

How can Tencent Video explore various viewer access models for long-form video access in order to grow revenue in the next 5 years?

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Abstract:

Nowadays, the competition among the film-television industry has become increasingly fierce. Relying on a single viewer access model has reached a bottomneck. Hence, diverse viewer access model become the crucial way for platforms to expand income sources. Taking Tencent video as a case study, this article explains different viewer access model, including pay per view, subscription system and AVOD, then comparing their advantages and disadvantages. Based on the results of the questionnaire survey and the second-handed data from the references, the article investigates how can the revenue of the platform be maximized. The results show that flexible combination of multiple viewer access models how to platform to continuously boost total revenue. This research offers practical suggestions for long-video platforms to optimize their access models and improve commercial performance.

Keywords:. business model; economics; viewer access model; long-term video platform; film-television industry

1. Introduction

According to the app Paid User Ranking released by Jinshi Information, as Wang(2023) and Jingshi Data(2022) point out, 'as of October 2022, Tencent Video topped the list with 122 million paying subscribers'. But, afterward, due to factors such as user growth on the platform is approaching saturation, content regulation and the impact of short-form video platforms, the number of paying users for Tencent Video declined. By 2023, Tencent Video's subscriber count had dropped to approximately 115 million.

Therefore, this project's aim is to analyze how Tencent Video can utilize diversified payment approaches to enhance monetization efficiency and sustain income expansion from 2025 to 2030.

2. Literature Review

2.1 A Profile of Tencent Video

Tencent Video



Fig. 1 The logo of Tencent Video

Founded: 2011

Parent Company: Tencent

Tencent is a world-leading internet and technology company dedicated to enhancing people's lives globally through innovative products and services. Tencent publishes a lot of popular video games and high-quality digital content, improving immersive interactive entertainment experiences to users all around the world, Tencent Video is one of them (Tencent official website, 2025).

As China's leading online video platform, Tencent Video offers a vast library of premium and trending content, backed by professional media operations. It is a comprehensive platform including movies and TV shows, variety entertainment, sports events, news, and more. Available across PC, mobile, and smart TV devices, Tencent Video provides users with high-definition, smooth streaming experiences because they want to satisfied diverse viewing needs (Tencent official website, 2025).

Tencent Video consistently ranks at China's top three online video platforms.

2.2 Recent Business Performance of Tencent Video

Tencent Video, as China's leading long-form video platform, has recently demonstrated strong competitiveness in terms of user base, revenue performance, and market share. Below is a comprehensive analysis of its recent business performance:

According to Zhang Jingchao, a reporter from China Business Journal, "Among the top four long-form video platforms, Tencent Video has maintained a leading position in recent years. Tencent Holdings' Q1 2025 financial report shows that, as of the end of the first quarter of 2025, Tencent Video's paying users reached 117 million, exceeding other platforms." (Zhang Jingchao, 2025).

As Zhang Jingchao from China Business Journal has point out, the main source of revenue for the domestic long video platforms are membership fees and advertising revenue. Additionally, income from content licensing and distribution also plays a role.'(Zhang Jingchao, 2025).

Driven by high-quality content, such as hit series like 《Lychees of Chang'an》 and 《Joy of Life Season2 》

Tencent Video saw a year-on-year growth rate of 12% in paid subscriptions (Zhai Peitong Entertainment Network, 2024).

Additionally, He Hongyuan and Li Qing(2025) suggest that, as of June 18, 2025, the hit drama 《Lychees of Chang'an》 has attracted over 30 brand sponsors. These include leading brands such as Tmall, VIP.com, Mizone, Wuliangye Chun, Oreo, Changan Automobile, Didi Car Rental, Budweiser, and Nongfu Spring.

2.3 What is meant by the term, 'viewer access model?'

2.3.1 pay per view

According to the website written by Niklas Björkén(2024), 'PPV is ideal for platforms with exclusive, high-demand content.' The example given in the article is sports events like major football matches or boxing contests. The article suggests that the benefit of pay per view for this type of television event is, 'that platforms can immediately monetize and gauge which content is most popular'. The article then raises the point that when companies like ESPN use pay per view they 'gain insight which informs future content acquisition and helps in strategically bundling services'. This appears to be a strong advantage of pay per view from this article.

2.3.2 membership system/subscription system

According to the October 2023 article written by Jiang Zhongzhong, Li Kunyang, Zhang Yingxiang, and He Na, the membership system is defined as follows:

"Under a paid membership video platform model, users are divided into two categories, including members and non-member which based on whether they hold a subscription." The article suggests that people can enjoy many benefits after becoming a member. The article gave some examples "price discounts and premium viewing experiences". After that at the article present a more specific example, 'when the film "Zack Snyder's Justice League" premiered on Youku Video in 2021, non-members were charged 12 RMB for standard access (limited to 720P resolution), whereas members paid only 6 RMB with 1080P or higher streaming quality.'

TV series is one of the most important part to attract viewers pay for membership system. For example, Tencent Video has consistently produced high-quality TV series. In the first half of 2024, it launched four popular TV series, namely "Flowers in Full Bloom", "The Years of Qing", "Walking with the Phoenix", and "The Story of the Rose", which directly contributed to a consecutive two-quarter double-digit growth in its membership revenue.(thepaper. cn. 2024)

Some video platforms offer different levels of membership system, for example, there are SVIP and VIP on Tencent video platform. In normal, SVIP is more expensive than VIP and people who buy SVIP can enjoy more benefits. For example, on Tencent video, accounts that have purchased the SVIP package can allow four devices to log in simultaneously, while accounts that have purchased the VP package can only allow three devices to login at the same time.(Tencent official website)

2.3.3 Advertising Video on Demand(AVOD)

According to the May 2024 article “The streaming industry and the platform economy:An analysis” written by Jean K. Chalaby, ‘Advertising Video on Demand (AVoD) is a model where content is free to access for viewers and content providers sell the audience to advertisers.’ Also as the article says, the AVoD model includes FAST services which means Free Ad-supported Streaming Television, and gives two examples which says both linear channels and on-demand content have this kind of service.

