

Driving Factors, Effect Analysis and Countermeasures of the Development of China's Live Broadcast Platform

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The outbreak of coronavirus-19 epidemic has an unprecedented impact on economic and social development. Many traditional industries have stopped at one time, but the platform economy which is based on digital technology has accelerated its development and become a new driving force of China's economic growth. As a new type and mode of business, live broadcast has grown rapidly with unique transmission advantages in this special environment, which not only meets the "no contact" demand during the epidemic situation, but also promotes the integration of online and offline. The development of live broadcast platform not only energizes the traditional industry, but also opens up the new growth space of China's economy, expands the new field of labor and employment, and plays an important role in rural revitalization and overcoming poverty. As a new form and model of business in recent years, the live broadcast platform needs the active guidance and support of the government, and needs to strengthen supervision and governance to promote its healthy, orderly and sustainable development.

Keywords: live broadcast platform, digital economy, regulatory mechanism, fair competition, governance countermeasures

1. Introduction

In response to the government's call for quarantine, people's social and entertainment needs can only be carried out online, leading to a sharp increase in live broadcast anchors. The era of "anchor for everyone" is coming, each person with special skills can be suited to their own platform and show their own skills. Since 2020, people who came from more than 100 kinds of professions have stepped into live broadcast rooms, making themselves become "live broadcast anchors". No matter the talented people or businessman come into the rooms in great number, which has created the opportunity for the arrival of the era of national live broadcast.

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According to the *2020 China Network Audio-visual Development Research Report* which was released by the Network Audio-visual Program Service Association in Chengdu, up to June 2020, the scale of network audio-visual users in China has reached 901 million. The duration of short videos with 110 minutes per person per day exceeded that of instant messaging. The 2020 Taobao Live New Economic Report showed that the number of live broadcast platform accounted increased significantly from 2019 to 2020, with a growth rate of 100% from 2018. Different live broadcast platforms have different audience groups, technology and industry advantages. Comprehensive live broadcast platform includes Tiktok, Bilibili, Doyu, Huya, etc. Live broadcast platform includes Tiktok, Quick worker, Bilibili, Watermelon and so on. Game live broadcast platform includes Doyu, Huya, War flag, Panda, Penguin, etc. Shopping live broadcast platform includes Taobao, Jingdong, Pinduoduo, Xiaohongshu, Tiktok, Quick worker, etc. Sports live broadcast platform includes CCTV, Xinying sports, Tencent sports, PPTV sports, Live broadcast bar, etc. Knowledge sharing type live broadcast platform includes Tiktok, Bilibili, Dedao, Zhihu, Quick worker, etc. In 2020, the scale of live e-commerce exceeded trillion yuan. Live broadcast platform is becoming an indispensable new force in China's economic development (Wen and Wei 2019).

2. The Driving Force of the Rapid Development of China's Live Broadcast Platform

2.1. The Growth of Internet Users

In the first half of 2020, China's network infrastructure construction, the scale of Internet users, Internet penetration rate and so on have reached a new level. By June 2020, Internet users has reached 940 million, with 36.25 million new Internet users higher than that in March 2020. Internet penetration reached 67.0 percent, 2.5 percentage points higher than March 2020. Rural Internet users reached 285 million, 30.4% of all Internet users, 30.63 million more than that in March 2020. The gap of Internet penetration between urban and rural areas has narrowed by 6.3 percentage points.¹ Along with the promotion of fixed broadband and mobile broadband both into the gigabit (G bits) era, the network broadband users are growing rapidly. The network applications meet the needs of users such as travel, entertainment, social networking, consumption and information acquisition, meet the needs of all ages and strata, increase the use of Internet users and improve the quality of life of users. Especially the rise of Z generations, they are growing up with the Internet, their

¹ Source: CNNIC 2020 46th "China Internet Network Development Statistics Report—The Size and Structure of Internet Users".

work, study and life can not be separated from the Internet. According to the data analysis, from the age distribution, Taobao live user groups are concentrated in the 1980s and 1990s, followed by the 1970s, while the 2000s has also occupied a considerable proportion.

