

# 封面方案竞品分析

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## 1. Summary

### 1.1. Picture format

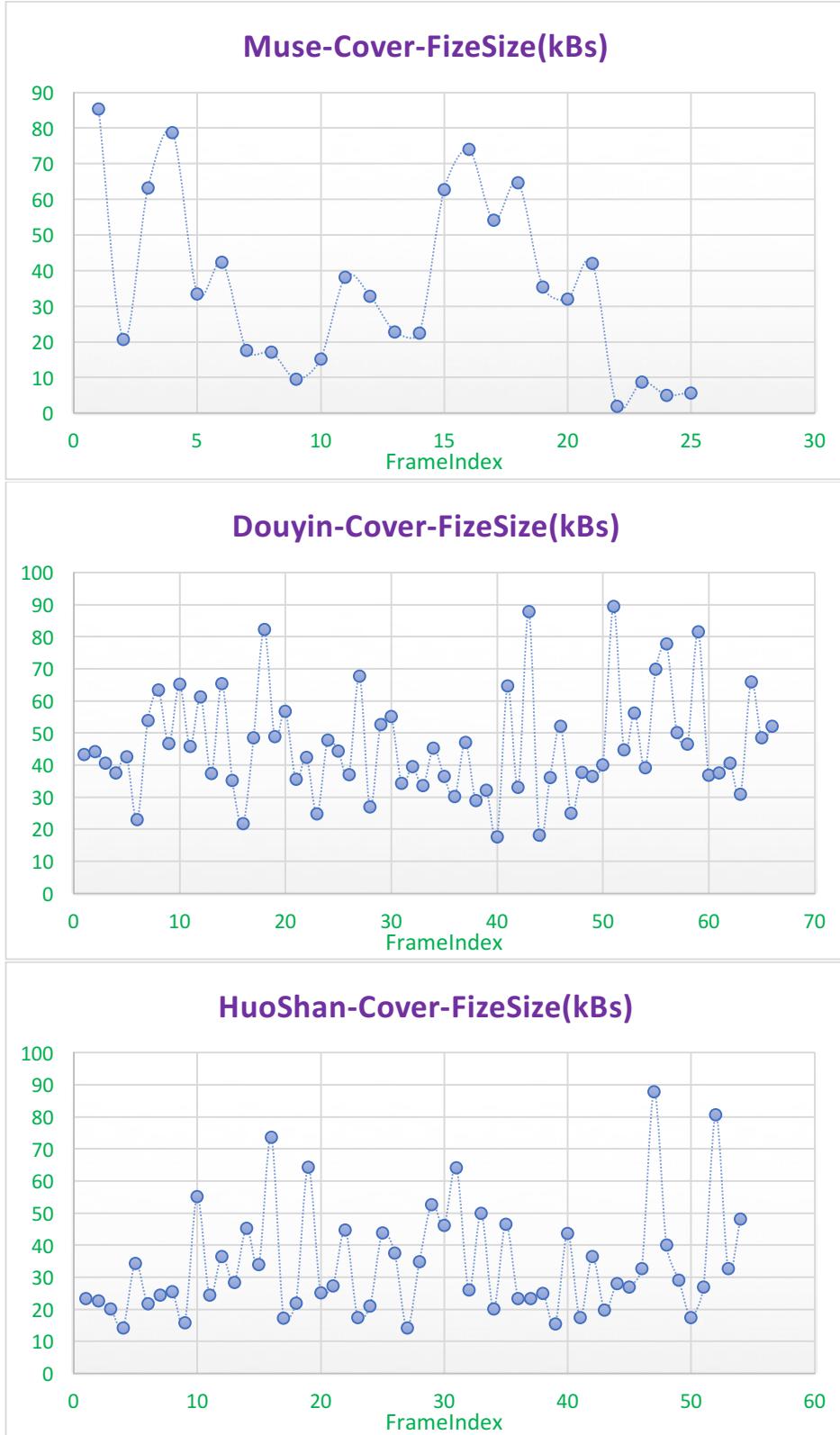
AppName	Cover	Avatar	SmallIcon	AD	others
Muse	jpeg	jpeg	jpeg	null	null
Douyin	jpeg	jpeg	jpeg	null	null
HuoShan	jpeg	jpeg/webp	webp	null	null
XiGua	webp	jpeg	png	null	null
KuaiShou	jpeg	jpeg	png	null	null
MiaoPai	jpeg	jpeg/gif	jpeg/gif	jpeg/gif	null
MeiPai	webp	jpeg	null	jpeg/webp	null
LiShipin	jpeg	jpeg	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