2.4 What are the advantages and disadvantages of each viewer access model?

2.4.1 the advantages of pay per view

According to the website written by Niklas Björkén(2024) the advantages of pay per view is as follow:

- (1) As the article says, ‘PPV is ideal for platforms with exclusive, high-demand content.’ The article suggests that through some events or content, platforms can immediately gain profit and realize which content is most popular. ‘This insight informs future content acquisition and helps in strategically bundling services.’ Additionally, the article gives some examples, ‘sports platforms like ESPN+ use PPV for marquee events, helping them identify popular sports or matches to focus on in their future offerings.’
- (2) According to the article, this kind of view access model simplifies payment. ‘PPV allows viewers to access specific content or events without long-term continuous payment.’ This model reduces confusion compared to subscription services. ‘For instance , in platforms like UFC, where fans can purchase individual fights or events.’
- (3) PPV increased revenue opportunities. As the article says, PPV allow the platforms directly gain profits through direct sales by the audience of TV series and competition and so on. ‘Unlike traditional advertising models, PPV allows providers to monetize specialized content and live events effectively.’ Then the articles give an example, ‘sports competitions offering PPV access to live games can tap into fans who prefer to watch from home, potentially increasing revenue and building a loyal viewer base. This model's direct revenue linkage enables content pro-

viders to capitalize on specific, high-interest content.’

2.4.2 the disadvantages of pay per view

- (1) if people choose to use pay-per-view, there might be low user stickiness. Pay-per-view users typically exhibit lower platform loyalty. These people often only pay attention to the content that they are interested in. This behavior makes it difficult to establish a stable revenue system , posing challenges for long-term platform sustainability.

2.4.3 the advantage of membership system/subscription system

- (1)There will be stable revenue stream. Subscription models provide predictable cash flow, reducing reliance on volatile advertising or pay-per-view income. As the example that is given by the article, ‘Netflix generated over \$33 billion in global subscription revenue in 2023, accounting for 98% of its total earnings’(Netflix 2023 Annual Report, 2023).
- (2)The membership system will enhance user stickiness & retention. Membership systems incentivize long-term engagement through exclusive benefits such as premium content and discounts. effectively lowering churn rates. For example, according to Statista, ‘SVOD users maintain subscriptions for an average of 26 months which is significantly longer than pay-per-view repurchase cycles.’(Parks Associates 2023).
- (3)From the perspectives of cost-effectiveness, annual membership offers a significant price advantage over pay-per-view.The annual subscription price for Tencent Video SVIP is 348 yuan per year. Calculated based on an average cost of less than 1 yuan per day, it is much lower than the price for single-point viewing(6 yuan per episode). This makes users feel that membership system is more cost-effective (Poster News 2024).

2.4.4 the disadvantage of membership system/subscription system

According to the October 2023 article "Paid Membership: Supply Chain Model Selection and Pricing for Video Platforms" by Jiang Zhongzhong, Li Kunyang, Zhang Yingxiang, and He Na, the membership system is defined as follows:

As the article says, the total revenue video platforms which is based on subscription comprises two relevant components: pay-per-view income and subscription revenue. Increasing membership discounts which means decrease the price gap between member and non-member access.This may boost subscription revenue by converting more casual users into paying members. But, as the article suggests, ‘However, this strategy could simultaneously reduce pay-per-view income, as fewer users would choose pay per order.’

Therefore, as discussed in the article, the pricing strategy of membership systems may potentially impact other revenue models.

2.4.5 The advantages of Advertising Video on Demand(AVOD)

(1) This kind of access models is complementary to subscription system. As the article says, 'Even though most platforms are multiple prize points, and payment plans. They are predict on either AVoD or SVoD model.' (Jean K. Chalaby 2024) So if people don't want to pay for views, they need you watch advertisement. The article suggests 'AVoD services primary monetize their content through advertising.' (Jean K. Chalaby 2024) Thus, advertising revenue can subsidize content cost while encouraging users to become members.

2.4.3 .2 The disadvantages of advertising video on the demand (AVoD)

(1) The frequent appearance of advertisements may disturb with users experience, which may lead to the loss of users (Hub Entertainment Research, 2023).

3.Methodology

3.1 The Research Gap

(1) Secondary information is not 100% current as articles are written in 2022, 2023 etc.. Nowadays in 2025, changing in Chinese Internet administrative politics, improvement in the technology and the psychology of users is quite different from what it was two or three years ago before the COVID-19 pandemic, so the articles written in 2022 or 2023 is not very accurate for now to analyze and to write an new article.

(2) Most articles are focused on the models as used in the US with platforms such as Netflix. Own questionnaire essential to obtain data specifically about the Chinese market (one which is distinctive in terms of culture, tastes etc).If we directly use these examples from the other country or the other platforms, we might overlook the unique variables of Tencent video.

(3) Articles do not focus on Tencent and having data to consider the future direction of Tencent is vital for the project. This might create a critical gap in " Judgment of

Tencent's future Section" effect of these project. Because if the project need to predict how Tencent video will develop better in the future, the project should rely on data, such as it's recent research and development investments, layout, and partnerships with other companies.

Overall, this project need a primary source documents such as questionnaires.

3.2 Research Hypotheses

(1) that If you need to watch long videos (such as TV series) for a fee, you are more likely to purchase Tencent's monthly/yearly membership rather than making a pay per view.

(2) that -If the Tencent video platform could offer more behind-the-scenes footage and other content, would you be more inclined to purchase the long-term membership.

(3) that If the Tencent Video platform has its own original programs or TV series that are broadcast only on Tencent Video , would you be more inclined to subscribe to the Tencent membership.

(4) that in order to enjoy more membership benefits, such as login in two or three device and TV screen projection, people will choose a higher level and more expensive membership(SVIP).

(5) that in Tencent's pay-per-view service, people are more likely to pay for movies, concerts or sports competition rather than TV series.

(6) that if people are already a member of Tencent video, it is acceptable for there will be one or two advertisement per episode in TV series.

(7) that if people are already a member of Tencent video, it is acceptable for there will be one or two advertisement in reality shows or variety shows.

(8) that if the price of the Tencent's membership is reduced, people can accept an increase in the frequency of advertisement appearing.

(9) that if the Tencent video platform introduced more overseas film TV series and variety shows people will be more willing to purchase membership of Tencent.

