sBackground:

Founded in 2009 by bishi

Changed name

CEO is rui chen

22&33

Innovation

Target Market – anime community

Growing community

Small when company first started, only one company provided service

Founder was interested in anime him self, saw opportunity in this market

However, recently have started to focus on the broader population

Danmaku

Floating comments in the video

Share and read other people’s opinion about specific part of a video

Innovative approach, not innovation

Not the first one to do this

Niconico and Acfun already provide this

Ads

Most video streaming websites rely on ads

Biggest video streaming website in China have usually 3-5 min of ads before a video

Lack of regulation and competition

Bilibili have no ads before videos

Other companies have complained to copyright distributors to force Bilibili to add ads

Build brand loyalty

Price: other brand asks you to watch ads, Bilibili is truly free

Strategy

USP:

Clean and appropriate comments

Maintained by invite only registration

Later changed to registration after a test

Made sure that the Danmaku have good quality

Make video better

Worked hard to get member, pride

Brand Loyalty

What to the anime call theme selves?

Otaku – people who are overly passionate about one thing

Right method of marketing to right group of people

Hard registration

Used to be invite only

Now only need to take a one-hour exam

There are even people hiring other people to help take the test

Hard registration

Quality content and clean comment

Pride of being a member and having membership

No Ads

Other online streaming companies usually have 3-5 minutes of un-skipable ad

Make people feel like that Bilibili cares about them

Community

First to focus on anime

Well recognized in all anime fans

Have thousands of forums, group chats and other discussions dedicated

Also have its amazing commenting section

Give birth to memes

People in these community have very strong emotional connection to the company

Include people using the site, playing their games

Site have twenty million visit per day in December 2017, more than half of Canada’s population

The loyalty and emotional attachment is their USP

Guerilla marketing

Anime related stores pay Bilibili to put up their advertisement

Gives the more sales

A lot of loyal customers

Internet memes

22, 33

Effective and cheap