2.2. New Technology and New Infrastructure Has Created a Hardware Environment for Live Broadcast

In recent years, the wide application of social new media applications, big data, mobile internet, cloud computing and other technologies has constituted the foundation of the development of internet intelligence. The development of internet of things, artificial intelligence, VR/AR and other technologies makes “smart media” a major trend in the future media development. In the live room, users can improve the user’s experience through technical beauty, hair change, modeling and so on. We are facing an era of digital media interaction for all people, and digital communication technology has penetrated deeply and achieved extended development in various fields. Big data provides convenience for the live broadcast platform to push accurate users. The platform can calculate consumers’ preference according to the time that consumers stay in a certain video and constantly push the video of interest to consumers. Mobile Internet and industry 5G have provided technical support for Internet users to participate in the network classroom, multi-dimensional socializing and achieve online transactions without leaving home in the live broadcast platform anytime and anywhere, which improved the time utilization rate of citizens and enhanced the well-being of people’s lives.

2.3. Professionalization of Live Platform Practitioners

Entrusted by the Ministry of Human and Social Affairs, the China Employment Training Technical Guidance Center issued the announcement on the publication of new vocational information on May 11, 2020, with 10 new occupations to be added. The new vocations include internet marketers who use network interaction and communication credibility to do multi-platform marketing promotion for enterprise products. “Live salesman” is added to “Internet marketer”, its main task includes building digital marketing scenes, promoting multi-platform marketing of products through live broadcast or short video, enhancing their own communication influence, strengthening the activity of user groups and promoting the conversion rate of products from attention to purchase. Up till now, many live broadcast anchors have become professional and promoted the high-quality development of the platform.

2.4. Live Ecosystems Have Gradually Formed

Live broadcast ecosystem is an industrial chain dynamic balance system with self-regulation function. In this system, MCN (Multi-Channel Network, a multi-channel network product form and a new network economic operation model) organization or anchor regards live broadcast platform as stage, they are audience-centered, the video/audio contents are their programs, the e-commerce platform achieves transactions through customers' video-on-demand. Each subject in this system influences and interacts with each other. The ecosystem connects the gaps in the value chain, and users can experience a series of products and end-to-end services through a single access point. The live broadcast platform breaks the regional restriction of the original traditional industry, it takes the product, the service, the industry as the basic element of the live broadcast industry, with the help of the logistics network, focuses on the integration of the industry, forms the live broadcast economic ecological circle, and brings a new economic growth point. Live broadcast ecosystem accelerated the rapid development of MCN organizations, e-commerce platform and live broadcast base. There are many ways for Chinese MCN organizations to earn money, including advertising marketing, platform subsidies, content e-commerce, curriculum sales, derivatives sales, IP authorization, etc. According to the estimates of Ai Media Consulting, China's MCN market was expected to reach 24.5 billion yuan by the end of 2020, and the number of Chinese MCN organizations would exceed 20000, reaching 28000. In 2020, the competition of mainstream platform was fiercer, platform's strategic support accelerated the full outbreak of e-commerce platform. In addition, the number of live broadcast base is also increasing, Guangdong clothing industry has created a large live broadcast base covering an area of about 15000 square meters. Shenzhen Shuibei Gold Jewelry Live Base also creates a high-quality business environment and development space for jewelry industry and business enterprises (Yan, 2021).

3. Analysis on the Effect of China's Live Broadcast Platform: Taking Live E-Commerce as an Example

As the commercial application of broadcast, the essence of live e-commerce is that the anchor uses instant video and audio communication technology to introduce, display, explain and promote goods or services synchronously, and communicate and interact with consumers in order to achieve business activities for the purpose of transaction. Live e-commerce is one of the many marketing methods in the era of digital economy. Live e-commerce is a rapidly rising new service and new business. After the development in recent years, the ecology of live e-commerce has become more and more perfect, and many roles such as supply chain, online store, multi-

channel network (MCN) organization, anchor, platform, user, service provider and government departments perform their respective duties. Ecological division of labor comes towards specialization, refinement and verticalization, providing users with a better shopping experience through mutual cooperation, forming a new ecology with rapid development. But it should also be noted that the live e-commerce ecosystem is changing dynamically, and with the continuous innovation of business model, the roles and division of labor will also change.

