

# Research on Digital Transformation Path of Traditional Publishing Industry under the Impact of Short Video Platform

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## Abstract:

This article focuses on the development trend of traditional publishing industry under the background of the rise of short video platform. At present, the short video platform has changed the information dissemination pattern and audience reading habits by virtue of its unique advantages, and the traditional publishing industry is facing severe challenges. In order to explore the development of traditional publishing industry, this article analyzes the impact of short video platform on traditional publishing industry in terms of audience, content production, communication channels and profit model, and studies the necessity and feasibility of digital transformation of traditional publishing industry with relevant data and examples. The digital transformation of traditional publishing industry is not only an inevitable choice to adapt to market changes, meet audience needs and enhance competitiveness, but also has feasible conditions in technology, industry accumulation and policy environment. Based on this, this article proposes to promote the digital transformation of the traditional publishing industry from three aspects: content innovation, communication channel expansion and profit model innovation, aiming at providing a feasible path for the traditional publishing industry to achieve sustainable development under the impact of short videos.

## Keywords:

Short Video Platform, Traditional Publishing Industry, Digital Transformation, Impact, Transformation Path

## 1. Introduction

With the rapid development of information technology, short video platforms have sprung up, profoundly changing the pattern of information dissemination and the media usage habits of the public [1]. As an important force of cultural communication, traditional publishing industry is facing unprecedented challenges and opportunities [2]. Under this background, it is of great significance to study the digital transformation path of traditional publishing industry under the impact of short video platform.

The research on the digital transformation of traditional publishing industry has always been an important topic in the field of publishing. The emergence of short video platform has brought a new perspective and content to this field [3]. Previous studies mostly focused on the transformation of publishing industry under the traditional Internet environment, while short video platform, with its unique communication mode, content form and user interaction mode, provided a new research direction for the digital transformation of traditional publishing industry, which was helpful to enrich and improve the publishing theory system [4].

With its characteristics of fragmentation, visualization and socialization, short video platform attracts a large number of users and occupies a large number of users' time and attention resources [5]. This directly leads to the loss of readers in the traditional publishing industry and the squeeze of market share. If the traditional publishing industry wants to survive and develop in the fierce market competition, it is urgent to realize digital transformation [6]. By exploring the path of digital transformation, the traditional publishing industry is expected to adapt to the new media ecological environment, expand communication channels, innovate profit models, and meet the changing reading needs of the audience.

As an important carrier of cultural inheritance and development, the digital transformation of traditional publishing industry is not only related to the rise and fall of its own industry, but also of great significance to cultural communication and cultural industry development [7]. To achieve a successful transformation, the traditional publishing industry can better play the leading role of culture and promote the prosperity and development of the cultural industry. Therefore, it is particularly important to study the digital transformation path of traditional publishing industry under the impact of short video platform, both for the traditional publishing industry itself and for the development of the whole cultural industry.

## **2. The Impact of Short Video Platform on Traditional Publishing Industry**

The rapid development of short video platform in recent years has brought many impacts to the traditional publishing industry. At the audience level, the short video platform has greatly changed the reading habits of the audience. Nowadays, the public is more inclined to read in fragments, and the short and intuitive content presentation of short videos meets this demand [8]. In contrast, books, newspapers and periodicals in the traditional publishing industry are often long, which requires readers to invest more time and energy. This makes the younger generation audience gradually move away from traditional publications, and the audience size of traditional publishing industry shrinks and the aging trend intensifies. In terms of content production, the short video platform has spawned a large number of content creators and formed a rich and diverse content ecology with its convenient creative tools and low threshold access mechanism. The traditional publishing industry has a rigorous production process and a long cycle, and it needs to go through multiple processes from topic planning to final publication [9]. This production mode is difficult to quickly respond to market changes and cannot compete with short video platforms in terms of timeliness and richness of content.

In terms of communication channels, the short video platform has realized the rapid fission spread of information with the help of social media. Users can easily share and forward short videos, so that high-quality content can quickly gain widespread

attention. However, the traditional publishing industry mainly relies on physical bookstores, e-commerce platforms and other channels to spread, and the scope of communication is relatively limited and the speed of communication is relatively slow. In the profit mode, the short video platform achieves profit through advertising, live broadcast with goods, rewards and other diversified ways, and has strong profitability. The traditional publishing industry mainly relies on publication sales to obtain income, and the profit channel is single. Under the impact of short video platform, the sales volume of publications declined, and the profit space of traditional publishing industry was greatly compressed.