(10) that If the Tencent Video platform forms a joint membership with other applications (such as QQ Music and Taobao) and enjoys discount benefits, people would be more willing to purchase the Tencent membership.

4 .Results

4.1 Sample Matrix

Table. 1 Sample matrix

Age/Gander	Male	Female	Total
Under 18 years old	2	13	15
18 to 30 years old	1	16	17
30 to 50 years old	19	42	61
Age more than 50 years old	4	4	8
Total	26	75	101

4.2 Results by questions

Table. 2 Results of my questionnaire

	Sample size	Minimum value	Maximum value	Mean	Standard deviation	Median
Question 3	101	1	10	7.93	2.07	10
Question 4	101	1	10	5.32	0.32	5
Question 5	101	1	10	7.53	2.47	10
Question 6	101	1	10	5.65	4.35	10
Question 7	101	1	10	6.08	3.92	10
Question 8	101	1	10	4.51	3.51	1
Question 9	101	1	10	4.49	3.49	1
Question 10	101	1	10	5.4	4.6	10
Question 11	101	1	10	7.63	2.37	10
Question 12	101	1	10	7.79	2.21	10

4.3 Age differences

below

The different attitudes of people of different ages is shown

Table. 3 Age differences

Question/A ge Group	Under 18 years old	18 to 30 years old	30 to 50 years old	Age more than 50 years old	Whole sample mean
3	8.47	7.41	8.05	7.13	7.93
4	5.07	4.24	5.52	6.5	5.32
5	7	7.35	7.62	8.25	7.53
6	4.73	4.71	6.02	6.63	5.65
7	5.53	5.65	6.02	8.5	6.08
8	4.53	3.18	4.59	6.75	4.51
9	5.07	3.12	4.61	5.38	4.49
10	6.27	4.24	5.44	5.88	5.4
11	7.73	7.35	7.48	8	7.53
12	7.47	6.47	8.16	8.38	7.79

4.4 Gander differences

is shown below

The different attitudes of people of different gander

Table. 4 Gander differences

Question/Gander Group	Man	Woman	Whole sample mean
3	8.23	7.83	7.93
4	6.58	4.88	5.32
5	7.88	7.41	7.53
6	6.35	5.41	5.65
7	7.08	5.73	6.08
8	5.27	4.25	4.51
9	4.81	4.37	4.49
10	5.38	5.4	5.4
11	7.85	7.43	7.53
12	7.77	7.8	7.79

5. Discussion

5.1 hypothesis 1

We saw in 2.3.2 the news of The paper in 2024 suggests that TV series is one of the most important part to attract

viewers pay for membership system. Examples are quoted that in the first half of 2024, ,Tencent Video has consistently produced high-quality TV series which directly contributed to a large growth in its membership revenue. Also in 2.4.2.1,according to a report by Poster News in 2024, paying for membership system is more cost-effec-

tive that pay per view. Because for example a TV series has 50 episodes, an average cost of yearly membership is less than 1 yuan per day, but pay per view needs to cost 6 yuan per episode. So that people will choose membership system.

There was strong agreement for this hypothesis also in my own primary research. We see in 4.2.1 that in question 3 the mean response for people when asked the extent to which they felt the choice of partner was important was 7.93. For this question, the standard deviation was 2.07 however. This does suggest that the responses were spread a little far from the mean and that the questionnaire responses might be slightly doubtful with most people feeling that this was strongly important but others not seeing it as an important factor.

There was a high degree of agreement for this hypothesis across all age groups. However, The average of people who age more than 50 is a little bit lower and the average of the people who are under 18 is a little bit higher. This suggests that this hypothesis is not something that is seen very differently by different genders or different aged respondents to my questionnaire.

So, we can conclude at this stage that both the secondary and primary evidence gives strong support for hypothesis 1 and that it should be accepted.

5.2 hypothesis 2

We saw in 2.4.2.1, the Statista 2023 suggests, membership systems incentivize long-term engagement through exclusive benefits such as premium content and discounts, effectively lowering churn rates. So if the video platform provide more interesting content, for example, the new photos or videos of idols, there may be more fans or viewers will prefer to pay for these videos and photos. However, other people may not think these photos or videos deserve they pay for them.

There was some agreement for this hypothesis also in my own primary research. We see in 4.2.2. that in question 4 the mean response for people when asked the extent to which they felt the choice of partner was important was 5.32. For this question, the standard deviation was 0.32. This does suggest that the responses were spread very little from the mean and that the questionnaire responses most people not seeing it as an very important factor.

There was a high degree of agreement for this hypothesis across all age groups. However, The average of people who age more than 50 is a little bit higher and the average of the people who are around 18 to 30 is a little bit lower. This suggests that this hypothesis is something that is seen little differently by different genders or different aged responders to my questionnaire.

So, we can conclude at this stage that both genders the secondary and primary evidence gives some support for hypothesis 2 and that it should be accepted but with doubt.

5.3 hypothesis 3

People buy memberships mainly for a high-quality and different video content. Generally, executives broadcasts or series produced by the video platforms themselves are of higher quality and more attractive to consumers. We saw in 2.4.2.1, Statista 2023 suggests, membership systems incentivize long-term engagement through exclusive benefits such as premium content. Exclusive and original TV series or variety shows that are only broadcast on this platform are usually of high-quality, and thus can be used to attract customers.

There was strong agreement for this hypothesis also in my own primary research. We see in 4.2.3 that in question 5 the mean response for people when asked the extent to which they felt the choice of partner was important was 7.53. For this question, the standard deviation was 2.47. This does suggest that the responses were spread a little far from the mean and that the questionnaire responses might be slightly doubtful with most people feeling that this was strongly important but others not seeing it as an important factor.

There was a high degree of agreement for this hypothesis across all age groups. However, according to the data I've collected, the average of people who age more than 50 is a little bit higher. This suggests that this hypothesis is something that is seen only a little bit differently by different genders or different aged responders to my questionnaire. So, we can conclude at this stage that both the secondary and primary evidence gives strong support for hypothesis 3 and that it should be accepted.

5.4 hypothesis 4

We saw in 2.3.2, according to the Tencent official website, SVIP is more expensive than VIP and people who buy SVIP can enjoy more benefits. But, some consumers may think that the additional benefits are not worth the extra money they have to pay, however, the other consumers think the additional benefits worth.