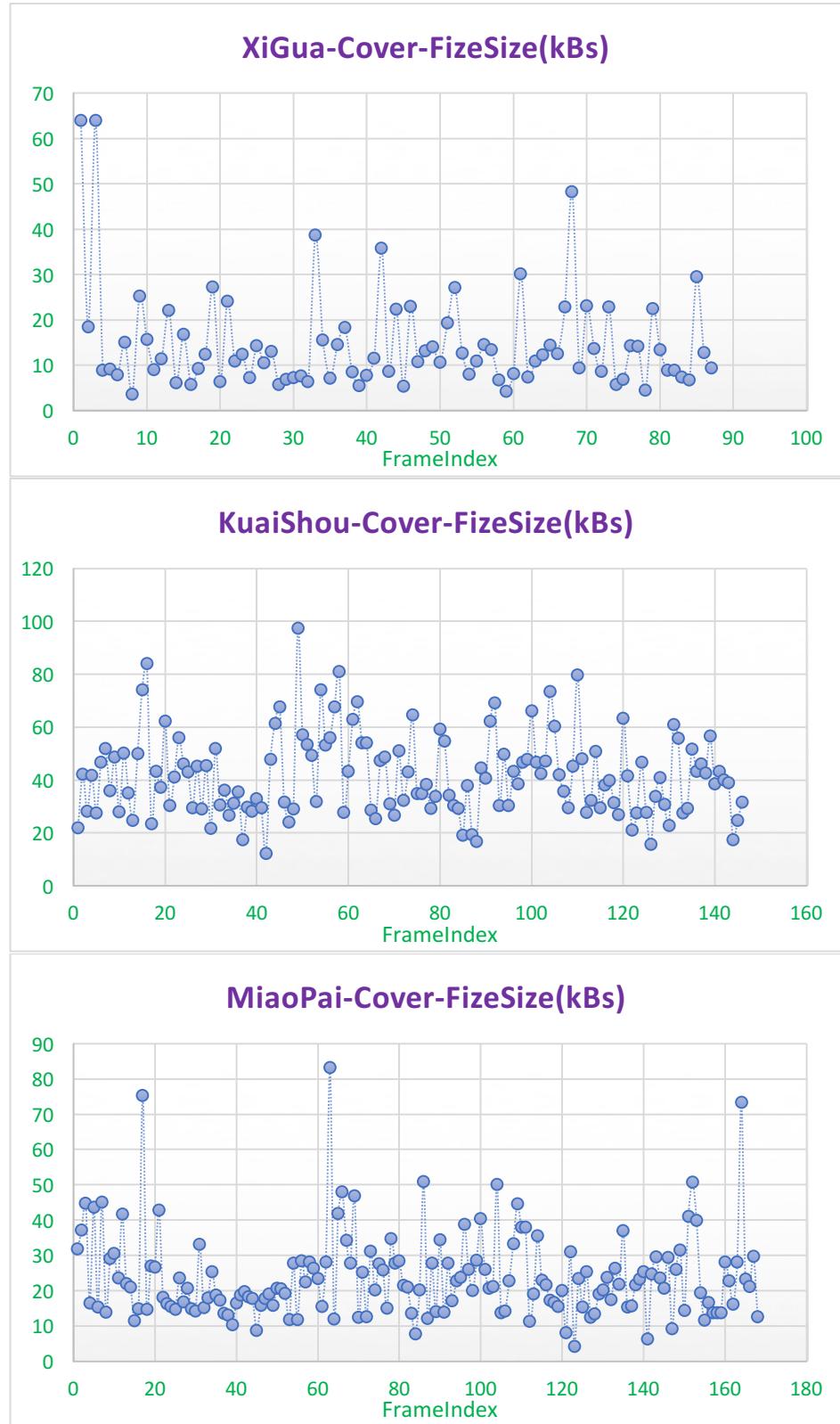


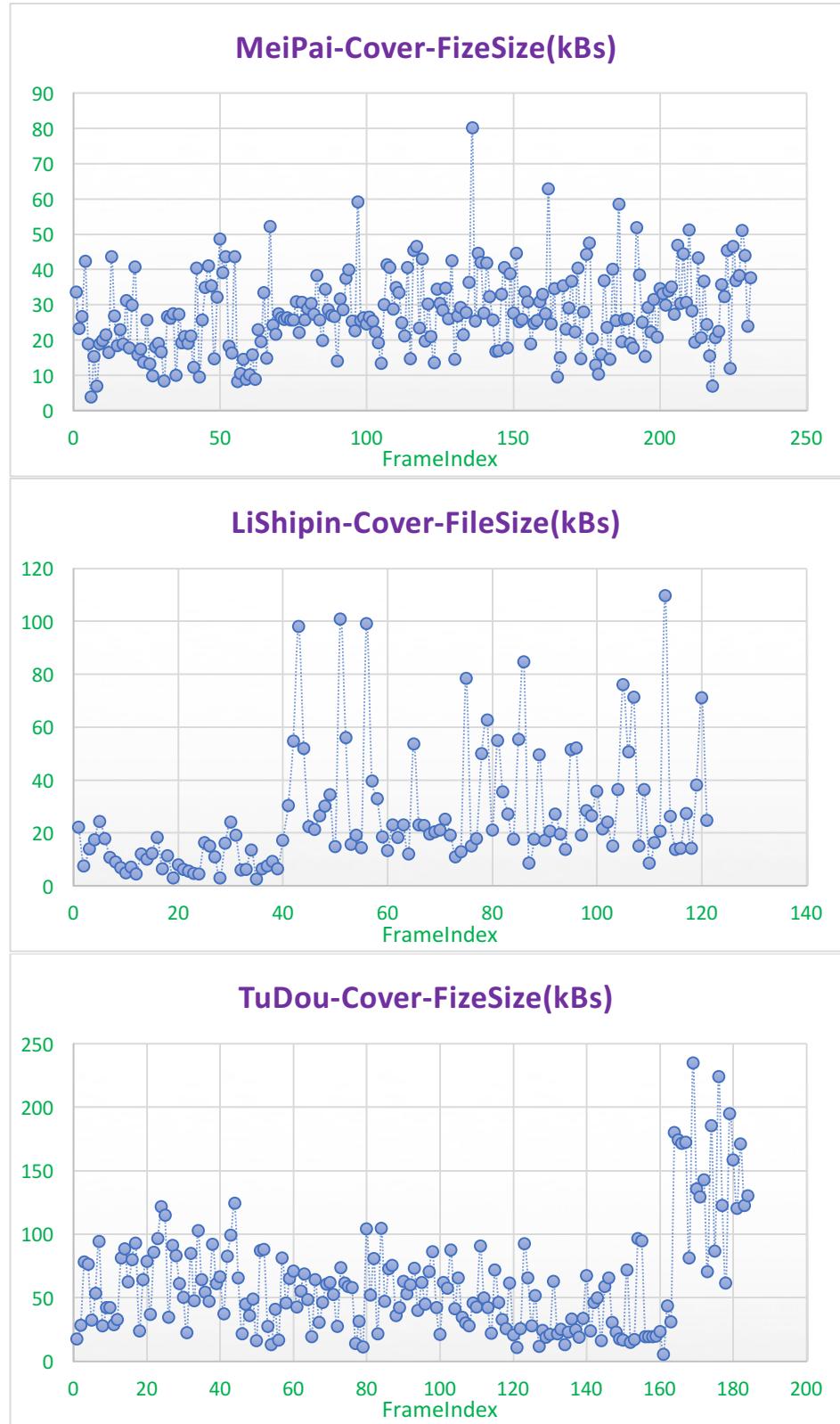


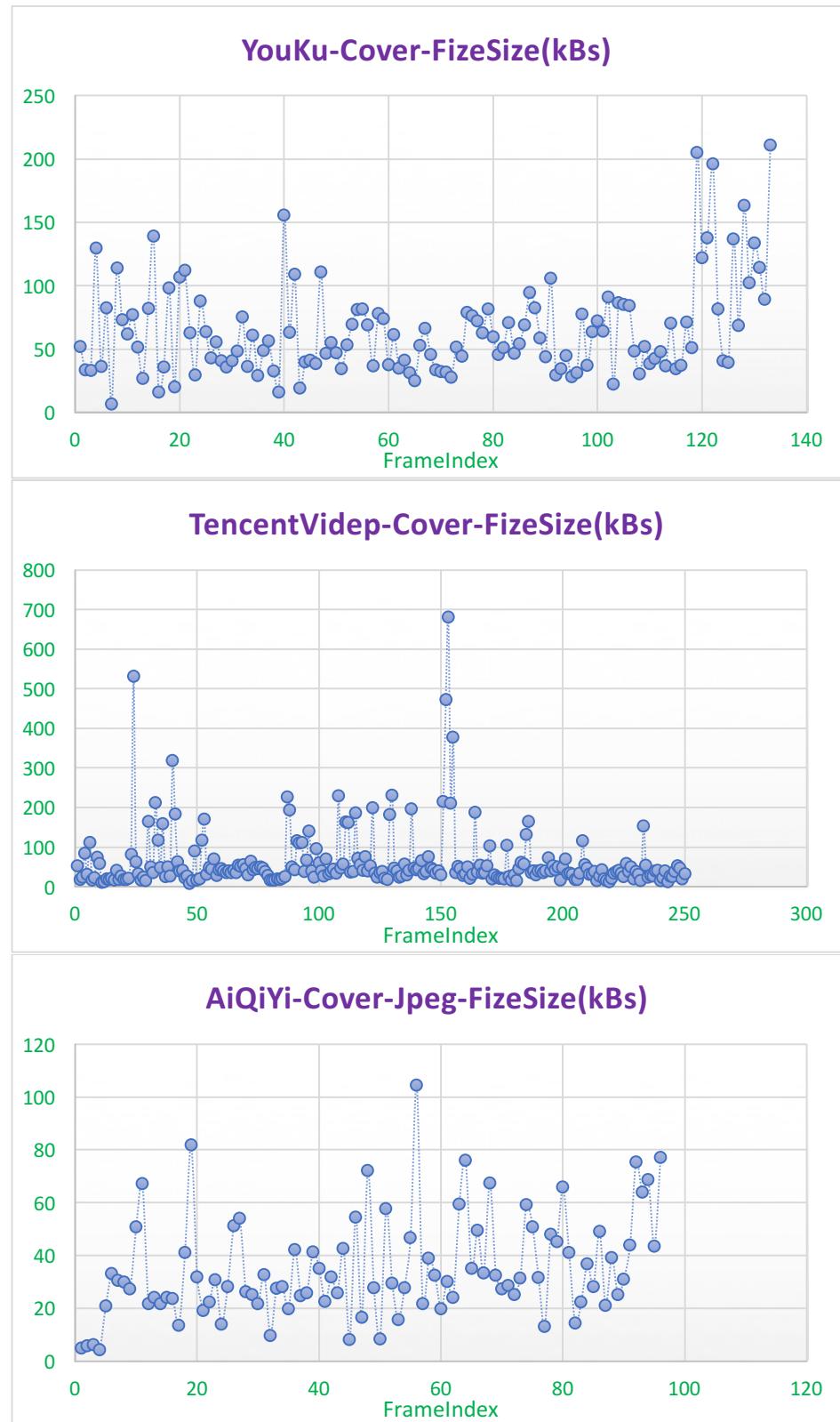


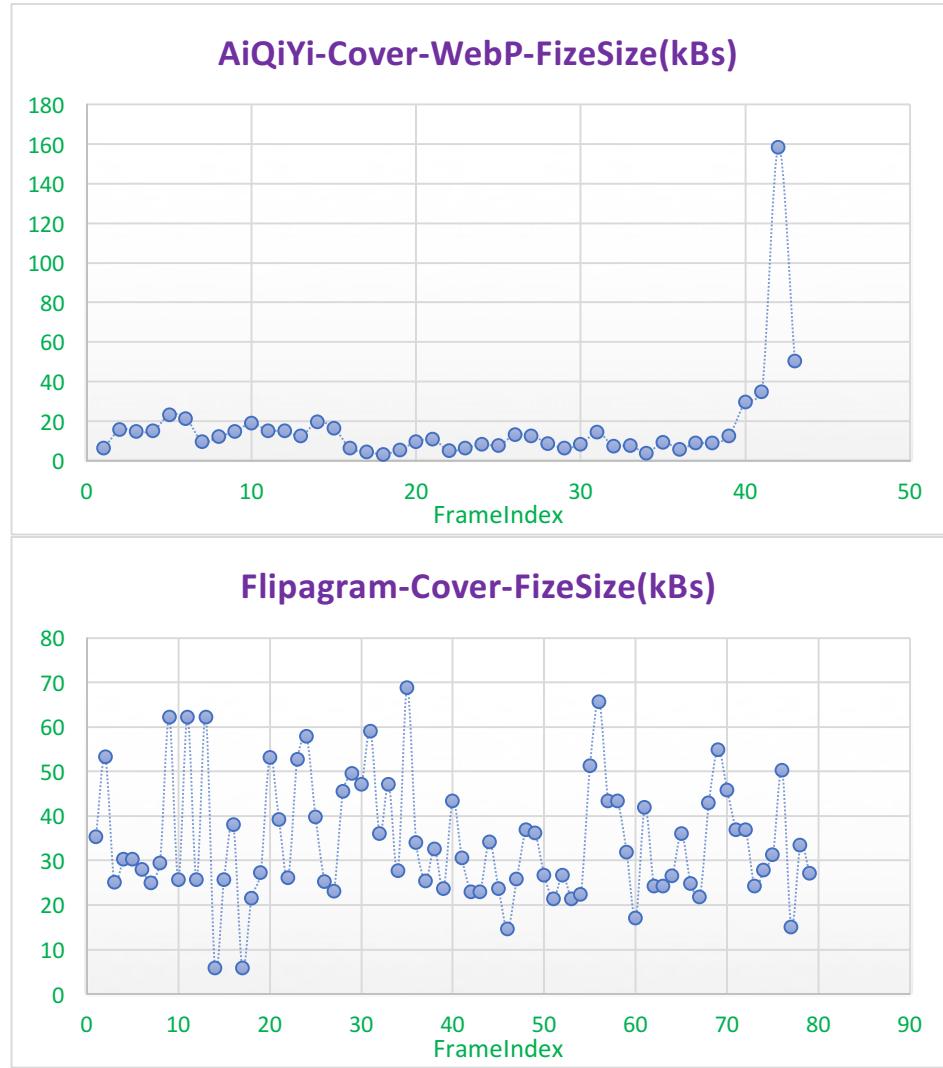