3.1. Activating Consumption Potential and Boosting “Domestic and International Double Circulation”

Recently, China has proposed a new development paradigm featuring dual circulation, in which domestic and overseas markets reinforce each other, with the domestic market as the mainstay. The epidemic situation catalyzes the accelerated development and innovation of the new online consumption mode, activates the consume potential and transforms it into real purchasing power. For example, the epidemic has cultivated consumers' new habits, because a huge number of consumers can buy everything without leaving home. Live broadcast covers all industries, and many businesses can be developed rapidly because of it. From the latitude of live broadcast penetration, home appliances, cars, life appliances and some other industries suddenly came to the fore in the epidemic period, some live scenes such as selling houses, selling cars, fitness, late night canteen, museum, Potala Palace sightseeing and so on emerge in endlessly. According to *2020 Taobao Live Broadcast New Economic Report*, live transactions of many industries rose. Among them, live broadcast decoration performance attracted many people, with the transaction 16 times higher than before. Live guidance transaction of related offline catering rose to 439% month on month. In addition, live fitness products, live reading, live office for the corresponding commodity transaction guidance is equally attracting. Remote interactive online education, remote real-time medical diagnosis and treatment, remote multi-point concerts and so on have been quickly recognized by the public during the epidemic.

During the epidemic period, the head of a county or a town sold goods in the live broadcast platform, thus, a large number of excellent agricultural products, which was originally unable to be known by others, were spread to China and even the world. According to Taobao data report, until the first quarter of 2020, live broadcast of agricultural products has reached more than 1.4 million, covering 31 provinces, more than 2000 counties, and more than 60000 new farmers has joined it. Hundreds of melons can be sold in a few seconds, hundreds of clothes can be sold in a few minutes, and thousands of specialty products can be sold in half an hour and these phenomena emerge in endlessly. Many specialized manufacturers and designers also

show their capabilities in the live broadcast platform, which broadens consumer's horizon and thinking.

3.2. Live Broadcast Promotes the Resumption of Production and Rehabilitation

During the epidemic period, in order to avoid contact and flow of people, many shopping malls, supermarkets, restaurants and so on have joined the live broadcast. Live commerce can not only help reduce business inventory, but also benefit consumers by reducing the cost and price. A person in charge of Yintai Department Store said that in a 3-hour live broadcast, the number of consumers of a shopping guide service can reach the equivalent of 6 months of passenger flow. The sales generated by a live broadcast are equivalent to a week's revenue in the store.¹ In addition, medical consultation, sports fitness, online travel and so on also attract a large number of flow through the live broadcast platform, which effectively enhances users' stickiness and platform income. With the encouragement of the educational authorities, primary and secondary schools throughout the country carried out online classes during the epidemic period, and students, under the guidance of teachers, had no school holidays and no classes. A large number of teachers became excellent anchors with teaching skills and live broadcast skills after a period of live broadcast online. More people with a skill and willing to spread knowledge were also driven by the new business model to set up a live broadcast number and won a large number of fans. At the same time, the government and various organizations, television stations, industries and so on produced a large number PGC program, such as "poverty relief festival", "Network Spring Festival Gala" and Wuhan University cherry blossom live broadcast under the background of the epidemic in 2020, which can better meet the multiple needs of users for content.

3.3. Enabling the Traditional Economy and Promote Industrial Upgrading

The sales path of live e-commerce can be simply regarded as goods-anchor-consumer. Goods are the key of live commerce and live e-commerce on the surface is the competition of flow, and behind it is supply chain capacity test. The development of live e-commerce provides a new opportunity for the transformation and upgrading of Chinese traditional manufacturing industry. One way of combining traditional manufacturing industry with live e-commerce is factory live broadcast. In the past, the production workshop of goods was "far away" from consumers, but now through the form of factory live broadcast, consumers can further understand the design,

¹ Business "cloud return to work" live 3 hours of passenger flow = 6 months operation, <https://money.163.com/20/0220/08/F5QJODKH00258105.html>.

production, assembly and other links of goods, so as to have a comprehensive understanding of the factory's product manufacturing model and process. Consumers can evaluate the manufacturing capacity of a brand, so that consumers will be more targeted in the final product purchase.

