discussion and comments of video content
2. Functional bullet-chats: including relevant knowledge informing, high-energy ahead warning, wild subtitles, etc.
3. Social bullet-chats: refers to chats that are not related to video content.
4. Ceremonial bullet-chats: such as checking in, spreading flowers for ending, etc.
5. meaningless bullet-chats: such "\$%@!"
6. Emotional bullet-chats: such as "hhhhhhh"

The final result is shown in the figure, 88% of the bullet-chats is the discussion and comment of the video content, 5% is the emotional bullet-chats, 4% is the content-unrelated chat, 2% is the functional bullet-chats, mainly to explain and supplement the video content, and the remaining ceremonial bullet-chats and meaningless bullet-chats only account for 1%. It can be seen that most of the bullet-chats users have followed the bullet-chats etiquette. To some extent, the Bilibili member assessment mechanism and the community atmosphere have contributed to creating a good bullet-chats atmosphere.



3.3

Preliminary Results

From the beginning Mikufans to a community of animations, dramas, Miku, games, songs, and dances, etc., Bilibili has expanded into a pan-entertainment community, including various “three-dimensional world” video content, such as entertainment, technology, movies, TV series, variety shows, and other sections. And each section has a fairly loyal branch of users. Users of these different sections are not without intersections, and they often spread their culture through bullet-chats. It can be said that the Bilibili is growing up, embracing more elements and generating new vitality as a living unity. And the feature functions such as the bullet-chat and the coin (reward mechanism) have also promoted the interaction between the video creator and the audience, which greatly stimulates these creators and forms a virtuous circle.

From the visualization, it can be seen that there is no obvious connection between the number of bullet-chats, the number of favorites and the number of views. Among the Top 100 most followed video creators, more than half of them are male and the video contents are mainly game related. In the videos that got the most coins per month, more than half of these video creators are male, followed by unknown gender creators and female creators. This is similar to the gender distribution of video creators with the most followers. Different from the bullet-chats and the favorites, the number of coins has nothing to do with the duration of the video. Through the study of the videos with high number coins, it can be found that the videos with a large number of coins have something in common, which are, the video is more professional, the content contains much information, or it can reflect the high professional quality of the video creator.

To some extent, the Bilibili member assessment mechanism and the community atmosphere have contributed to creating a good bullet-chats atmosphere.

Photo:

<https://www.bilibili.com/blackboard/bnj2018.html>

拜年祭 2018

1. 汪	2. 王	3. 财	4. 往	5. 旺
干杯	干杯	加油 bilibili 快乐杯	中 ° - 干杯 乾杯	希望诸君京都大学好
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干杯	干杯	干杯	名场面	干杯
干杯	干杯	干杯	保佑体育 希望梦想实现 加油加油	干杯
干杯	干杯	干杯	希望升学顺利, 考上好学校	干杯
加油 哔哩哔哩	干杯	干杯	哔哩哔哩 干杯	干杯
干杯	干杯	干杯	瘦10斤!	干杯
干杯	干杯	干杯	干杯	学业有成 成绩
干杯	干杯	干杯	干杯	中考加油
干杯	干杯	干杯	干杯	大家开心 活
干杯, 来迟了	FAFAFAFA	干杯	哔哩哔哩 干杯	干杯
2019 乾杯 干杯	高考加油	aws l	哔哩哔哩 干杯	干杯
这弹幕有点卡哈	希望能学业有成	哔哩哔哩! 干杯!	干杯	干杯
干杯!!!!!!!	祝各位学业有成外加暴瘦	四级加油	干杯	干杯
考成必还愿!!!!!!!	哔哩哔哩 - (° - °) つ口 乾杯 ~	希望今年	干杯	干杯
干杯	哔哩哔哩 - (° - °) つ口 乾杯 ~	19快乐!!	干杯	干杯

播放次数 13293428

分享 535903

收藏 532905

硬币 1325235

Bullet-Chats in Bilibili New Year Celebration

04

**DATA MULTI-
EXPERIENCE**



Photo:

<http://acg17.com/45381.html>



4.1

The Platform

According to the "Mobile Internet 2017 Q2 Summer Report" released by the data company QuestMobile, Bilibili ranks first among the top 10 apps preferred by young users aged 24 and below. It has been developed for 10 years since the company was founded. Currently, the company has more than 7700 active users monthly, more than 100 million video views daily, and more than 200,000 active video creators (Content creators), becoming China's largest Internet "two-dimensional world" subculture gathering place.

