**封面方案竞品分析**

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# **Summary**

## **Picture format**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| AppName | Cover | Avatar | SmallIcon | AD | others |
| Muse | jpeg | jpeg | jpeg | null | null |
| Douyin | jpeg | jpeg | jpeg | null | null |
| HuoShan | jpeg | jpeg/webp | webp | null | null |
| XiGua | webp | jpeg | png | null | null |
| KuaiShou | jpeg | jpeg | png | null | null |
| MiaoPai | jpeg | jpeg/gif | jpeg/gif | jpeg/gif | null |
| MeiPai | webp | jpeg | null | jpeg/webp | null |
| LiShipin | jpeg | jpeg | jpeg | null | null |
| TuDou | jpeg/png | jpeg/png | null | null | null |
| YouKu | jpeg/png | jpeg/png | jpeg | jpeg/webp | gif |
| TencentVideo | jpeg/png/gif | null | jpeg | jpeg | gif |
| AiQiYi | jpeg/webp | jpeg | jpeg/png | jpeg | gif |
| Flipagram | jpeg/jpeg-U8 | jpeg | jpeg | null | null |

## Cover file size

**(kBs)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| AppNames | Avatar | Cover | Cover-webp | SmallIcon | AD |
| Muse | 52.08 | 35.49 | 0.00 | 21.72 | 0.00 |
| Douyin | 62.59 | 46.02 | 0.00 | 3.10 | 0.00 |
| HuoShan | 1.87 | 0.00 | 33.87 | 0.00 | 0.00 |
| XiGua | 3.82 | 0.00 | 4.02 | 0.00 | 0.00 |
| KuaiShou | 10.08 | 41.81 | 0.00 | 0.00 | 0.00 |
| MiaoPai | 8.33 | 23.95 | 0.00 | 8.98 | 0.00 |
| MeiPai | 1.47 | 0.00 | 27.78 | 0.00 | 0.00 |
| LiShipin | 25.50 | 26.25 | 0.00 | 0.00 | 0.00 |
| TuDou | 21.15 | 61.34 | 0.00 | 0.00 | 0.00 |
| YouKu | 0.00 | 64.61 | 0.00 | 0.00 | 121.09 |
| TencentVideo | 0.00 | 62.86 | 0.00 | 0.00 | 62.11 |
| AiQiYi | 0.00 | 34.99 | 16.29 | 62.63 | 0.00 |
| Flipagram | 4.92 | 34.50 | 0.00 | 20.16 | 0.00 |

## 1.3 Cover compression rate

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| AppNames | Avatar | Cover | Cover-webp | SmallIcon | AD |
| Muse | 6.75 | 6.96 | 0.00 | 9.84 | 0.00 |
| Douyin | 17.02 | 18.67 | 0.00 | 5.16 | 0.00 |
| HuoShan | 8.42 | 0.00 | 27.15 | 0.00 | 0.00 |
| XiGua | 6.18 | 0.00 | 6.06 | 0.00 | 0.00 |
| KuaiShou | 6.01 | 11.25 | 0.00 | 0.00 | 0.00 |
| MiaoPai | 8.57 | 14.71 | 0.00 | 3.87 | 0.00 |
| MeiPai | 3.84 | 0.00 | 17.80 | 0.00 | 0.00 |
| LiShipin | 11.94 | 13.27 | 0.00 | 0.00 | 0.00 |
| TuDou | 8.09 | 8.19 | 0.00 | 0.00 | 0.00 |
| YouKu | 0.00 | 10.22 | 0.00 | 0.00 | 7.27 |
| TencentVideo | 0.00 | 5.20 | 0.00 | 0.00 | 5.26 |
| AiQiYi | 0.00 | 6.29 | 10.05 | 3.34 | 0.00 |
| Flipagram | 3.95 | 22.94 | 0.00 | 0.00 | 0.00 |



1.4 Cover resolution

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| AppNames | Avatar | Cover | Cover-webp | SmallIcon | AD |
| Muse | 2.24 | 3.12 | 0.00 | 1.29 | 0.00 |
| Douyin | 4.02 | 3.95 | 0.00 | 1.00 | 0.00 |
| HuoShan | 1.00 | 0.00 | 3.91 | 0.00 | 0.00 |
| XiGua | 1.00 | 0.00 | 1.00 | 0.00 | 0.00 |
| KuaiShou | 1.00 | 2.99 | 0.00 | 0.00 | 0.00 |
| MiaoPai | 1.05 | 1.11 | 0.00 | 1.00 | 0.00 |
| MeiPai | 1.00 | 0.00 | 2.73 | 0.00 | 0.00 |
| LiShipin | 2.00 | 2.60 | 0.00 | 0.00 | 0.00 |
| TuDou | 2.00 | 2.71 | 0.00 | 0.00 | 0.00 |
| YouKu | 0.00 | 3.19 | 0.00 | 0.00 | 3.58 |
| TencentVideo | 0.00 | 2.29 | 0.00 | 0.00 | 2.25 |
| AiQiYi | 0.00 | 1.85 | 1.95 | 1.29 | 0.00 |
| Flipagram | 1.00 | 3.57 | 0.00 | 1.00 | 0.00 |

# Cover-Size comparison

# Muse

# DouYin

# 3.HuoShan

# XiGua

# KuaiShou

# MiaoPai

# MeiPai

# LiSHiPin

# TuDOu

# 10 YouKu

# **11 Tencent-Video**

# 12. iQiYi

# 13. Flipagram