## 2. Cover-Size comparison



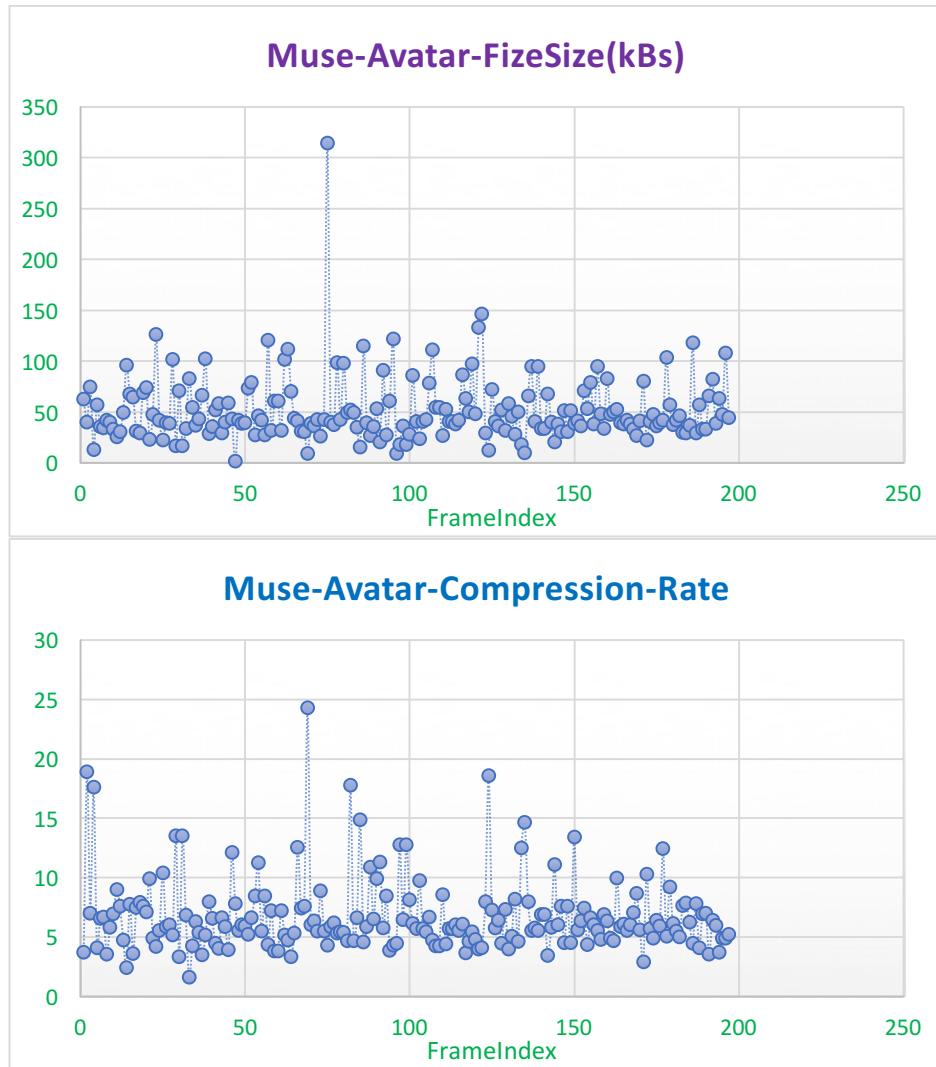


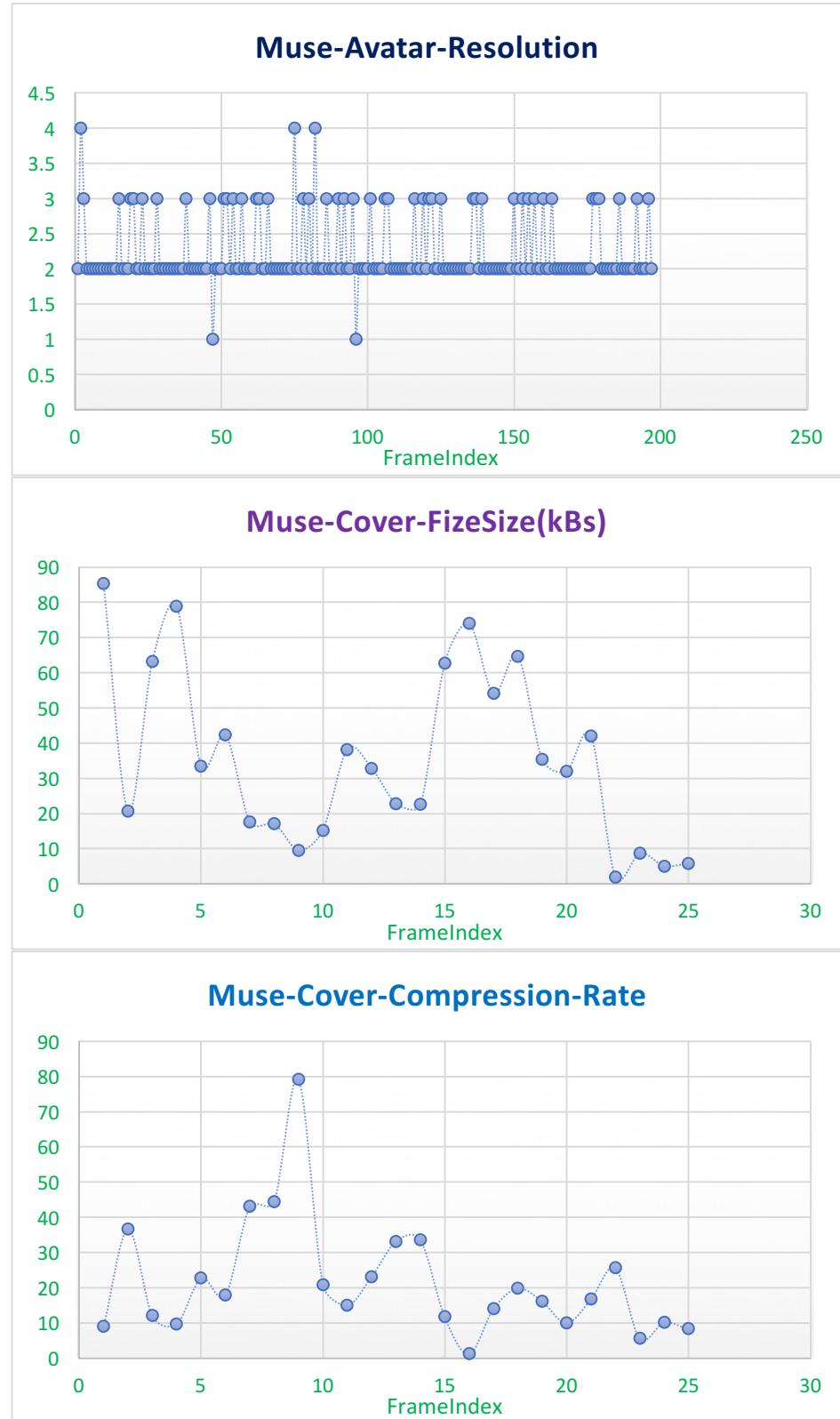


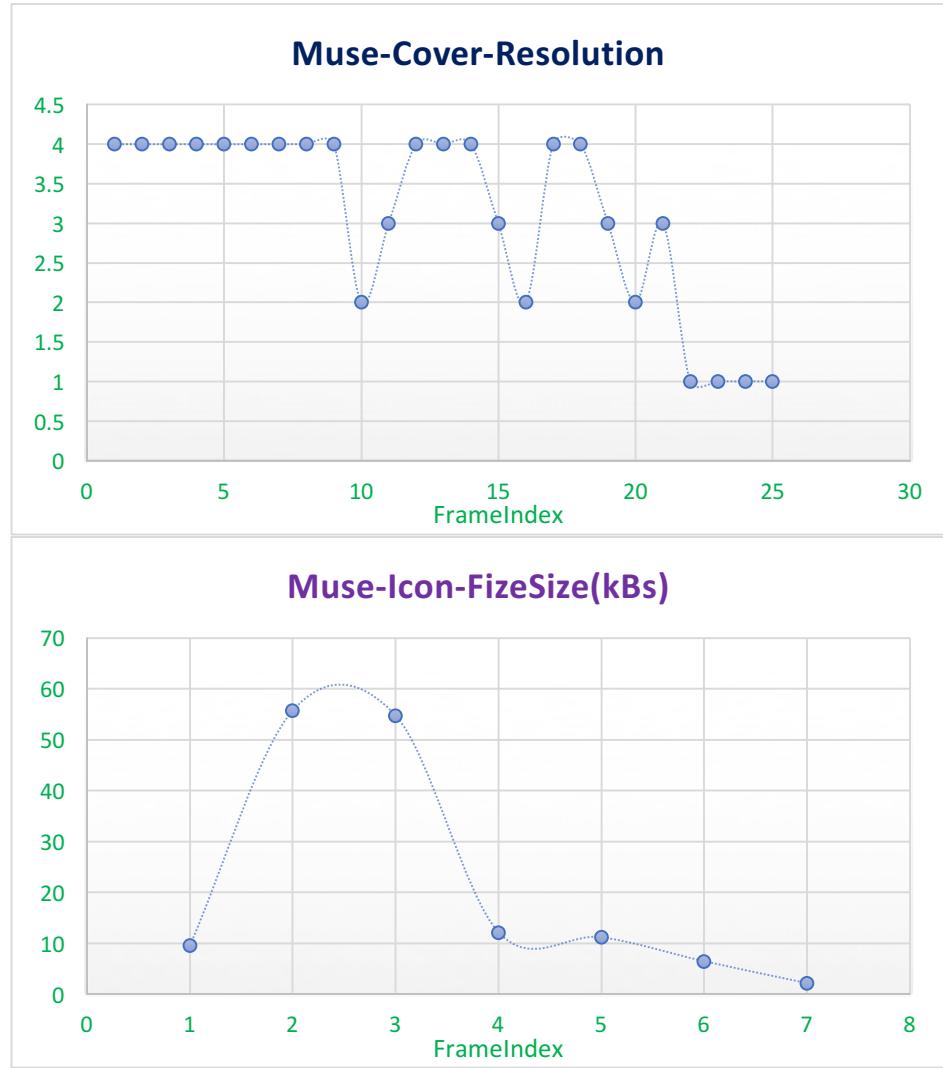