So why is this platform so popular with Chinese young people? And what kind of content do they like?

So the entire platform will be divided into two parts: Bilibili's data visualization and Bilibili's story.

The first part will be the visualization of the website and the corresponding dataset to view the detailed data. The viewer can click on a specific video to go to the bilibili website. This allows the public to understand the characteristics of this website and the new subculture that has emerged in contemporary China.

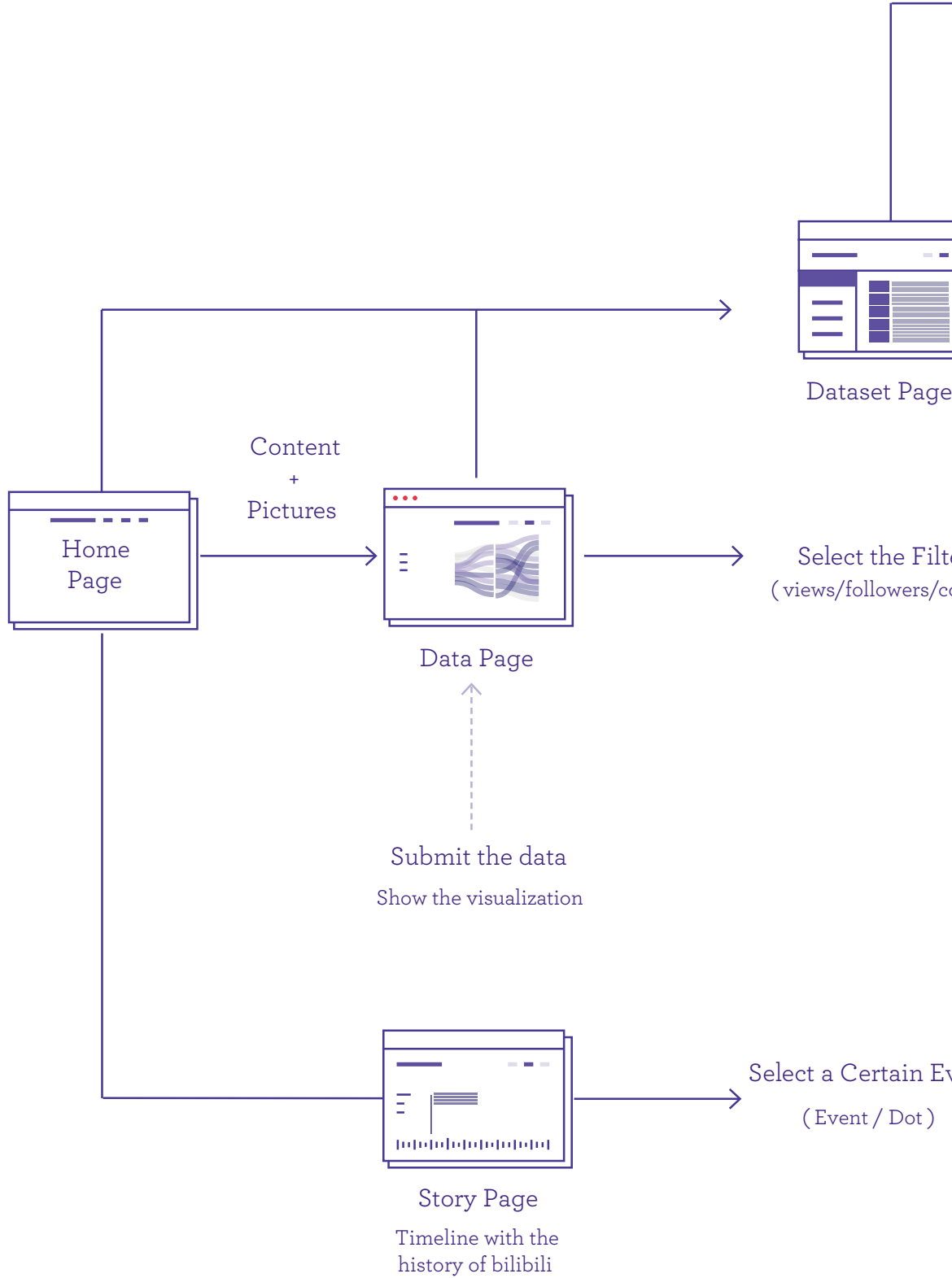
The second part is about the story of bilibili, which can be linked to relevant news to see how it evolved.