There was some agreement for this hypothesis also in my own primary research. We see in 4.2.4 that in question 6 the mean response for people when asked the extent to which they felt the choice of partner was important was 5.65. For this question, the standard deviation was 4.35 however. This does suggest that the responses were spread far from the mean and that the questionnaire responses might be doubtful with most people feeling that this was strongly important but others not seeing it as an important

factor.

There was a high degree of agreement for this hypothesis across all age groups. However, according to 4.3, the average of people who age more than 50 is a little bit higher than total average, the average of man is a little higher and the average of woman is a bit lower. This suggests that this hypothesis is something that is seen only a little bit differently by different genders or different aged responders to my questionnaire.

So, we can conclude at this stage that both genders the secondary and primary evidence gives some support for hypothesis 4 and that it should be accepted but with doubt.

5.5 hypothesis 5

We saw in 2.4.1.1, according to the article written by Niklas Björkén(2024) , ‘PPV allows viewers to access specific content or events without long-term continuous payment.’ And this article gave an example, in platforms like UFC, where fans can purchase individual sports fights or events. And also this article says, ‘PPV allows providers to monetize specialized content and live events effectively.’ Then the articles give an example of live broadcast of sports competitions.

There was some agreement for this hypothesis also in my own primary research. We see in 4.2.5 that in question 7 the mean response for people when asked the extent to which they felt the choice of partner was important was 6.08. For this question, the standard deviation was 3.92 however. This does suggest that the responses were spread far from the mean and that the questionnaire responses might be doubtful with most people feeling that this was strongly important but others not seeing it as an important factor.

There was a high degree of agreement for this hypothesis across all age groups. However, The average of people who age more than 50 is a little bit higher. This suggests that this hypothesis is something that is seen only a little differently by different genders or different aged responders to my questionnaire.

So, we can conclude at this stage that both genders the secondary and primary evidence gives some support for hypothesis 5 and that it should be accepted but with doubt.

5.6 hypothesis 6 and hypothesis 7

We saw in 2.4.3.1, the article written by Jean K. Chalaby in 2024 said, the AVoD is complementary to subscription system. If people don’t want to pay for views, people need to watch advertisement. This kind of access model encourage users to become members. Because someone may prefer to pay for a subscription system to avoid advertisement. So, after paying for subscription system, no matter

what is going to be played next, most of the people don’t want to watch advertisement.

There was few agreement for these hypotheses also in my own primary research. We see in 4.2.6 that in question 8 the mean response for people when asked the extent to which they felt the choice of partner was important was 4.51. For these question, the standard deviation was 3.51 however. And we see in 4.2.7 that in question 9 the mean response for people when asked the extent to which they felt the choice of partner was important were 4.49. For these question, the standard deviation was 3.49 however. These do suggest that the responses were spread far from the mean and that the questionnaire responses might be doubtful with most people feeling that this was strongly important but others not seeing it as an important factor.

There was a high degree of agreement for this hypothesis across all age groups. However, The average of people who age more than 50 is a little bit higher than total average in hypothesis 6 and 7. Also, the average of man is a little higher and the average of woman is a bit lower in hypothesis 7. This suggests that this hypothesis is something that is seen only a little bit differently by different genders or different aged responders to my questionnaire.

So, we can conclude at this stage that neither genders the secondary and primary evidence gives some support for hypothesis 6 and 7 that it should not be accepted but with doubt.

5.7 hypothesis 8

We saw in 2.4.3.1, the article said, the AVoD is complementary to subscription system. Some consumers purchase monthly or yearly membership to avoid watching advertisement. So some consumers might not be willing to watch advertisement for the sake of discounts, but the others think they’re willing to watch advertisements to lower the price.

There was some agreement for this hypothesis also in my own primary research. We see in 4.2.8 that in question 10 the mean response for people when asked the extent to which they felt the choice of partner was important was 5.4. For this question, the standard deviation was 4.6. This does suggest that the responses were spread far from the mean and that the questionnaire responses most people not seeing it as an very important factor.

There was a high degree of agreement for this hypothesis across all age groups. However, according to the table in 4.3, the average of people whose age is around 18 to 30 is a little bit lower than total average and the average of the people who are under 18 is a little bit higher. This suggests that this hypothesis is not something that is seen very differently by different genders or different aged re-

sponders to my questionnaire.

So, we can conclude at this stage that both genders the secondary and primary evidence gives some support for hypothesis 8 and that it should be accepted but with some area of doubt.

5.8 hypothesis 9

We saw in 2.4.2.1, the article written by Statista in 2023 suggests, membership systems incentivize long-term engagement through exclusive benefits such as premium content and discounts. Overseas film, TV series and variety shows are kinds of premium content because these contents are hard to be found in China. Therefore, some consumers would like to buy monthly or yearly membership for these interesting content.

There was strong agreement for this hypothesis also in my own primary research. We see in 4.2.9 that in question 11 the mean response for people when asked the extent to which they felt the choice of partner was important was 7.53. For this question, the standard deviation was 2.57 however. This does suggest that the responses were spread a bit far from the mean and that the questionnaire responses might be slightly doubtful with most people feeling that this was strongly important but others not seeing it as an important factor.

There was a high degree of agreement for this hypothesis across all age groups and across genders with little differences in the mean values calculated for these groups. This suggests that this hypothesis is not something that is seen differently by different genders or different aged responders to my questionnaire.

So, we can conclude at this stage that both the secondary and primary evidence gives strong support for hypothesis 9 and that it should be accepted.

5.9 hypothesis 10

In addition to the evidence already shown in Section 2, further information is available in Tencent's Q4 Financial Report (2023). The main conclusion to this study was that the average yearly consumption frequency of joint membership users is 22% higher than that of single membership users, indicating a high degree of demand matching. This conclusion indicates the conception of joint membership is widely accepted by people.

There was strong agreement for this hypothesis also in my own primary research. We see in 4.2.10 that in question 12 the mean response for people when asked the extent to which they felt the choice of partner was important was 7.79. For this question, the standard deviation was 2.21. This does suggest that the responses were spread a bit far from the mean and that the questionnaire responses might

be slightly doubtful with most people feeling that this was strongly important but others not seeing it as an important factor.