Introducing live e-commerce into factory workshops to allow consumers to fully view and understand the production process of goods actually plays a supervisory role, which also forces the transformation and upgrading of upstream traditional manufacturing enterprises, allowing traditional manufacturing enterprises to jump out of their inherent thinking, carefully examine all aspects of the industrial chain from design, manufacturing, circulation to sales and after-sales, find out the existing problems in time, and come up with an optimization scheme as soon as possible to enable enterprises to provide consumers with reverse customization C2B, innovate products' functions and marketing methods in the wave of digitization and intelligence.

In addition, the introduction of live e-commerce into the manufacturing industry to achieve factory's direct broadcast and direct marketing can shorten the marketing link, make the factory more comprehensive and faster to grasp consumers' preferences, quickly adjust the style, fabric, color, etc. of goods, achieve factory flexible production, and reduce R&D costs and stock pressure. A large number of old factories, department stores and wholesale markets are extending their marketing style from offline to online on the live e-commerce "express" and realizing "Nirvana rebirth", such as Hangzhou Sijiqing clothing wholesale market, Yunnan Ruili jade wholesale market.

3.4. Promoting New Employment Patterns and Expanding Employment

The huge consumption scene brought by live e-commerce not only expands the marketing channels of traditional industries, but also brings the employment of "new individual economy" on the Internet platform, and gives birth to a series of new employment patterns around the live e-commerce industry. In addition to the well-known anchorman, the live broadcast studio also creates a variety of new jobs, such as assistant broadcast, selection, script planning, operation, field control and so on. According to a new estimate from Renmin University of China, Taobao live broadcast has led to 1.731 million direct and indirect employment opportunities, including 1.022 million transactional employment opportunities and 709000 new job opportunities.¹

Direct e-commerce-driven employment opportunities can be divided into two

¹ Taobao Live Employment Measurement, College of Labor and Personnel, Renmin University of China, July 17, 2020.

types: one is trading employment opportunities, that is, employment opportunities contained in the upstream and downstream production, logistics, trading and other links of commodity-driven related industries, similar to traditional e-commerce; the other is new jobs and related job opportunities, including employment opportunities for MCN organizations and anchors, as well as a variety of new jobs related to broadcast, selection, script planning, operation, field control and so on. Due to the strong demand for live broadcast talents, in February 2020, the first Taobao live broadcast professional graduates of a vocational college in Tengchong, Yunnan Province, were all “booked” before graduating. To this end, in Zhejiang, Shanghai, Guangzhou, Sichuan and other places which value live e-commerce more important, more than 40 schools united with platforms, institutions and businesses have targeted training Taobao live talents. The talent demand of live broadcast industry presents more inclusive and flexible characteristics, there is no educational background and experience requirements for about 70% of the posts which put more emphasis on the practical skills (Bi, 2020).

3.5. Helping Rural Areas Out of Poverty and Promoting Rural Revitalization

Both a mobile phone and a selfie stick have become “new farm tools” for farmers to get rid of poverty and become rich, more and more farmers have become anchors, and began to sell their own agricultural products in live broadcast platform. Under the impact of the COVID-19 epidemic, many local agricultural products faced unsalable problems, in order to sell these agricultural products, many local officials also began to join in the live broadcast. Tiktok, KuaiShou, JingDong, Pinduoduo and other platforms opened special live studio for county magistrate and mayor, who incarnated “salesman” for local specialty and recommended local characteristics of agricultural products to netizens. In addition, some famous network anchorman also opened public welfare live to help farmers, facilitating the smooth export channels of agricultural products. Since the launch of “village broadcast plan” in 2019, Taobao live broadcast has reached 1.4 million sessions, covering over 2000 counties or municipalities in 31 provinces and leading more than 60000 new farmers to live. Sales volume of agricultural products reached 6 billion yuan, more than 500 county magistrates joined in the live broadcast to sell goods, helping their county’s farmers increase their income (Ren, 2020).