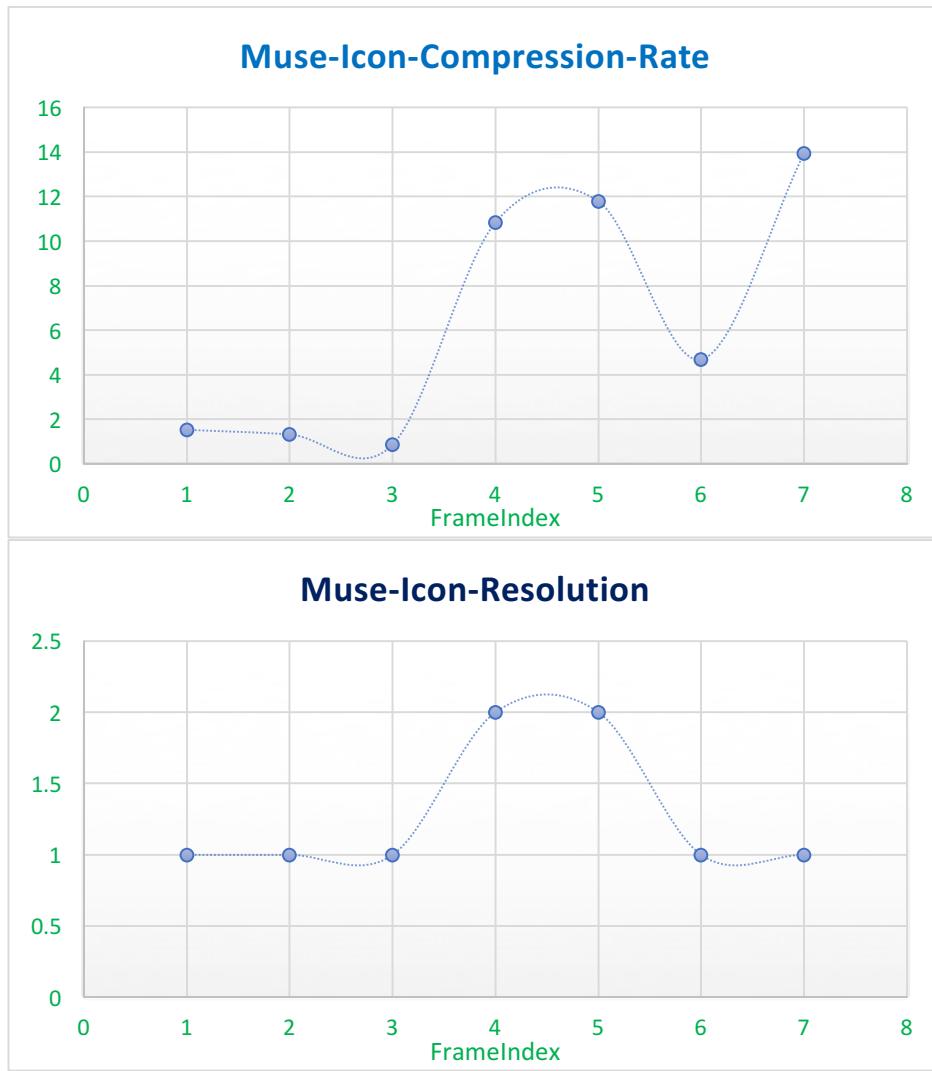


### 3. Muse

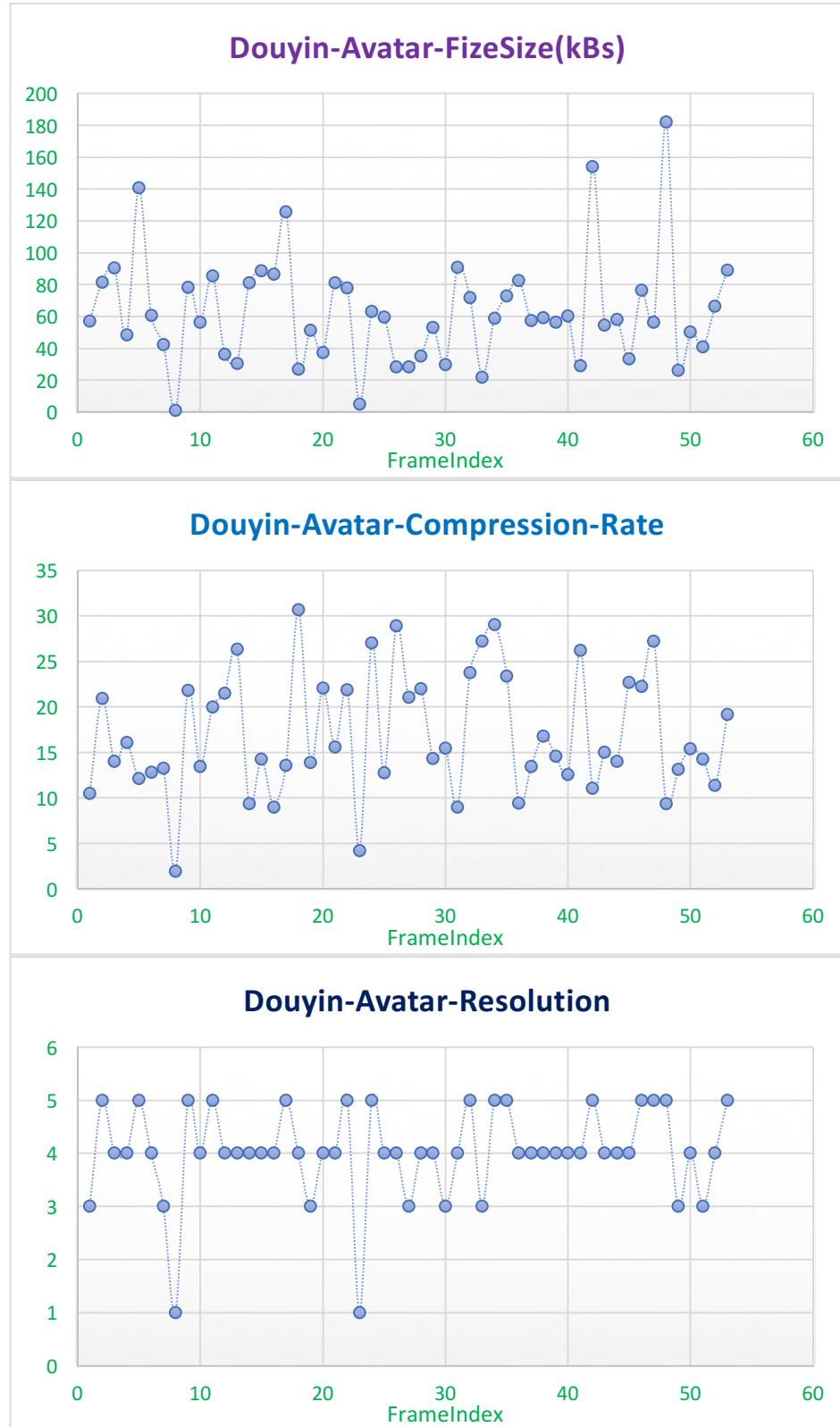


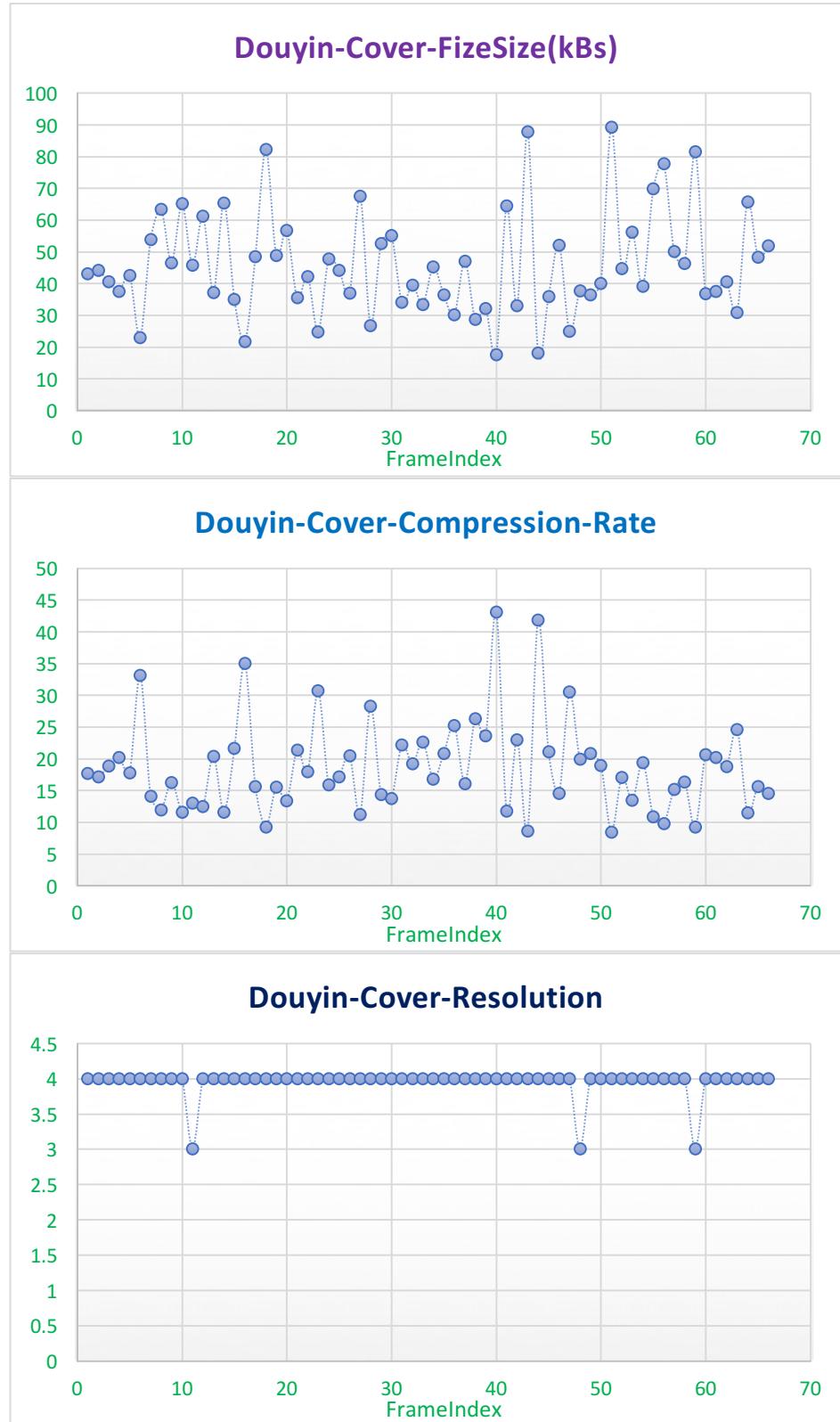