There was a high degree of agreement for this hypothesis across all age groups. However, The average of people who age more than 50 is a little bit higher and the average of the people who are around 18 to 30 is a little bit lower. This suggests that this hypothesis is something that is seen only little differently by different genders or different aged responders to my questionnaire.

So, we can conclude at this stage that both the secondary and primary evidence gives strong support for hypothesis 10 and that it should be accepted.

6. Conclusion and Evaluation

How can Tencent Video explore various viewer access models for long-form video access in order to grow revenue in the next 5 years?

According to the results of the research, it is clear that the most effective way for Tencent to grow revenue in the next 5 years is to ensure that pay per view of long video formats such as TV series are priced highly as this will encourage people to take a membership to avoid pay per view and pay for the membership system. This hypothesis 1 has very strong support in the literature but also has the highest mean figure in my own research with only little disagreement between genders and age groups.

The second most important way is to forms a joint membership with other applications (such as QQ Music and Taobao). This hypothesis 10 has a strong support in the literature but also has the second highest mean figure in my own research with little disagreement between genders and age groups

Other ways that are shown to be important include produces its own original programs or TV series that are broadcast independently to attract more viewers, provide pay per view service in movies, concerts and sports events. It is also welcomed to introduces more overseas films on the platform under membership scheme. These hypotheses have support in the literature but also has high mean figures in my own research with a little disagreement between the gender and age groups.

Ways that were subject to research but were found to be of less importance include - hypothesis 2,4,6,7,8. For example, reduced the price of the membership with increase the frequency of the advertisement and let the members to watch advertisements and so on. These hypotheses have some support but with uncertainties in the literature and also the mean figures of them is around five or even lower than five with some disagreement between the gender and the age groups.

Hence, in the future if Tencent Video prioritizes pricing the pay per view of long-form videos highly to incentivize membership subscriptions, then this could significantly boost revenue of people purchasing for membership system while reducing reliance on pay-per-view models.

If Tencent Video forms joint memberships with platforms like QQ Music, then it may attract a broader user base because the cross-platform value.

If the platform invests heavily in original content then it could differentiate itself in the market, but this strategies requires the platform to continue producing high-quality production.

If Tencent Video ignores less effective strategies like advertisements system then it might avoid divergent interest of users who demand for ad-free experiences, though this could limit short-term advertisement revenue opportunities.

During the project, I read a lot of secondary research and get a good number of results of my questionnaire.

However, the accuracy of my research conclusion is not 100%. This may because I actually can find greater amounts of directly relevant articles. But, because of the limited time so I can't find these directly relative articles. Also because the sample size of my primary research is limited. The description of age and gender is uneven because people who can answer my questionnaire are only my friends and family members. Additionally, any conclusions are always uncertain due to competition, changes in tastes and fashion, macro economic factors such as GDP unemployment etc..

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Appendix

Results of the questions in my questionnaire

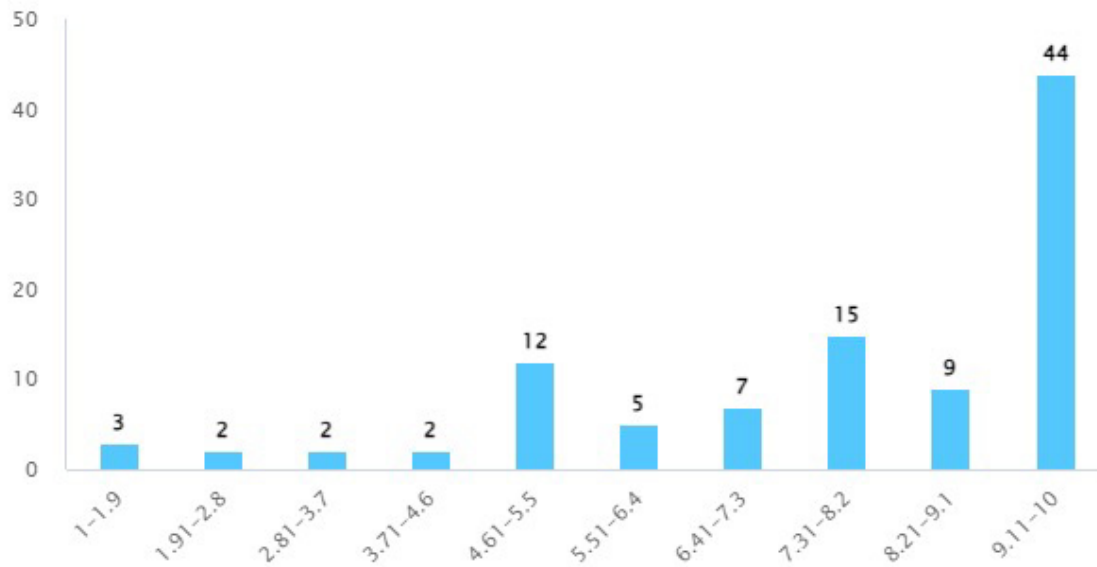
Question three—If you need to watch long videos (such as TV series) for a fee, you are more likely to purchase

Tencent's monthly/yearly membership rather than making a pay per view. How much do you agree with this view? On a scale of 1 to 10.

This question was asked as an agreement scale question

with 1 being 'strongly disagree' and 10 being 'strongly agree.'