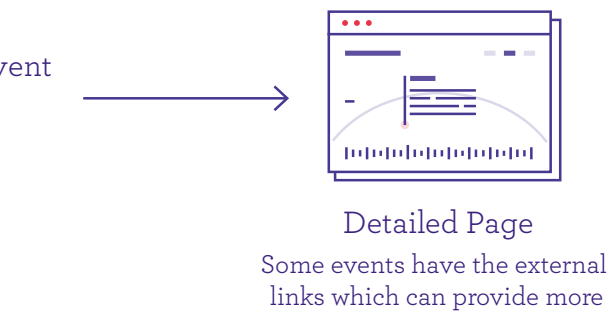
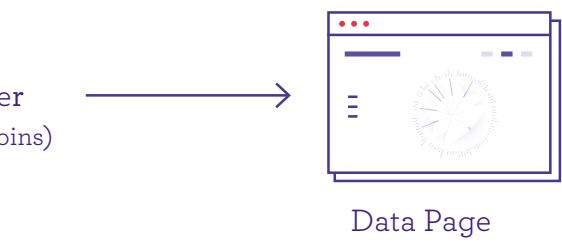
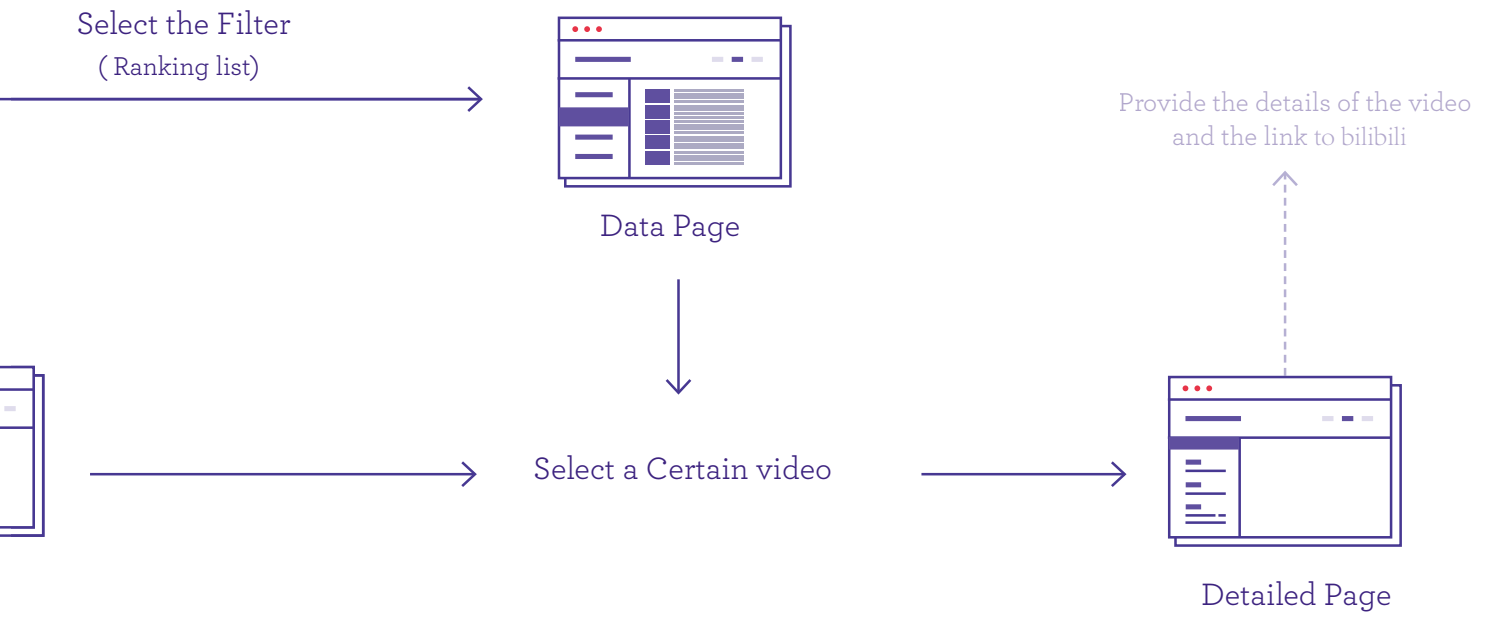
Photo:

http://www.win4000.com/wallpaper_detail_56693_2.html



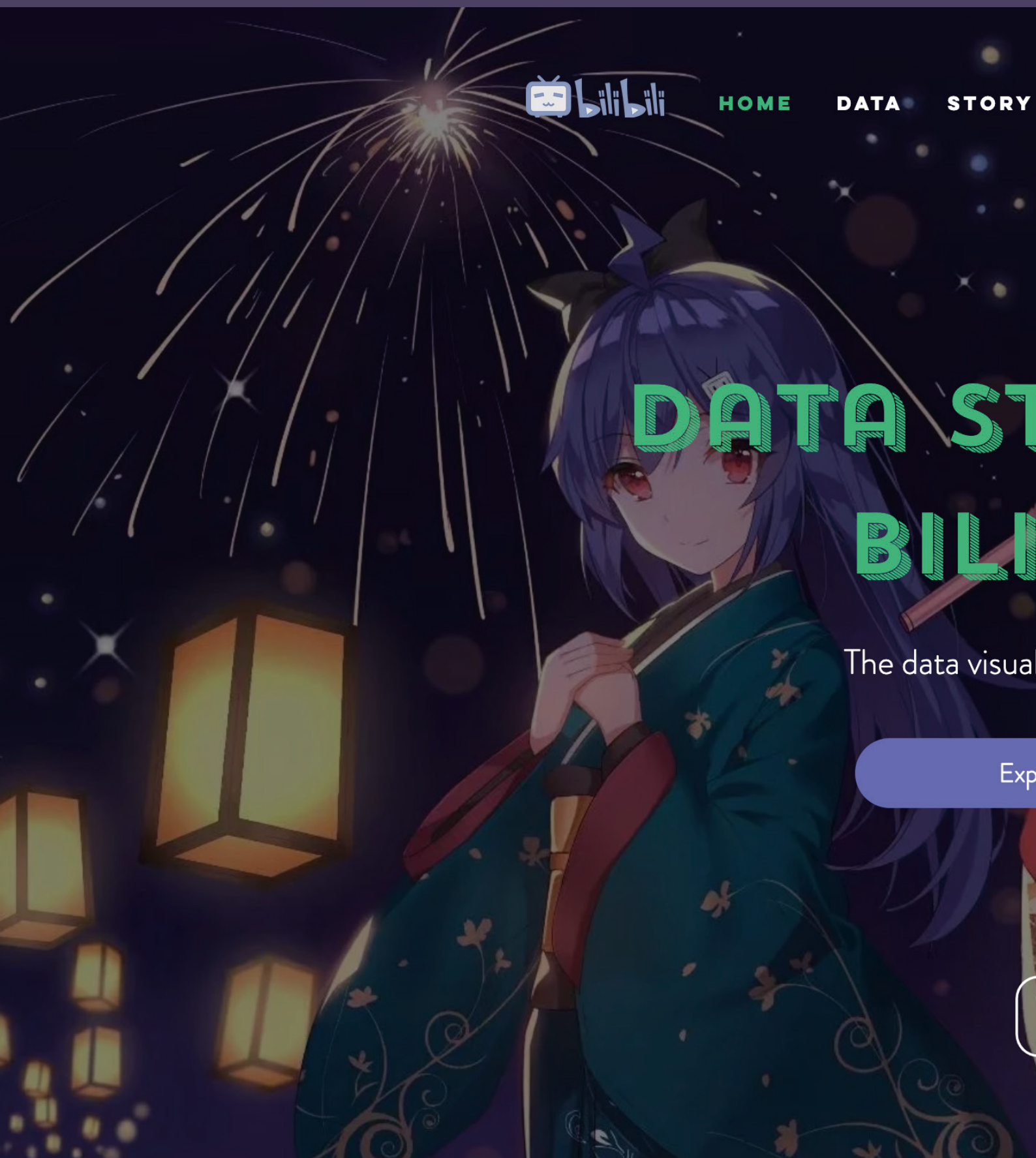
4.2 Task Flow





4.3

Final Works



HOME

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The data visual

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CONTACT



TORY OF BILI