The practice of these years has fully shown that live e-commerce is a powerful tool to help rural areas out of poverty. In order to sell agricultural products more effectively with live broadcast, some difficult problems should be solved: first, the supply chain of agricultural products is relatively backward, and at present, packaging, cold chain, logistics, warehousing and so on can not keep up with each other, which affects the preservation and distribution of commodities and causes a large number of

after-sale problems. Second, the quality control of agricultural products is not strict, especially in some poor areas in the central and western regions. Because of the low level of marketization of agricultural products, the quality control is not meticulous; the consumer's experience is not good, some consumers even don't want to buy agricultural products with love any more. Third, farmers' live broadcast talent is in short supply, at present, there still mainly rely on the mayor, county magistrate and other officials to sell agricultural products, while there is few farmer selling goods in live broadcast studio. Therefore, it's important to train more professional farmers' live broadcast team in the future.

4. Main Problems of China's Live Broadcast Platform

Live broadcast platform is a new form of business with the popularization and application of mobile Internet. After gaining many fans on the live broadcast platform, the high return on capital with goods or advertisements has become the driving force for many people to work as anchors on the live broadcast platform. The dramatically development of live broadcast platform and the illusion of high return not only brought about the prosperous development of live broadcast platform, but also caused some problems.

4.1. Anchorman's Quality of Live Broadcast Platform Is Uneven with Strong Utilitarian

In order to attract flow, the live broadcast platform does not set an entry threshold for anchors and practitioners, and there is no strict anchor identity review system. Everyone can become anchor, resulting in uneven quality of anchors and practitioners. First, in order to achieve the task assigned by the platform and to get fans' pursuit, some platform anchormen show a variety of acting cute, vulgar content to cater to the public, audiences can see whatever they like or not like. Second, the anchorman is not responsible for what he says. Some "star anchors" use extreme words such as "lowest" and "most beautiful" that has been forbidden in advertising laws in the process of live broadcast. These actions are suspected of exaggerating propaganda and other illegal propaganda problems, which may deceive and mislead consumers. Third, some anchors are only responsible for sales, but not responsible for reviewing the quality of the goods that they sell, so that customers receive fake goods or defective goods. Fourth, some anchors make fake flow to improve ratings or increase advertising costs (Zheng and Lan, 2020).

4.2. The Content of the Live Broadcast Platform Is Messy and Lacks Supervision

China's live broadcast industry mainly depends on government supervision,

but supervision lags behind the development of the industry, resulting in the lack of supervision and the disorderly growth of the live broadcast industry. The live broadcast platform has the attribute of market organizer and should take the responsibility of content supervision actively, but because a single platform lacks the public data of content review and industry review standard, and the review cost is high, it lacks review from time to time. In the early stage of the platform, in order to quickly attract fans, the platforms pay more attention to the flow rather than the content itself. They are lack of effective real-time monitoring of live broadcast content, or even adopt laissez-faire, leading to some anchors do whatever they want, resulting in extreme, malignant live broadcast events frequently, challenging social order and good customs, and challenging the bottom line of social morality, which has a negative impact on society. At present, e-commerce live broadcast has become a new type of network sales mode that all people pay attention to and participate in, but the e-commerce live broadcast platform does not have the ability to review the business premises, product quality and business legitimacy of e-commerce. The content description of some commodities is seriously inconsistent with the actual use, and the number of consumers returns and complaints has risen sharply (Wang, 2020)

4.3. Vicious Competition Happens Frequently in Broadcast Platform

Although the current live e-commerce has entered the era of “all things can be broadcast, everyone can broadcast”, the degree of product homogenization is high, the competition between platforms and anchors is depending on price, and the phenomenon of platform homogenization competition is prominent. Due to the lack of corresponding industry system constraints, a variety of vicious competition appear between live broadcast platforms. For example, a live broadcast platform lacks the management system and performance reward system of long-term contract anchors. Some leading anchors with their own flow do job-hopping frequently, which causes big loss of original platform. The original platform then uses the same way to poach other platform’s famous anchors, resulting in a vicious circle of industry competition. Even if there is a platform launching live union to restrict anchor’s job-hopping, there are still some live union do job-hopping with its anchor. Platform competition and anchor competition have resulted in live broadcast market chaos and developing disorderly. In addition, the increasing fierce poaching, bidding up the anchor’s value and even malicious smear have reised public relation expenses and operating costs of the entire live broadcast industry, the live broadcast industry has thus fallen into an endless cycle of vicious competition, which seriously hindered the healthy development of the industry (Zhou, 2020).