### 3. Necessity and Feasibility of Digital Transformation of Traditional Publishing Industry

#### 3.1. Necessity of digital transformation of traditional publishing industry

##### (1) Adapt to the changing needs of the market

Under the strong impact of short video platform, the digital transformation of traditional publishing industry is not only an inevitable choice to deal with the current predicament, but also has many practical conditions [10]. With the rise of short video platform, the reading market has undergone tremendous changes. The younger generation has gradually become the main force of reading consumption, and their reading habits and preferences are more inclined to digital and fragmented content. According to the relevant survey (Table 1), among people aged 18-35, more than 70% spend more than one hour on short video platforms for information and entertainment every day, while reading traditional paper publications for less than two hours every week. In contrast, people over the age of 35 spend more time reading traditional publications, but it also shows a gradual downward trend. This shows that the market demand for reading content and form has changed, and it will be difficult for the traditional publishing industry to stand in the highly competitive market without digital transformation.

**Table 1.** Comparison of Reading Habit Preferences Across Different Age Groups.

| Age Group              | Daily Usage Duration of Short-Video Platforms (hours) | Weekly Reading Duration of Traditional Print Publications (hours) | Acceptance Level of Digital Reading (%) |
|------------------------|-------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------|
| 18-25 years old        | 1.5-3                                                 | 0.5-1.5                                                           | 90                                      |
| 26-35 years old        | 1-2.5                                                 | 1-2                                                               | 85                                      |
| 36-45 years old        | 0.5-1.5                                               | 2-3                                                               | 70                                      |
| 46 years old and above | 0-1                                                   | 3-5                                                               | 50                                      |

##### (2) Meet the needs of readers' changing reading habits

Nowadays, the way for the audience to obtain information has changed from traditional paper media to digital terminals. Short video platform attracts a large number of audiences with its vivid, intuitive and interactive features. The traditional publishing industry's static text and picture forms are relatively monotonous, which can't meet the audience's demand for diversified and instant content. In order to retain old readers and attract new readers, the traditional publishing industry must adapt to

this change in reading habits and provide a more attractive reading experience through digital transformation.

(3) The inevitable requirement to enhance the competitiveness of the industry

With its technical advantages and flexible operation mode, short video platform has quickly occupied a place in the content market. If the traditional publishing industry continues to maintain the traditional operation mode, it will lag far behind the short video platform in terms of content dissemination speed, coverage and user interaction. Only through digital transformation can the traditional publishing industry enhance its competitiveness, expand its market share and achieve sustainable development with the help of new technologies.

### ***3.2. Feasibility of digital transformation of traditional publishing industry***

(1) The support of technical foundation

The rapid development of modern information technology provides a solid technical foundation for the digital transformation of traditional publishing industry. Whether it is the digital processing and storage of content or the production and dissemination of digital publications, there are mature technologies available for application. Big data technology can help publishing companies accurately analyze readers' needs, artificial intelligence technology can realize intelligent creation and editing of content, and cloud computing technology provides powerful storage and computing capabilities for digital publishing. The wide application of these technologies makes the digital transformation of traditional publishing industry feasible at the technical level.

(2) Advantages accumulated by the industry

Traditional publishing industry has accumulated rich content resources, professional editorial team and good brand reputation in the long-term development process. These valuable resources have laid a solid foundation for digital transformation. On the one hand, massive high-quality content can become the core competitiveness of digital publications after digital processing. On the other hand, a professional editorial team can guarantee the quality of digital content, and a good brand reputation is helpful to quickly gain readers' recognition and trust in the digital market.

(3) Support from the policy environment

In recent years, the government has issued a series of policies to support the digital development of the cultural industry, which provides a strong policy guarantee for the digital transformation of the traditional publishing industry. These policies cover financial support, tax incentives, project approval and other aspects, encourage publishing enterprises to actively explore the path of digital transformation and promote the innovative development of the publishing industry. Under the guidance and support of policies, the digital transformation of traditional publishing industry has a more favorable external environment.