ization project

lore





HOME

DATA

STORY

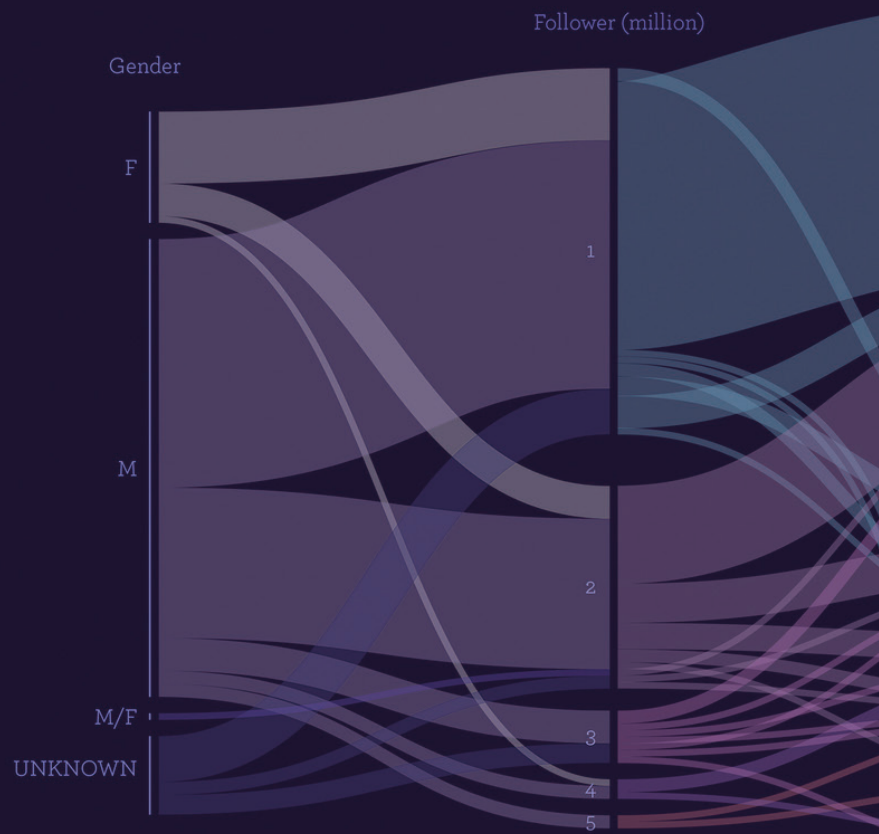
DATA VISUALIZATION

RANKING LIST

VIEWS

FOLLOWERS

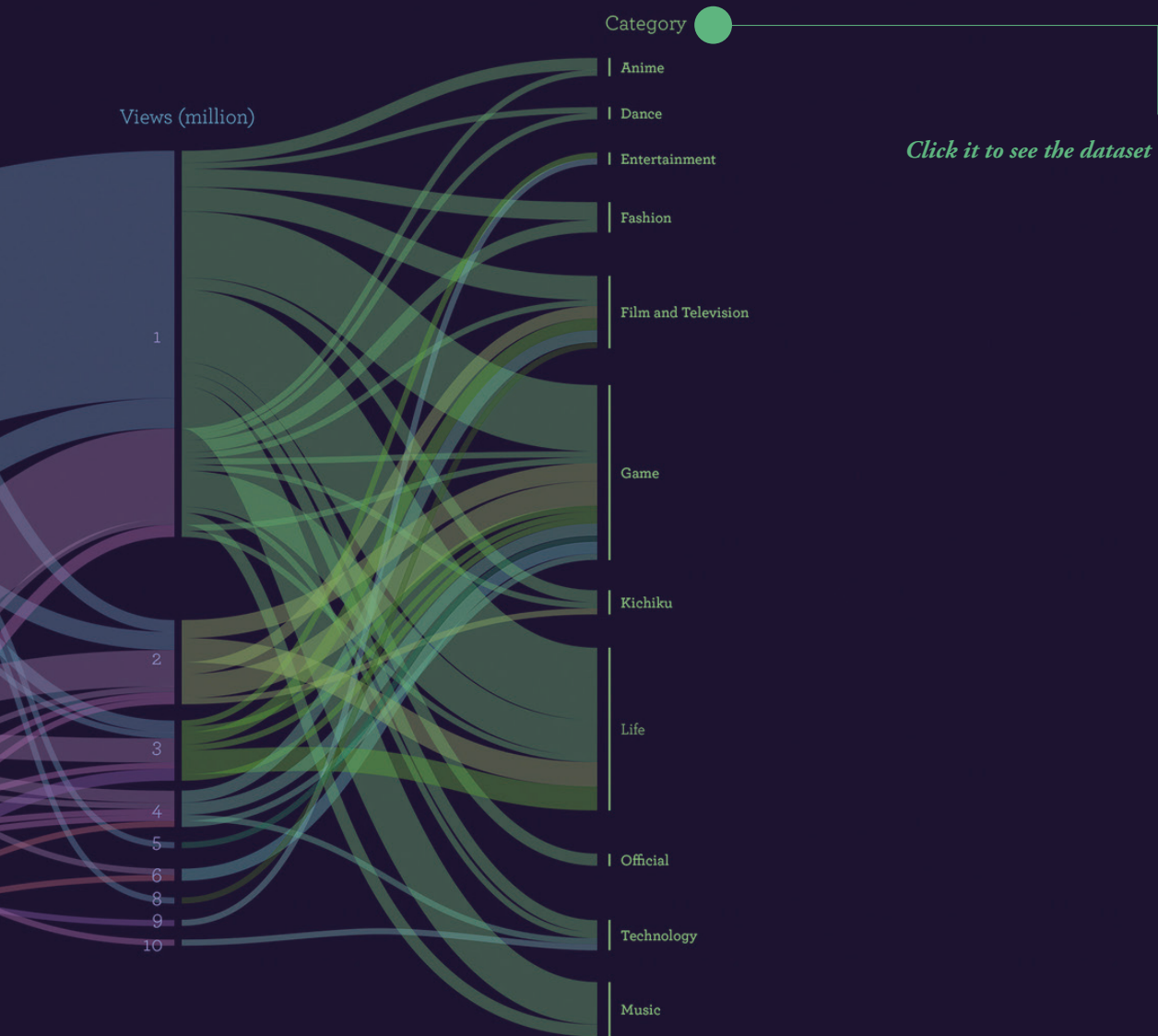
COINS



CONTACT



ALIZATION





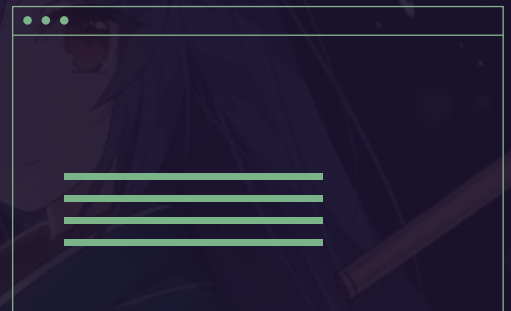
HOME

DATA

STORY

STORY

Link to news about it



Bilibili was founded.

The Bilibili mobile terminal was officially launched.

2009

2010

2011

2012

2013

2014

CONTACT



OF BILIBILI

*Agented popular mobile game "FATE GO".
Bilibili purchased massive Japanese
anime drama copyrights*

Landed in the US Nasdaq market.