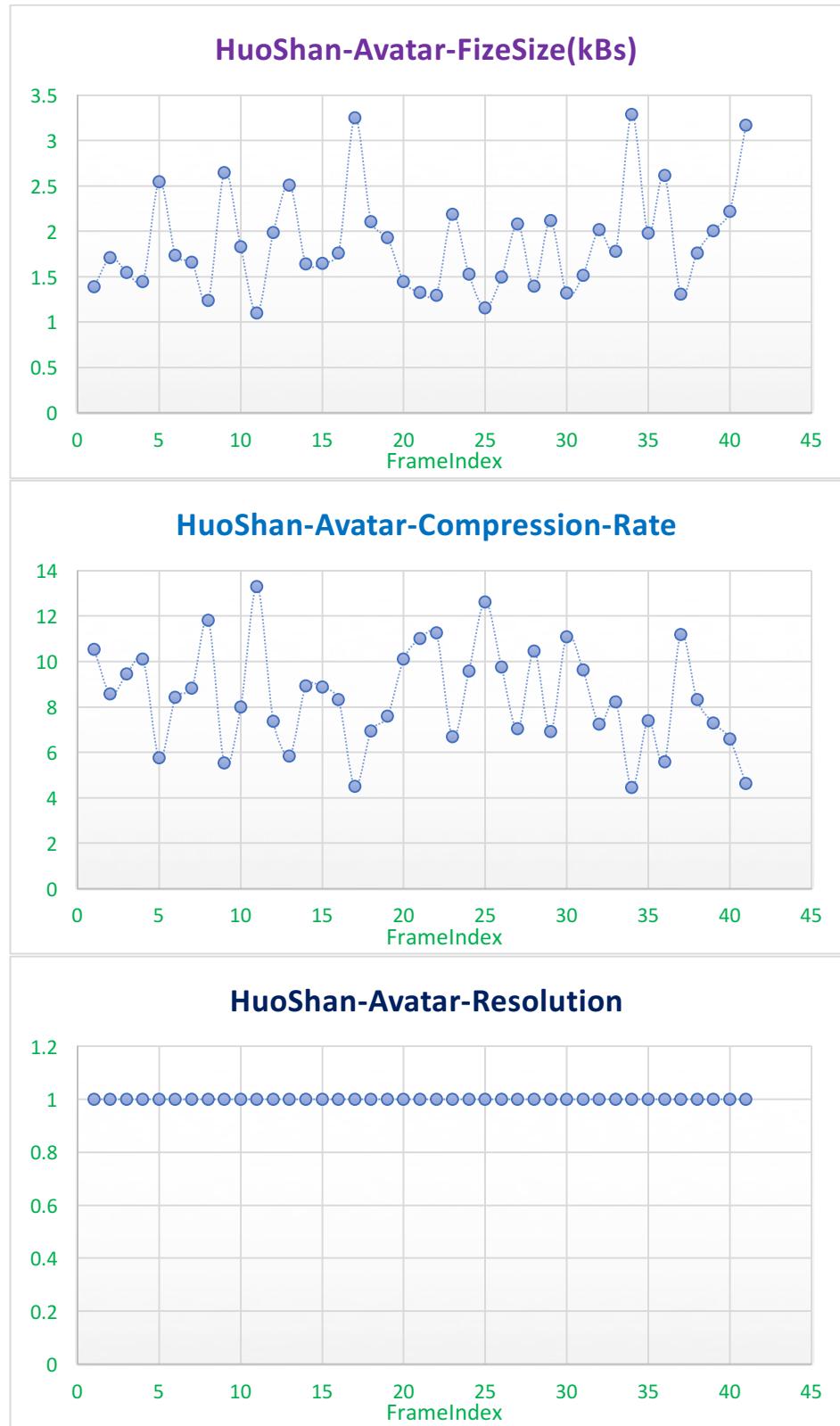
#### 4. DouYin

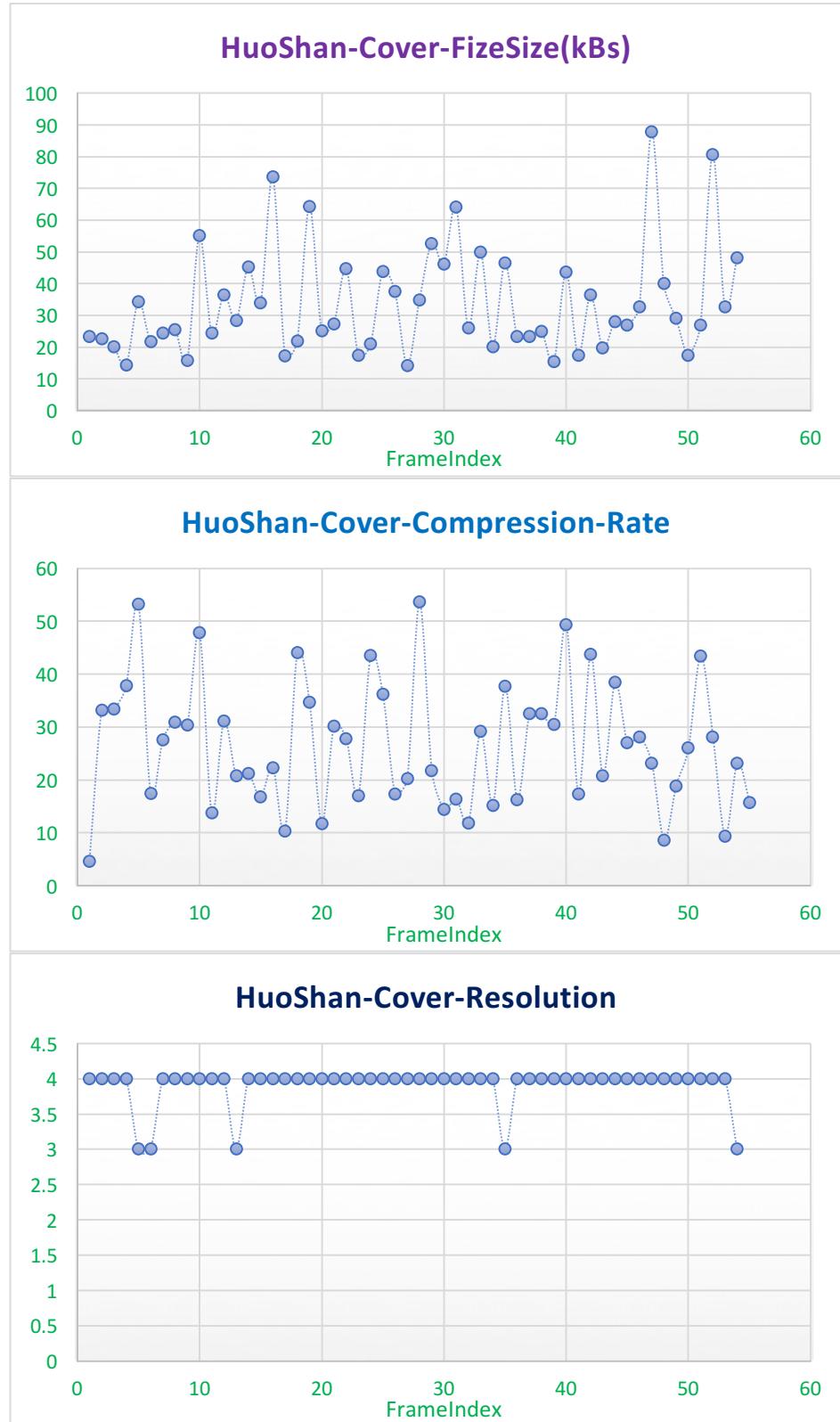






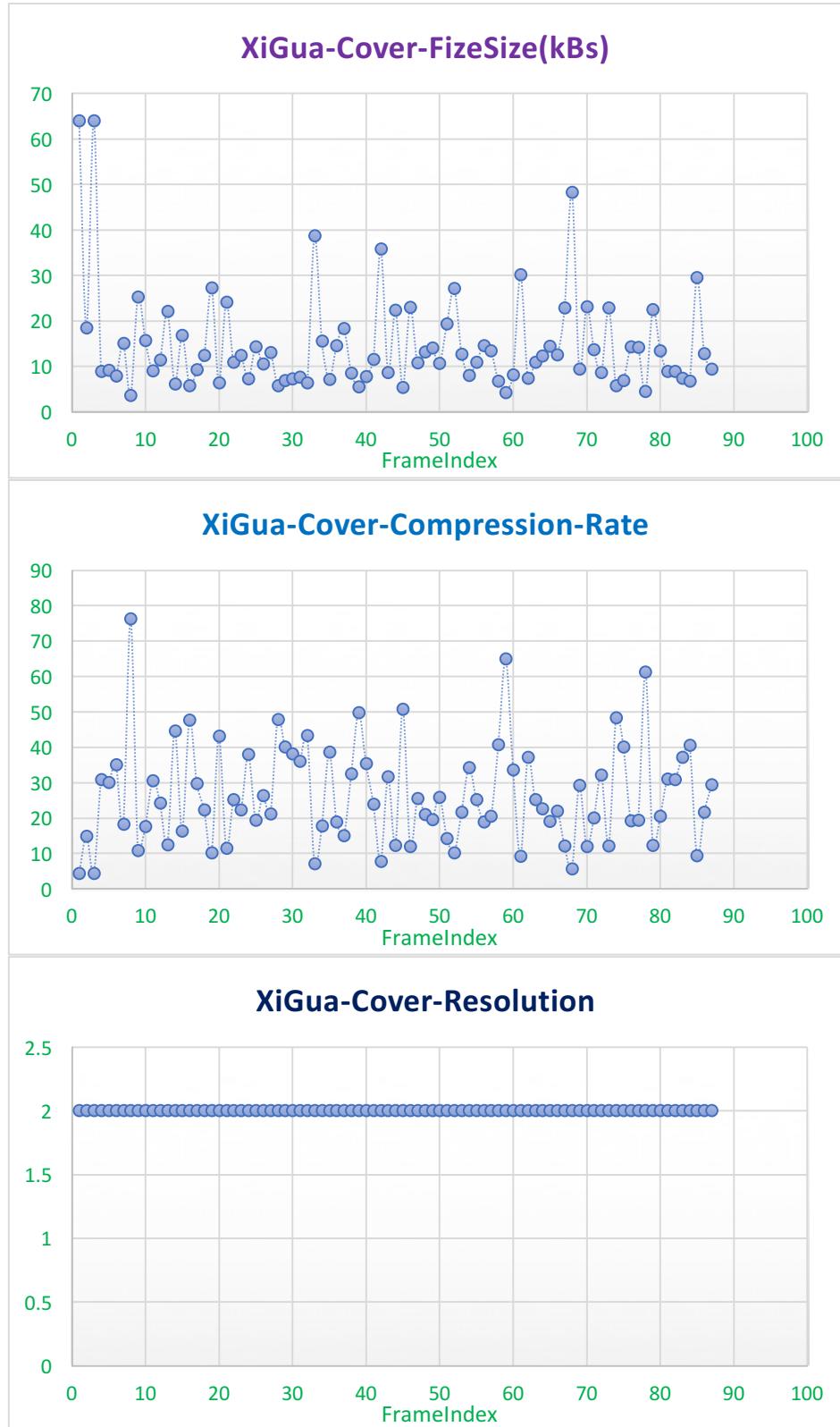