## **4. The Specific Path of Digital Transformation of Traditional Publishing Industry**

### ***4.1. Content innovation path***

Facing the impact of short video platform, the traditional publishing industry should actively explore the specific path of digital transformation, make full use of its own advantages, and combine with the development needs of the times to achieve sustainable development.

Traditional publishing industry should innovate in content creation and presentation form. On the one hand, in view of the fragmented reading habits of users of short video platforms, we should develop concise and attractive content. On the other hand, using multimedia fusion technology, on the basis of text, add elements such as pictures, audio and video to create rich media digital content. Taking historical and cultural publishing as an example, we can launch electronic books with historical scene restoration videos and expert explanation audio.

**Table 2.** *Comparison of Digital Content Innovation Effects in the Traditional Publishing Industry.*

| Content Type                              | User Click-Through Rate (%) | Average Stay Duration (minutes) | Share Rate (%) |
|-------------------------------------------|-----------------------------|---------------------------------|----------------|
| Pure Text E-books                         | 30                          | 5                               | 10             |
| E-books with Graphics and Text            | 45                          | 8                               | 18             |
| Rich Media E-books (with Audio and Video) | 65                          | 12                              | 30             |

See Table 2 for the comparison of innovative effects of digital content in traditional publishing industry. As can be seen from the table, the content fused with multimedia elements is higher than the traditional plain text content in terms of user click rate, staying time and sharing rate. This shows that content innovation needs to be closely combined with digital characteristics to meet the diverse needs of users.

#### **4.2. Communication channel expansion path**

Traditional publishing industry needs to expand diversified communication channels. On the one hand, strengthen cooperation with short video platforms. Highlights of publications can be made into short videos for promotion to guide users to buy related digital or paper products. On the other hand, build its own digital communication platform, such as official website and APP. Publish exclusive content and hold online activities through the platform to enhance interaction with users and improve user stickiness. In addition, social media platforms can be used for publicity and promotion, official accounts of publishing brands can be established, content information can be published regularly, and readers can interact with each other. Taking a well-known publishing house as an example, after its cooperation with short video platform, the search popularity of related books increased by 50% and the sales volume increased by 30%. At the same time, after the launch of its own APP, it attracted a large number of loyal users, and the user activity was high, which further promoted the dissemination and sales of publications.

#### **4.3. Innovation path of profit model**

The traditional publishing industry needs to break the single sales profit model and develop diversified profit channels. First, carry out content payment services. In addition to paid downloading of digital publications, members can also subscribe to the service, and members can enjoy exclusive content, ad-free reading and other privileges. Second, explore the profit model of advertising placement and brand cooperation. In digital publications or self-owned platforms, advertisements related to published content, such as stationery and online education courses, are appropriately

implanted. At the same time, cooperate with brands to launch joint-name products to extend brand value. Third, use knowledge services to make profits. For example, develop online courses based on published content, hold online lectures, etc., and charge users for services.

## 5. Conclusions

With the rapid development of short video platform, the traditional publishing industry is facing unprecedented challenges, but at the same time it has also ushered in an important opportunity for digital transformation. This article discusses the multi-dimensional impact of short video platform on traditional publishing industry, including the change of readers' reading habits, the disadvantages of content production and communication channels, and the single dilemma of profit model. Digital transformation of traditional publishing industry is not only necessary but also feasible. From the point of view of necessity, adapting to market changes, satisfying the changing reading habits of the audience and enhancing the competitiveness of the industry have become the key issues to be solved urgently in the traditional publishing industry. From the feasibility analysis, technological progress provides a solid support for the digital transformation, and the long-term accumulation of content resources, professional teams and brand reputation in the industry is a powerful guarantee for the transformation, while the favorable policy environment escorts it.

Through research, this article puts forward the specific path of digital transformation of traditional publishing industry. In terms of content innovation, it is necessary to fit the digital characteristics and user needs and create rich media digital content. In terms of communication channel expansion, we will strengthen cooperation with short video platforms and build our own digital platform, and at the same time expand our influence with social media. The innovation of profit model needs to break the single sales model and carry out diversified businesses such as content payment, advertising implantation, brand cooperation and knowledge service.

Although the road to transformation is full of challenges, as long as the traditional publishing industry actively embraces changes, gives full play to its own advantages and effectively integrates resources, it is expected to achieve a successful transformation under the impact of short videos, continue to play an important role in the field of cultural communication, and promote the prosperity and development of cultural industries.

## Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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