4.4. Some Live Broadcast Platform's E-Commerce Service Capacity Is Weak, Consumers' Rights and Interests Are Not Guaranteed

Some live broadcast platforms, especially some live e-commerce platform changed from entertainment, games or social platform, are in the groping stage of live e-commerce. They are lack of corresponding trading system, service system and governance system of e-commerce, therefore the corresponding service ability and governance ability are mixed, bringing consumers poor logistics, payment and after-sales service experience, and even leading to consumers' return difficulty and claims difficulty (Zhang, 2016).

4.5. Unbalanced Development between Platforms, Anchors and Brands, and Inadequate Ecosystem for Live Broadcast

The current platform mainly relies on commission; anchors mainly rely on cover charge and commission, while the brand mainly relies on traditional marketing advertising, sales costs, cover charge and commission. Some platforms are dedicated to change flow into money under the absence of an e-commerce system, so consumers' rights can not be guaranteed. Famous anchorman makes money quickly, which attracts several stars to take part in live broadcast, and brings negative influence on live broadcast as a whole due to no live broadcast experience and skills (Chen, 2020). Brand merchants, who think that live broadcast will make money quickly, join the live broadcast and blindly chase high data on the platform, which deviates from the logic of business operations. Throughout the whole e-commerce live industry chain, it is still at the stage of independent development of each chain, the degree of cohesion of each part is low, and there is still a long way to go for the healthy development of ecology.

5. Suggestions and Measures for Strengthening the Governance of Live Broadcast Platform

5.1. Implementation of the Qualification Certification System for Practitioners of Live Broadcast Platform

In order to promote the benign interaction between live broadcast and industry, enhance the ability of live broadcast platform to sustain able development, and enhance the basic competencies and quality of practitioners of live broadcast platform, relevant authorities should improve the access review mechanism of live broadcast platform anchor as soon as possible, strengthen the qualification certification system for anchor, and regularly restrict or even eliminate the hosts who

have been complained frequently and do not meet the requirements of the platform. Vocational skills training for live broadcast practitioners should be provided, including e-commerce, live broadcast e-commerce, cross-border e-commerce and other related courses, so as to promote the organic connection of e-commerce education chain, talent chain and industrial chain, innovation chain, and cultivate innovative e-commerce talents with quality and ability. Attention should be paid to collaborative innovation so as to help the industry to promote the digital upgrading of e-commerce (Chen, 2020).

5.2. Perfecting the Supervision Mechanism of Live Broadcast Industry Chain and Optimizing the Development Ecology of Live Broadcast Industry

Platform operators should improve the entry principle of various platform entities, clarify the nature, rights and obligations of various subjects, including intellectual property rights, rights to be respected, trading rights, property security rights, independent chosen rights and real-name registration, identity verification, information management, preservation and timely reporting, cooperation with investigation and other obligations. The nature of the content broadcast of each live broadcast platform should be made clear, including the nature of the transactions, so as to strengthen the content review mechanism for the content providers and remove or correct the video in time that are inconsistent with the social values and are likely to have adverse effects on the society. The hosting entities of platforms that endanger the safety of citizens' property and have pitfalls of abduction should be banned, and if necessary, the live broadcast numbers should be sealed and the consumers' losses should be compensated and reported to relevant authorities. Service-oriented enterprises should provide hardware and software supports for live broadcast platforms in time, strengthen infrastructure construction, and envisage plans and remedial measures for network security incidents in advance. The live broadcast platform is a new economic form, which needs to strengthen and improve supervision and effective support, especially in terms of funds, venues and personnel training, to better promote the ecological improvement of the live broadcast e-commerce industry chain. As far as funding is concerned, special funds for the live e-commerce industry can be established where conditions permit, to support the development of live e-commerce platforms and MCN organizations. In terms of sites, we should support the development of a number of live e-commerce industrial bases, promote the transformation of waste factories and idle office buildings into live studio. In terms of skilled personnel training, we should formulate vocational skills standards for live broadcast e-commerce, organize professional skills training for live broadcast e-commerce, and refine talent policies for e-commerce anchor (Xue, 2019).