### 3.HuoShan



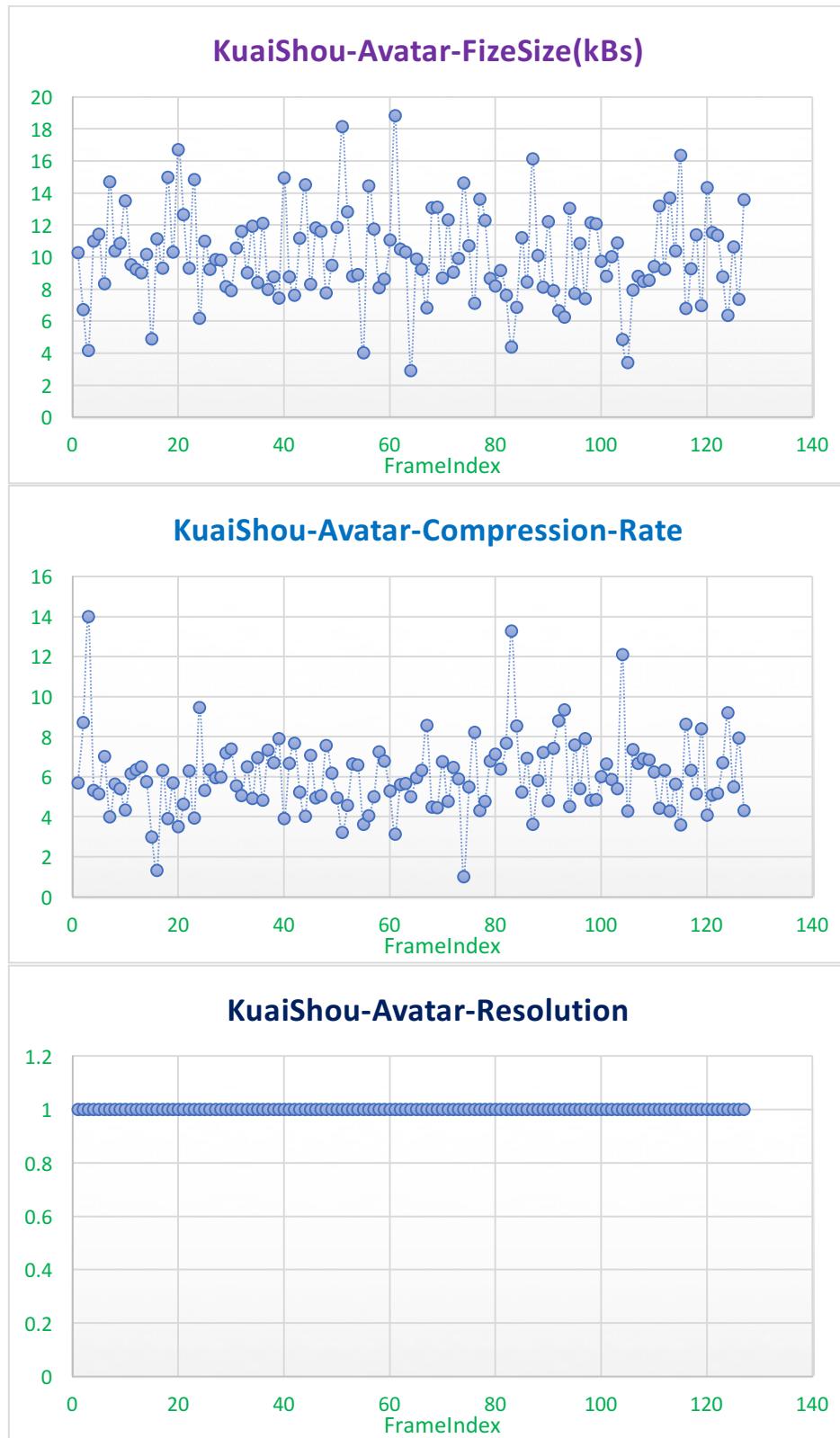


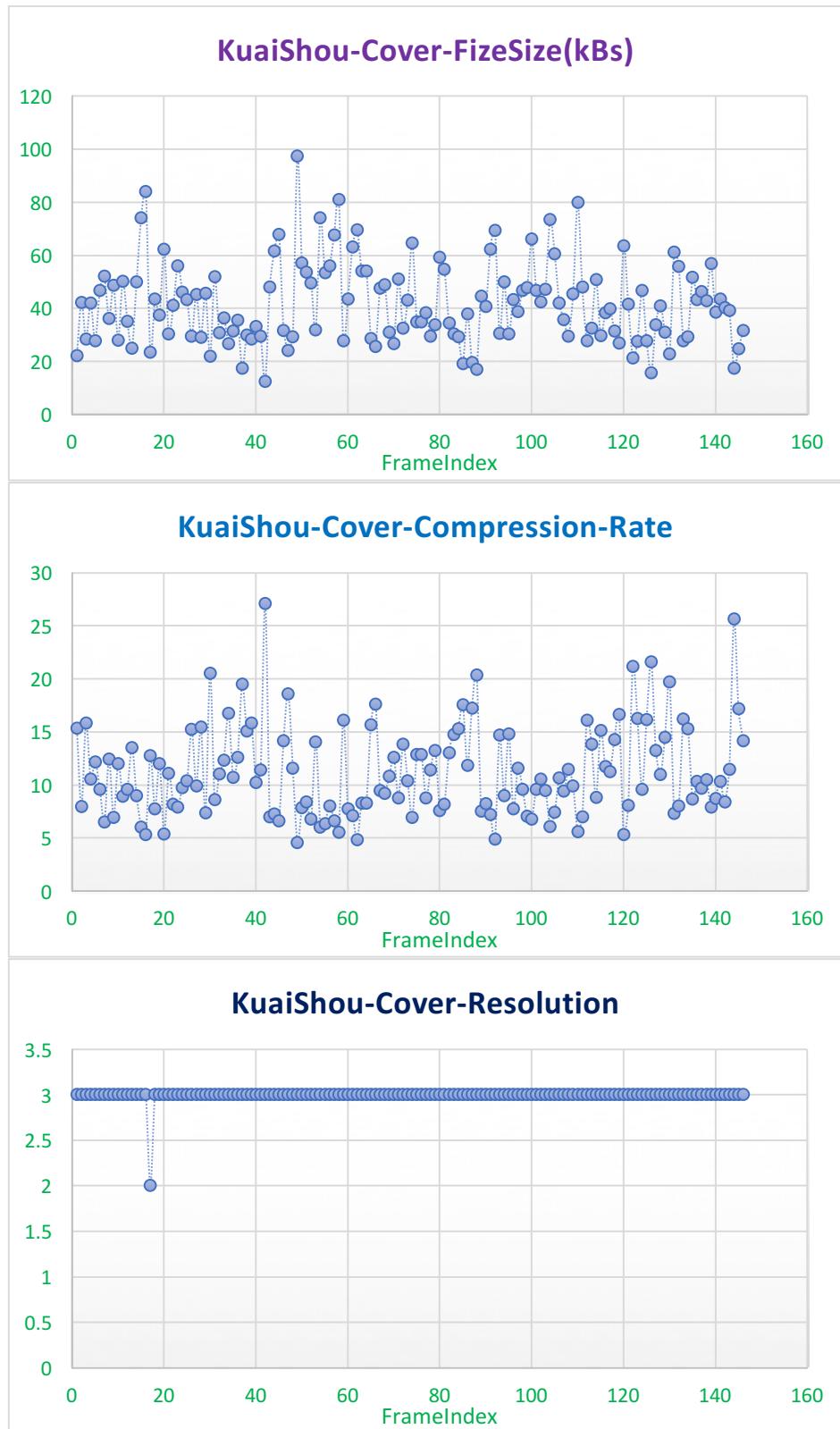
#### 4. XiGua



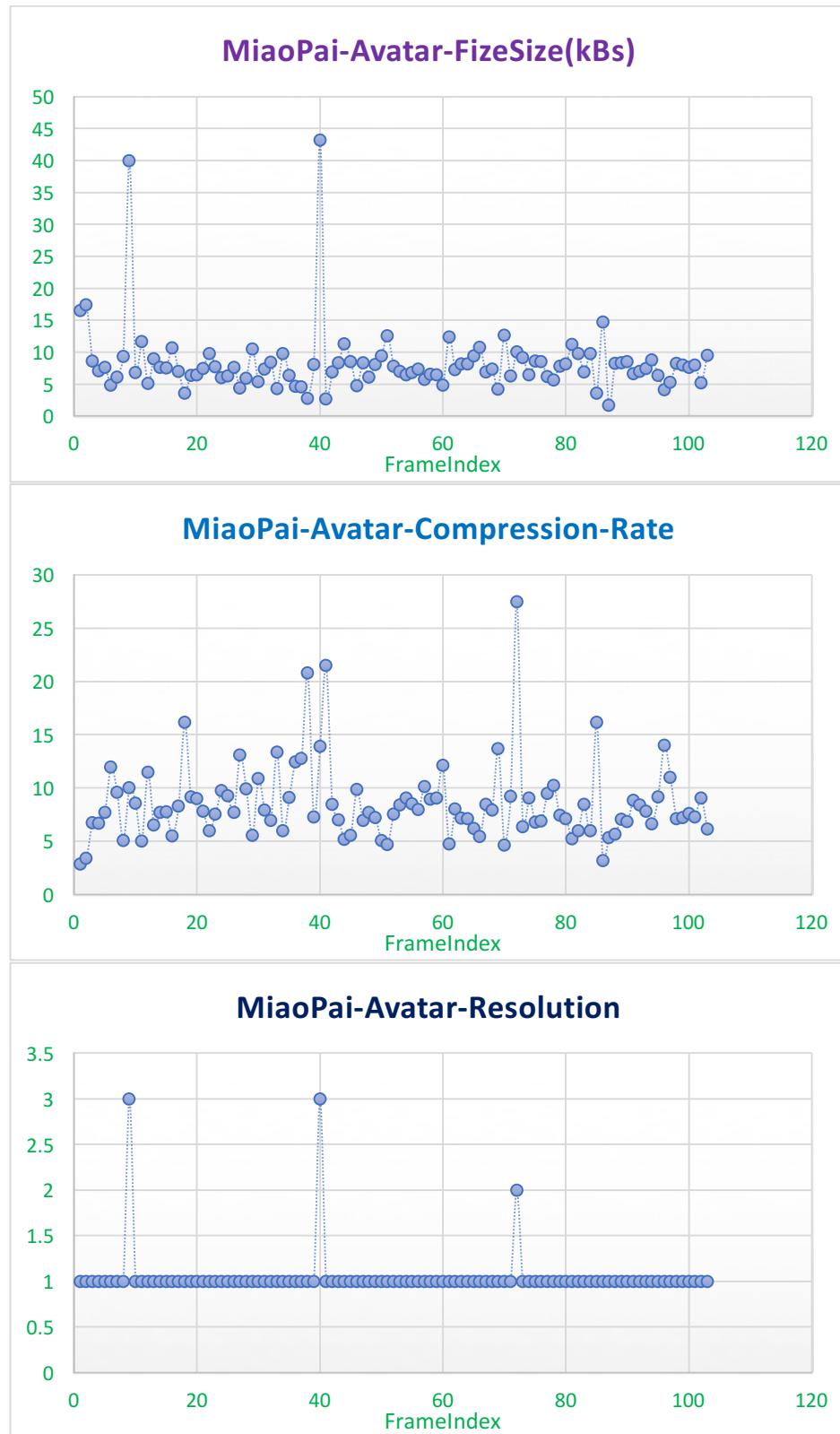