The distribution of responses is shown below



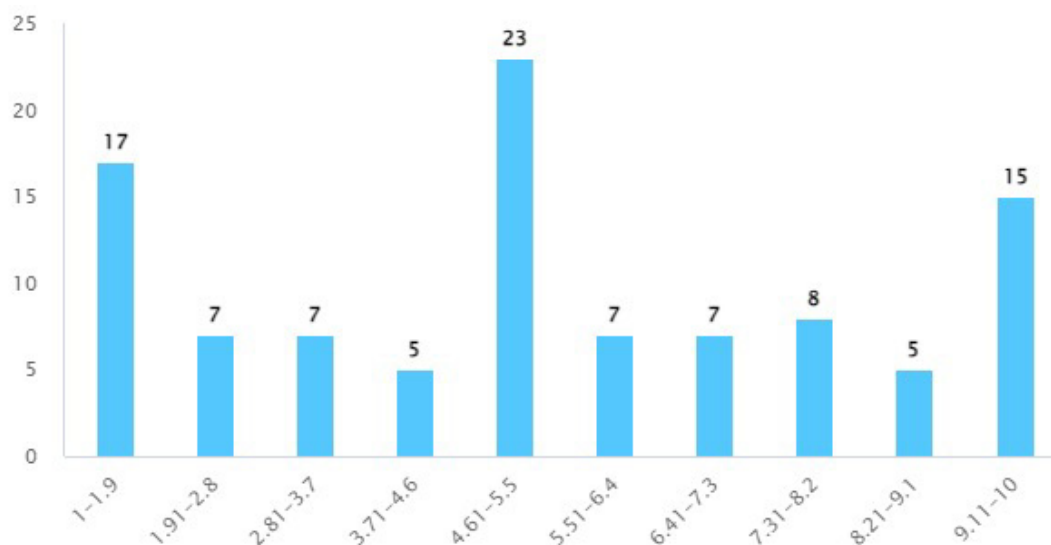
The mean for this question was 7.93. The mode was 10 and the standard deviation was 2.07. This shows that the data for this question was reliable.

Question 4 —If the Tencent video platform could offer more behind-the-scenes footage and other content, would you be more inclined to purchase the long-term member-

ship? How much do you agree with this view? On a scale of 1 to 10.

This question was asked as an agreement scale question with 1 being 'strongly disagree' and 10 being 'strongly agree.'

The distribution of responses is shown below



The mean for this question was 5.32. The mode was 5 and the standard deviation was 0.32. This shows that the data for this question was highly reliable.

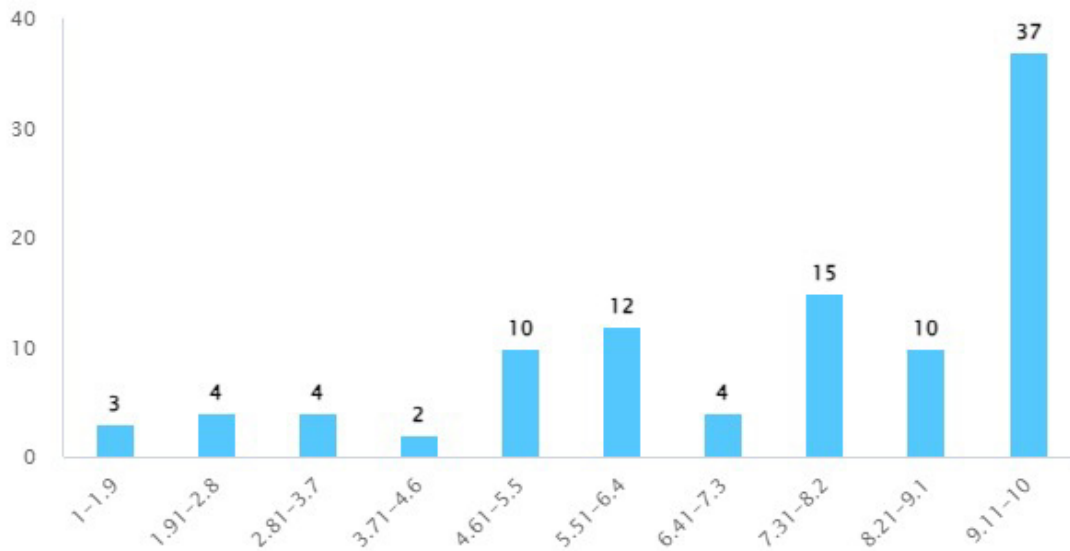
Question 5 —If the Tencent Video platform has its own original programs or TV series that are broadcast inde-

pendently, would you be more inclined to subscribe to the Tencent membership? How much do you agree with this view on a scale of 1 to 10?

This question was asked as an agreement scale question with 1 being 'strongly disagree' and 10 being 'strongly

agree.’

The distribution of responses is shown below



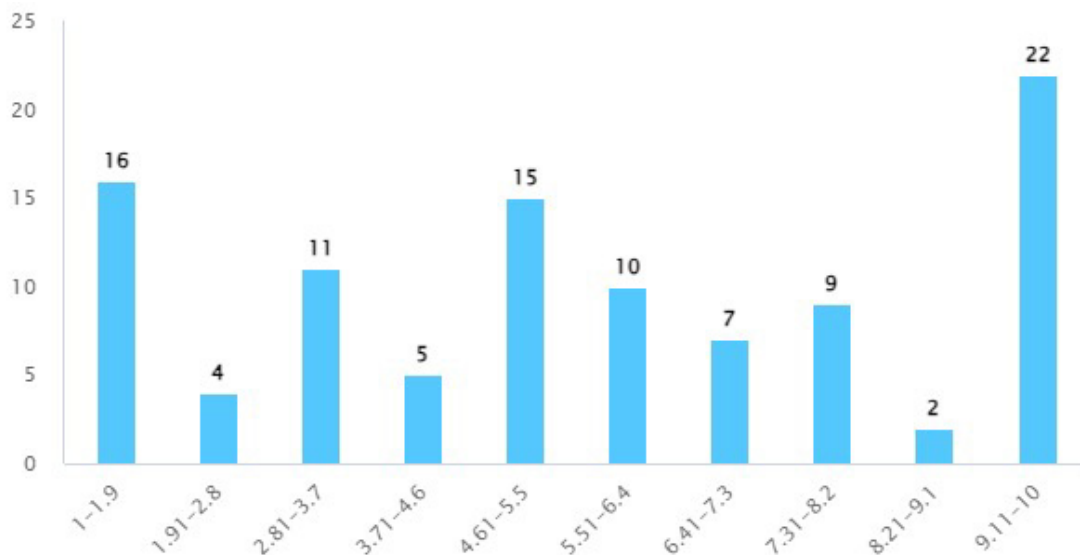
The mean for this question was 7.53. The mode was 10 and the standard deviation was 2.47. This shows that the data for this question was reliable.

Questions 6 —In order to enjoy more membership benefits, such as multi-device login and TV screen projection, I would choose a higher-level and more expensive member-

ship (SVIP). How much do you agree with this view? On a scale of 1 to 10.