5.3. Optimizing Fair Competition Business Environment for Live Broadcast Platforms

First, in the face of the increasing number of live broadcast platforms and the increasingly personalized demand of fans, we should optimize the business environment of the live broadcast industry and promote the fair competition among platform enterprises. At the same time, we should put an end to the behaviors that disrupt the order of market competition, strengthen the market supervision system, and make unfair competition be morally condemned and even legally sanctioned. In addition, in line with the principle of encouraging innovation, inclusiveness and prudence, we should formulate regulations on the supervision of the live broadcast industry, provide loose policy space for the live broadcast platform, allow the live broadcast platform to dare to do trial and error in innovation, continuously improve the core competitiveness of the live broadcast platform, promote the quality, differentiation and uniqueness of the business model of the live broadcast network, fully release the innovation vitality of live broadcast network, create more economic momentum and employment opportunities, and promote the high quality development of the live broadcast industry.

Second, we should grasp the nature and law of live e-commerce, manage in scientific strategy. As a new marketing mode, live e-commerce has changed the scene of consumers buying goods, but it has not changed the essence of e-commerce selling goods to consumers through the network. We should focus on the application of standardizing the development of live broadcast e-commerce, and divide the activities related to live broadcast into e-commerce live broadcast, content live broadcast, social live broadcast and so on, which are managed by the competent authorities in accordance with e-commerce, cultural and literary performances, network audio-visual, etc. We should strengthen the standard of live broadcast e-commerce industry, clarify the trading rules, service system and platform governance conditions that the live broadcast e-commerce platform must meet, and establish the corresponding laws and regulations.

Third, we should standardize and strengthen the platform supervision and management responsibility. We should scientifically grasp the operation mode and development law of live e-commerce, identify the main risk points and supervision points, uphold the principle of “supporting development and innovating supervision”, and comprehensively coordinate the development and governance of live broadcast e-commerce. The relevant regulatory authorities should perform their respective duties and cooperate to form a joint force of supervision. It is necessary for broadcast e-commerce platforms to enhance the professional and systematic service capabilities of e-commerce and provide consumers with high quality services. The platform must provide online payment capacity to solve the trust problem between merchants and consumers by accessing online credit methods

such as third-party payment platforms. Also, the platform must provide e-commerce logistics service capabilities, relying on social logistics service system, to provide consumers with efficient and convenient logistics experience. What's more, the platform must provide high quality customer service ability, establish corresponding customer service team, strengthen online consultation, after-sale, return and other services (Xie and Xiu, 2017).

Fourth, we should strengthen the classification management of live broadcast platform and promote the effective implementation of the policy. Live broadcast is growing fast, at the same time, there are some risk points, for example, unfulfilled gift, delayed delivery, unmatched items, exaggerated or falsely advertised goods, irregular tax payment and so on. For different types, different risk points and risk levels of live broadcast, it is necessary to consider the application field of broadcast, the openness of application scenarios and fields, the type of information content to be disseminated, consumer' consumption purpose and other factors, analyze the various compliance risks of different types of live broadcast, and comprehensively evaluate the risk level and classified manage according to classification. We should put forward the corresponding requirements to the platform to achieve the unity of policy pertinence and governance effectiveness.

5.4. Formulating the Standard of Live Broadcast Industry

The live broadcast platform has various formats, rich contents, different audience groups, different business models, and different trading methods. It is necessary to focus on the key links in different business models, focusing on political security, ideological security, network security and economic security. In accordance with the existing legal provisions such as *Advertisements Law of the People's Republic of China*, *E-commerce Law of the People's Republic of China*, *Law of the People's Republic of China on the Protection of Consumer Rights and Interests*, we should clarify the industry evaluation index system, set up industry models, formulate industry standards for live broadcast platforms and encourage live broadcast platforms to actively participate in industry self-discipline.

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