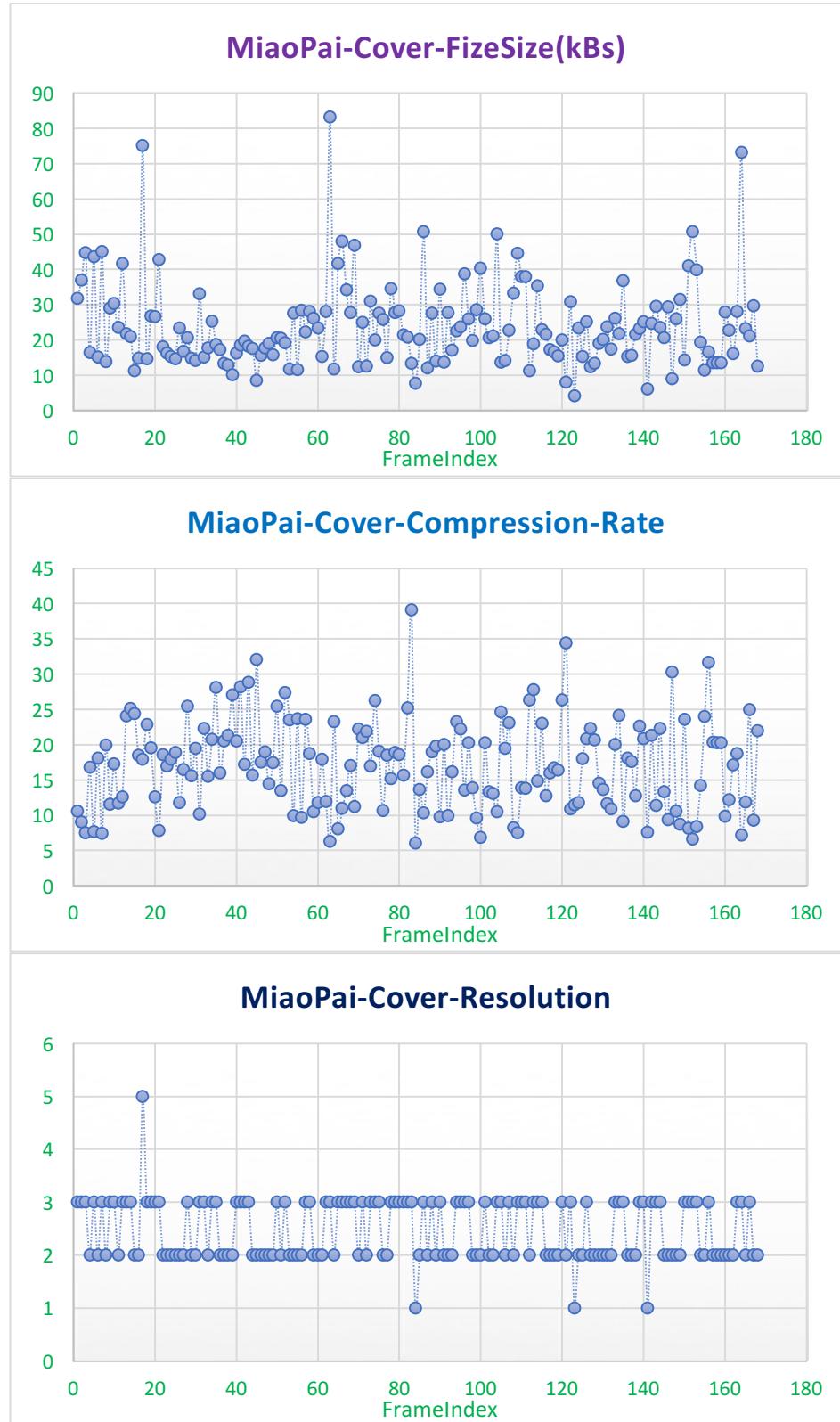
## 5. KuaiShou





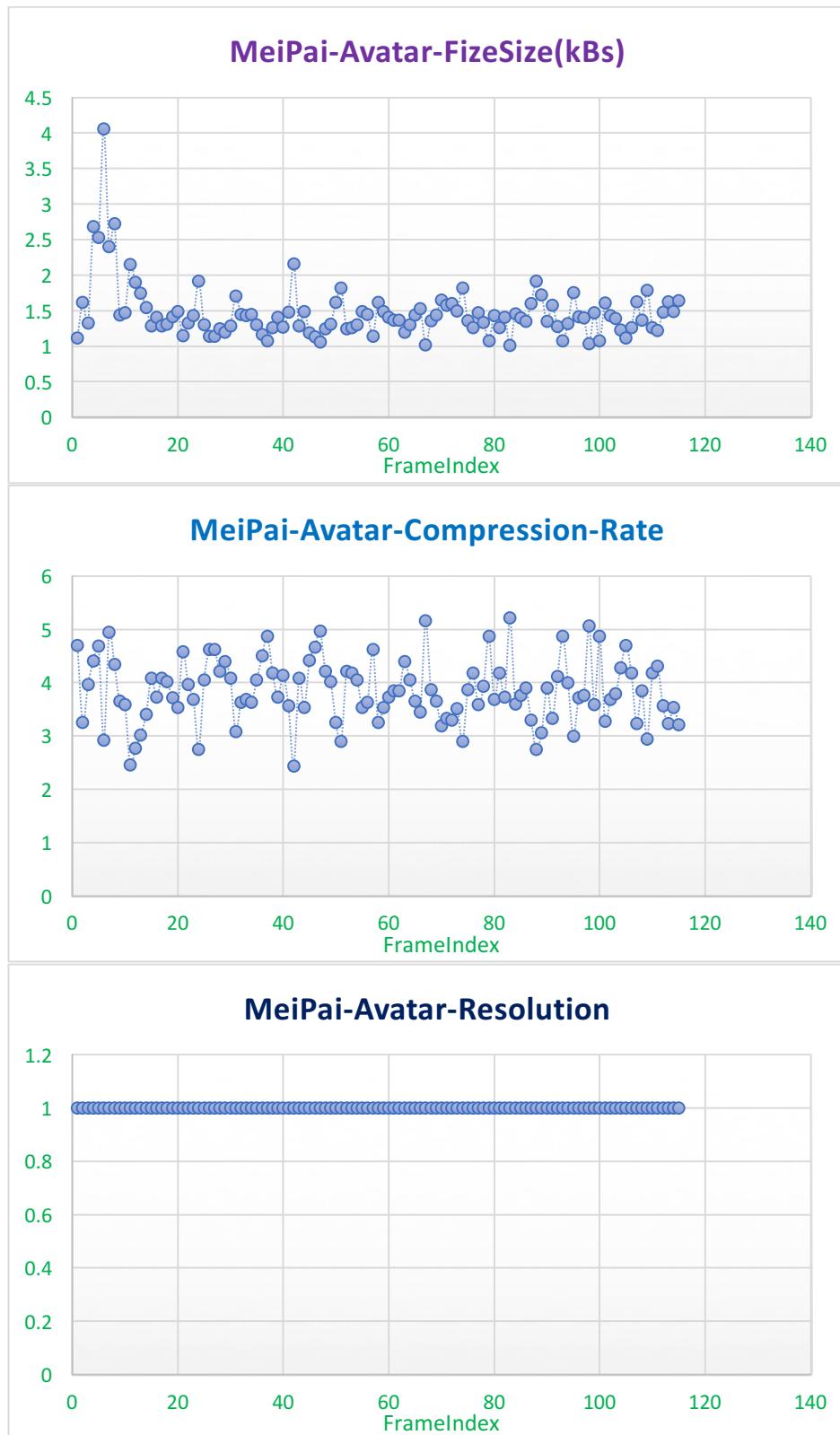
## 6. MiaoPai

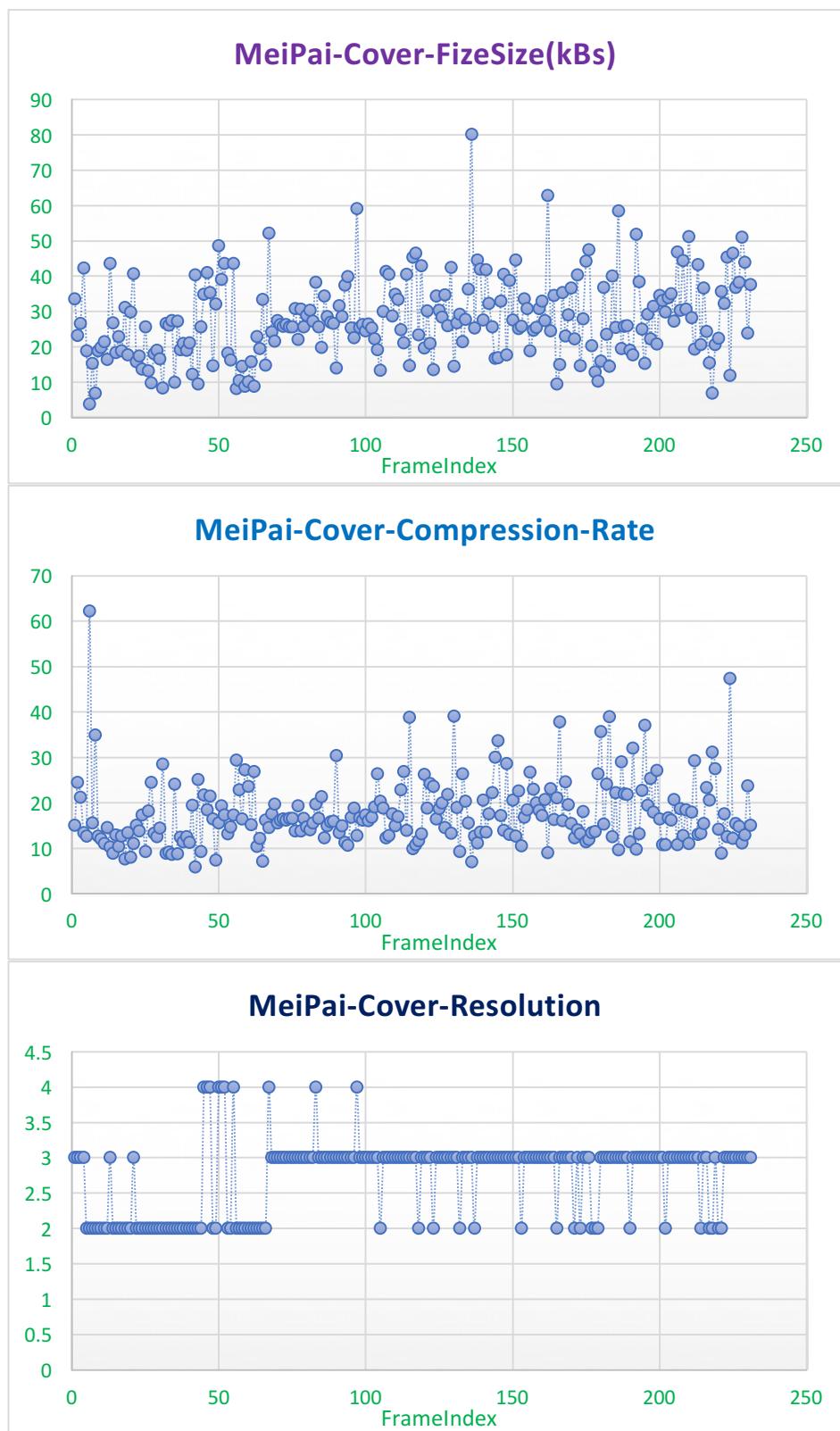