This question was asked as an agreement scale question with 1 being 'strongly disagree' and 10 being 'strongly agree.'

The distribution of responses is shown below



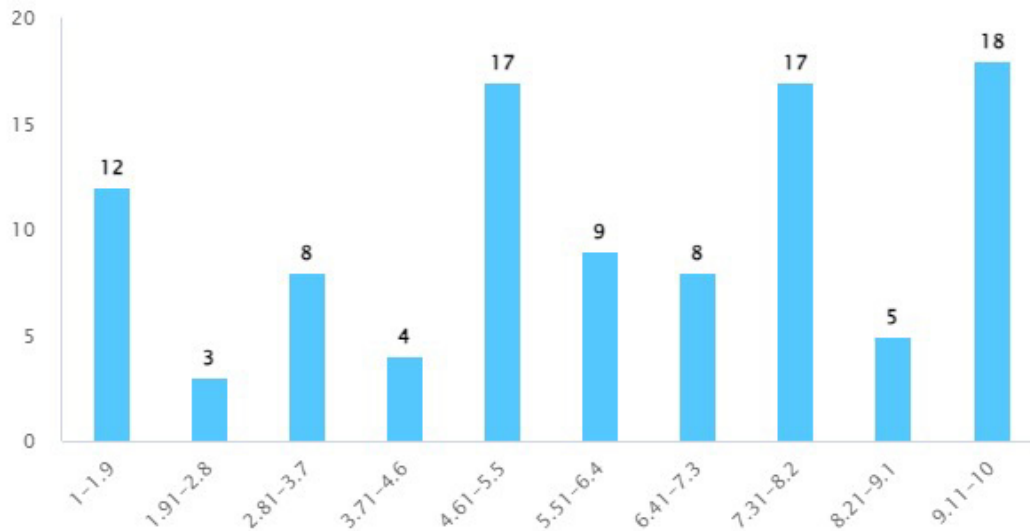
The mean for this question was 5.65. The mode was 10 and the standard deviation was 4.35. This shows that the data for this question was less reliable.

Question 7 —In Tencent's pay per view service, you are more likely to pay for movies, concerts or sports events rather than TV series (TV dramas). How much do you agree with this view? On a scale of 1 to 10.

This question was asked as an agreement scale question

with 1 being 'strongly disagree' and 10 being 'strongly agree.'

The distribution of responses is shown below



The mean for this question was 6.08. The mode was 10 and the standard deviation was 3.92. This shows that the data for this question was less reliable.

Question 8 —If you are already a long-term Tencent member, it is acceptable for there to be one or two advertisements per episode in TV dramas. How much do you

agree with this view? On a scale of 1 to 10

This question was asked as an agreement scale question with 1 being 'strongly disagree' and 10 being 'strongly agree.'

The distribution of responses is shown below



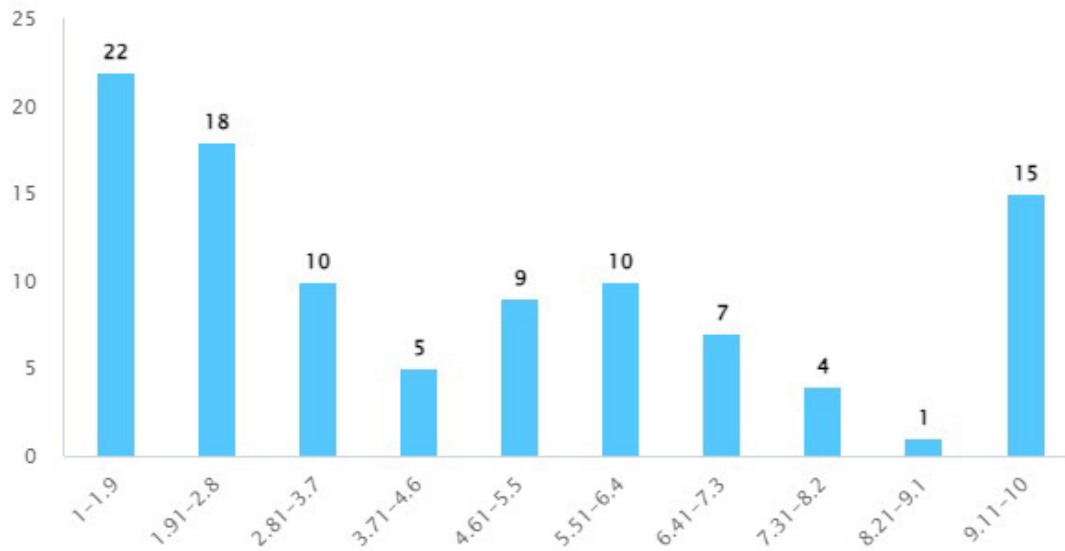
The mean for this question was 4.51. The mode was 1 and the standard deviation was 3.51. This shows that the data for this question was less reliable.

Question 9 —If you are already a long-term Tencent member, advertisements appearing in reality shows or variety programs are acceptable. How much do you agree

with this view? On a scale of 1 to 10.

This question was asked as an agreement scale question with 1 being 'strongly disagree' and 10 being 'strongly agree.'

The distribution of responses is shown below



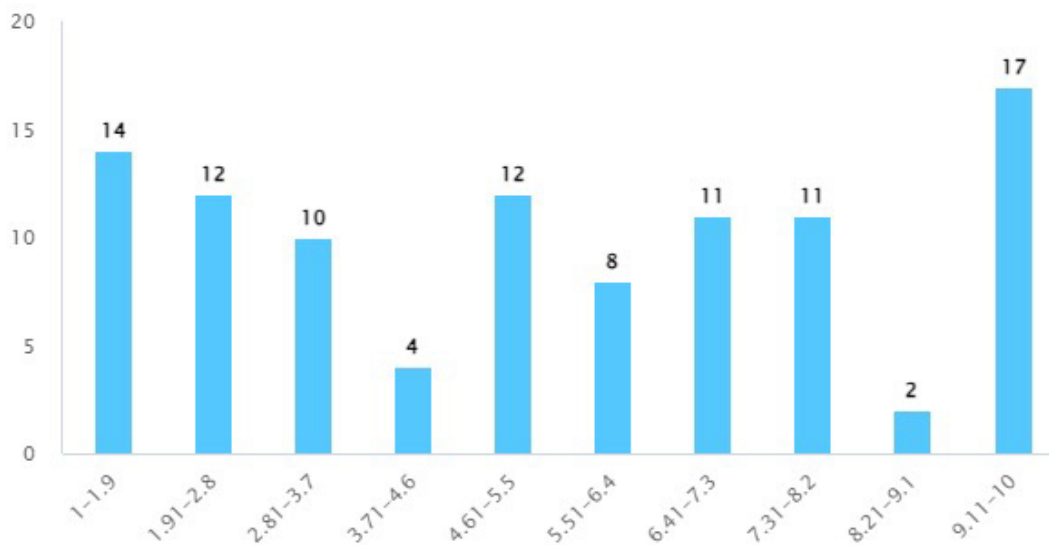
The mean for this question was 4.49. The mode was 1 and the standard deviation was 3.49. This shows that the data for this question was less reliable.