2015

2016

2017

2018

2019

2020





HOME

DATA

STORY

DATASET

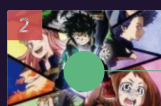
07 Fri Jul

The Top 500 most viewed videos



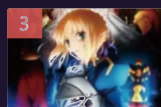
1 【SBS综艺】Running Man 2018合集完结 (E384.180107~E432.181011)
一只萌宠呀 | 2018-01-08 11:29:11

当日 2.2万 270 18 3
总计 6514.7万 90.3万 18.9万 1.8万



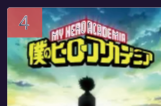
2 【合集】我的英雄学院 第二季
哔哩哔哩番剧 | 2018-05-11 12:24:29

当日 13.0万 7418 5 72
总计 4777.6万 201.0万 1.1万 6.8万



3 【官方中文】Fate/Zero
哔哩哔哩番剧 | 2014-10-10 12:36:20

当日 4.5万 1053 42 20
总计 4636.0万 239.8万 14.3万 10.7万



4 【合集】我的英雄学院 第一季
哔哩哔哩番剧 | 2017-10-12 18:15:00

当日 11.0万 4002 10 41
总计 4458.8万 122.7万 1.6万 7.4万



5 【合集】超科学的超电磁炮 第一季
哔哩哔哩番剧 | 2016-02-24 11:35:00

当日 5.6万 2013 13 41
总计 4138.8万 377.2万 10.1万 20.5万



6 【哔哩哔哩2019拜年祭】
哔哩哔哩弹幕网 | 2019-02-04 21:00:00

当日 5082 351 25 10
总计 4003.1万 142.2万 146.1万 19.8万



7 【7月】工作细胞 01【独家正版】
哔哩哔哩番剧 | 2018-07-08 00:30:00

当日 2.7万 126 0 12

CONTACT



Details of the video: number of views, bullet-chats, favorites, comments

Click it to see the video in bilibili

The screenshot shows a Bilibili video player for the movie 'Monkey King: The Legend of the Monkey King'. The video title is '【嘉年华合集】你以为我会给你放喜羊羊?'. The video has 2.1 million likes, 6.8 million favorites, and 12.5 million views. The video content features the character Sun Wukong in a red robe. The page includes a description, a list of related videos, and a comment section.





HOME

DATA

STORY



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**TONGJI
UNIVERSITY**
COMMUNICATION DESIGN

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**POLITECNICO
DI
MILANO**
COMMUNICATION DESIGN

CON

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TEL
3495151779





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qq.com

Submit



05

CONCLUSION

CONCLUSION

In current peaceful world, the most dominant monster's name is "boring". Only "fresh" can fight this monster, and the only weapon that generates "fresh" is "creation."

Only the "fresh" brought about by "creation" would be able to make a quick attack to repel it. We need to continuously group creative people, continuing to produce entertainment pleasure and fight against "boring".

Bilibili is now such a breeding ground. What kind of spiritual paradise will it breed in the future? This expectation is the most imaginative commercial value of Bilibili.

The project is very unique. No one has ever done data visualization on Bilibili content, and no one puts together a lot of elements such as the amount of views, fans, bullet-chats, coins, etc. to do a comprehensive analysis to find potential connections. There are related data visualization cases on the Bilibili, but they are just focusing on one of the elements, such as the list of content creators who get the most coins. And the trend of growth and change is shown by videos. Compared with these cases, this study might not be so intuitive and clear, and it cannot show dynamic changes. Some of the data visualization charts may be too complex and result in less efficient delivery of information.

Photo:

<https://www.bilibili.com/bangumi/play/ep216794>

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致我们
七荤八素的口腹之欲

夜宵

刘家小馆

吧 串 记

美食街

馆 茅 南 越 林 椰

夜宵

烤海鲜

眼镜烧烤

薛哥生

龙虾

美甲纹绣

烧烤牛百

炸鸡小炒

出品方: bilibili

旗帜传媒
Authrule Media

合作伙伴:

维他奶
vitaso

06

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DISTURBE

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5. Will Bullet Comments be Popular in America? - KrASIA. (n.d.). Retrieved from <https://kr-asia.com/will-bullet-comments-be-popular-in-america>
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7. 哔哩哔哩商业广告 . (2019, January 16). QuestMobile Z 世代洞察报告: 95 后占网民三成、新增用户中 95 后占近一半, 如何抓住他们 . Retrieved from <https://www.bilibili.com/read/cv1876623/>
8. 知乎用户 . (2019, April 18). 怎么看待央视网力挺 B 站? . Retrieved from <https://www.zhihu.com/question/320618882>
9. 看完 B 站三季报, 同学们可以放心了 . (n.d.). Retrieved from <https://36kr.com/p/5163238>

Photo:

<https://wall.alphacoders.com/big.php?i=582804&lang=Chinese>

