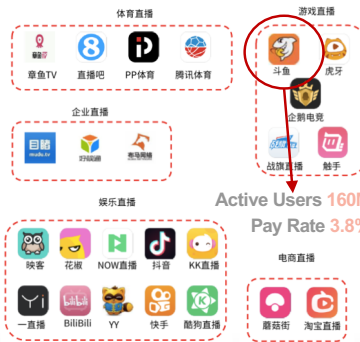
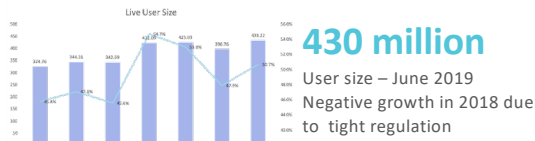




The Effect of Watching Hour on Reward Consumption of Live Streaming 觀看時長對直播打賞的影響分析

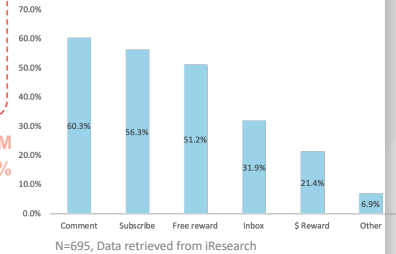
Introduction

Market Size and Information



Industry Pay rate

2017 Online Interact Method Survey



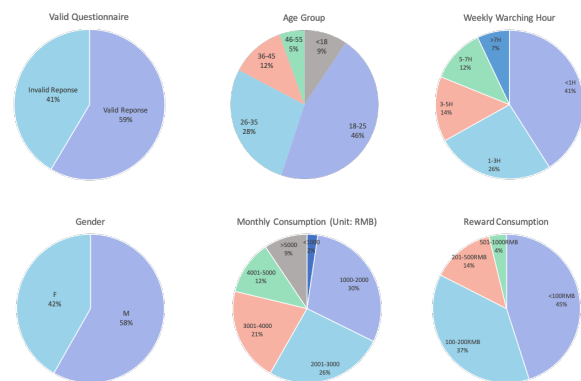
Research Significance and Contribution

Industry is facing insufficient pay rate and decreasing growth rate

- 01 A Large Potential of Industry**
The first half year, live industry generate 5.6 billion. A large distant with traditional video website.
- 02 Industry Development**
Raise pay rate and maintain an increasing growth rate
- 03 Quantitative Analysis**
Most reports and paper focus on theoretically explain the industry and companies. Seldom of them conduct quantitative survey.
- 04 User Analysis**
Besides, companies research is mostly be focused instead of users. The research start the analysis from aspect of user.

Data Analysis

Descriptive Statistic



Model

$$y = \beta_0 + \beta_1 x_i + \epsilon_i$$

y = Reward Consumption x = Watching Hour

Regression Analysis

Regression Statistics					ANOVA				Correlation Table			
Multiple R	0.2403087				df	SS	MS	F	Significance F	Wat_Hour	Re_Con	
R Square	0.05774627				Regression Analysis	1	155920.335	155920.335	7.66094006	1		
Adjusted R Square	0.05021026				Error	125	2544079.67	20352.6373	0.00650133	Re_Con	0.2403087	1
Standard Error	142.66267				Total	126	2700000					
Observation	127											
Coefficients												
Intercept	216.442343	17.5285917	6.64299475	8.47896-10	81.75108421	151.133601	81.75108421	151.133601	81.75108421	151.133601	81.75108421	151.133601
Monthly Watching Hour	4.31132041	1.5648014	2.76784032	0.00630113	1.234184216	7.428056579	1.234184216	7.428056579	1.234184216	7.428056579	1.234184216	7.428056579

Model Construction and Assumption

Define Independent Variable

Factors	Mediator	Consequences
<ul style="list-style-type: none"> The quality of content Live marketing Product differentiation 	<ul style="list-style-type: none"> Watching Hour 	<ul style="list-style-type: none"> Reward Consumption

Factors Explain

01 Content	02 Live Marketing	03 Production Differentiation
<ul style="list-style-type: none"> Impressive understanding in a specific area and unique verbal presentation of host are attractive and novel to fascinate more viewers. Useful contents as well. 	<ul style="list-style-type: none"> A combination of live platform and e-commerce, through providing promoting discount and inviting celebrities in live room, is encouraging watching motivation of customers. 	<ul style="list-style-type: none"> Live platforms initiate original programs, such as self-created variety show and virtual live, to differentiate their products with other competitors.

Assumption: The watching hour have a positive effect on reward consumption

Conclusion & Forecast

Assumption: The watching have a positive effect on reward consumption

- Some Suggestion: **Supported!**
- The live room and live app should build up their specific characteristics and label instead of duplicating. More professional, more confidence is gained.
- Content is the King! Valuable and professional content will attract more fans. Emotional resonance issue can stick to life which may have connectivity to viewers.
- Demand-directed. Know your customer and create more.

Presentation Videos



English Version



Cantonese Version



Mandarin Version