Question 10 —If the price for Tencent's monthly and yearly membership is reduced, you can accept an increase in the frequency of advertisements appearing in the videos.

On a scale of 1 to 10, how much do you agree with this view?

This question was asked as an agreement scale question with 1 being 'strongly disagree' and 10 being 'strongly agree.'

The distribution of responses is shown below



The mean for this question was 5.4. The mode was 10 and the standard deviation was 4.6 This shows that the data for this question was less reliable

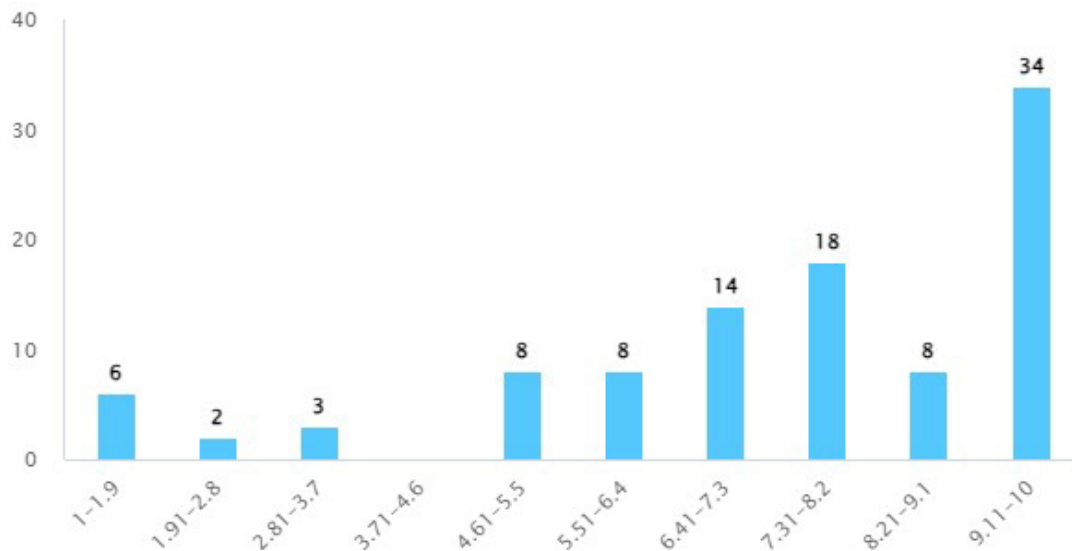
Question 11 —If the Tencent platform introduces more

overseas films, TV series and variety shows, would you be more inclined to subscribe to the Tencent Video membership? How much do you agree with this view? on a scale of 1 to 10.

This question was asked as an agreement scale question with 1 being 'strongly disagree' and 10 being 'strongly

agree.'

The distribution of responses is shown below



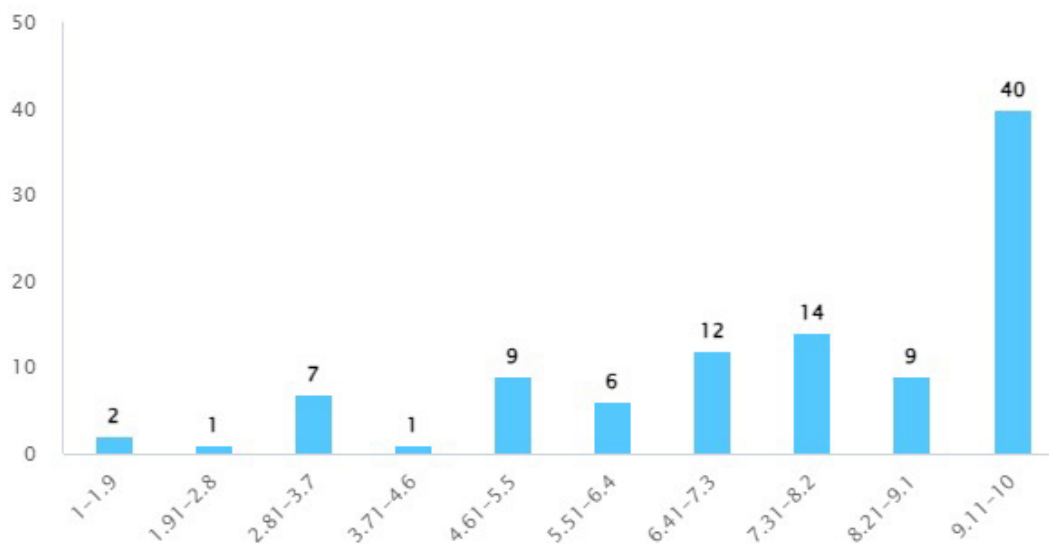
The mean for this question was 7.63. The mode was 10 and the standard deviation was 2.37. This shows that the data for this question was reliable.

Question 12 — If the Tencent Video platform forms a joint membership with other applications (such as QQ Music and Taobao) and enjoys discount benefits, you would be

more willing to purchase the Tencent membership. How much do you agree with this view? On a scale of 1 to 10.

This question was asked as an agreement scale question with 1 being 'strongly disagree' and 10 being 'strongly agree.'

The distribution of responses is shown below



The mean for this question was 7.79. The mode was 10 and the standard deviation was 2.21. This shows that the

data for this question was reliable.