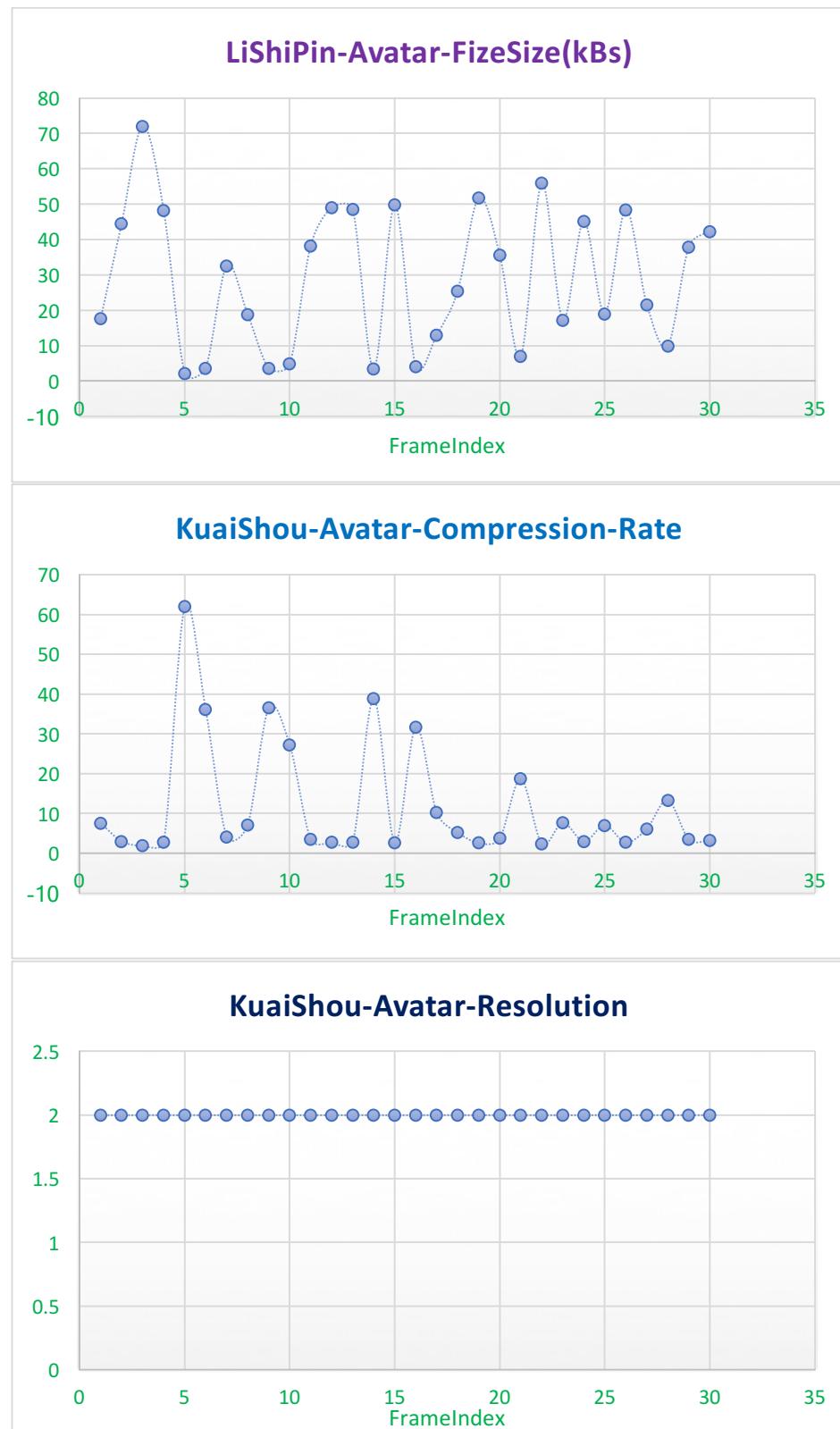


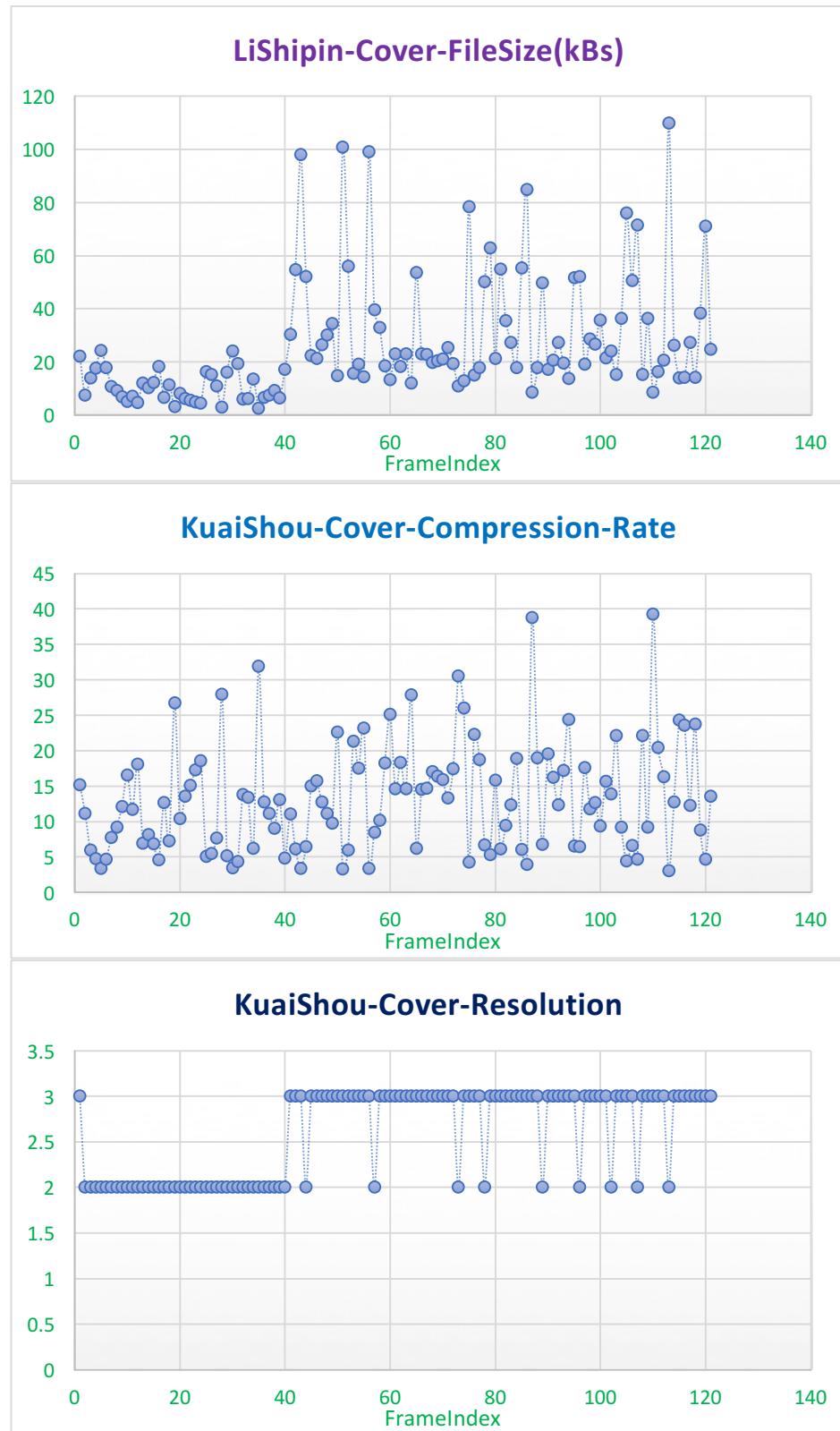
## 7. MeiPai



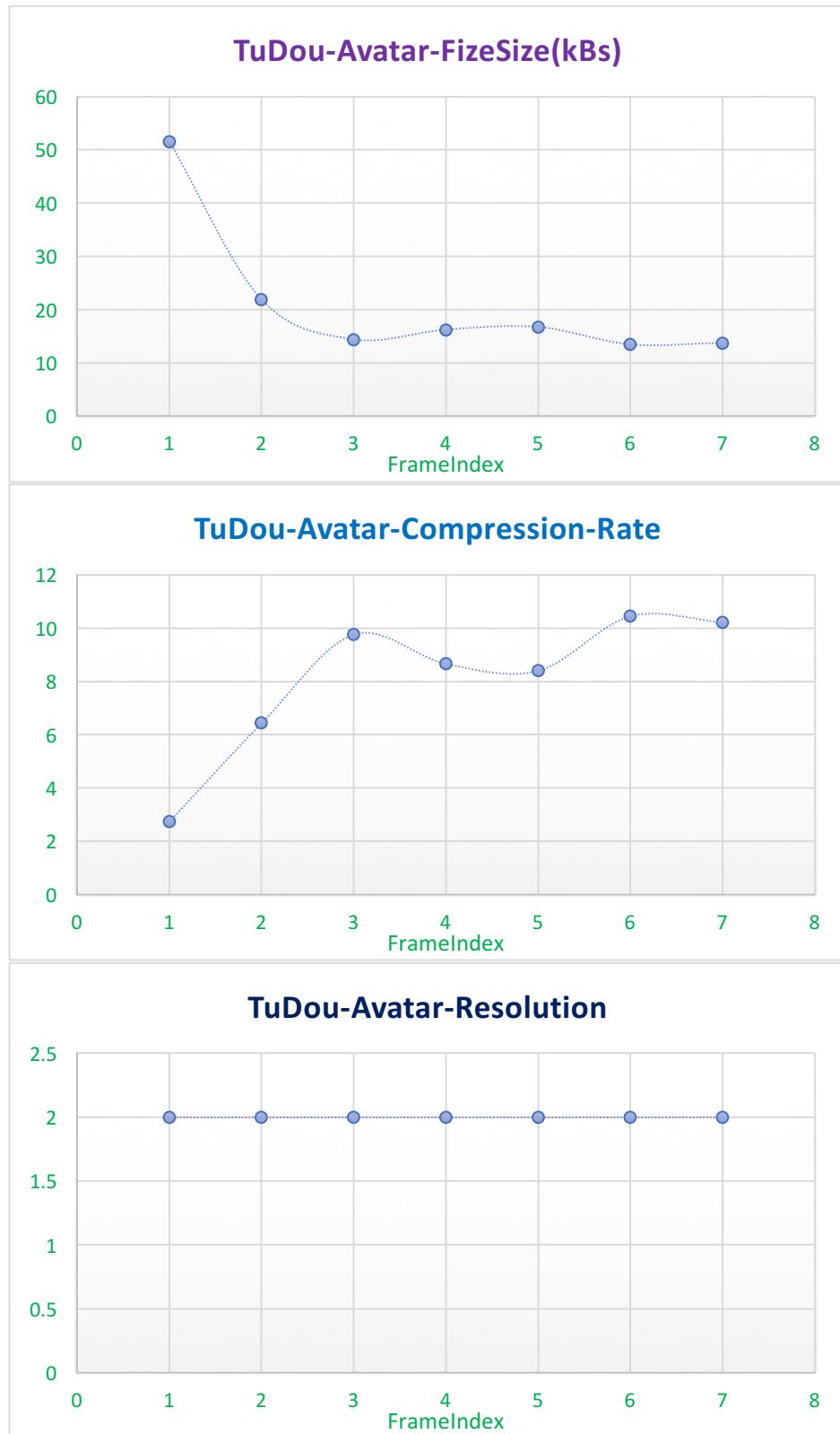


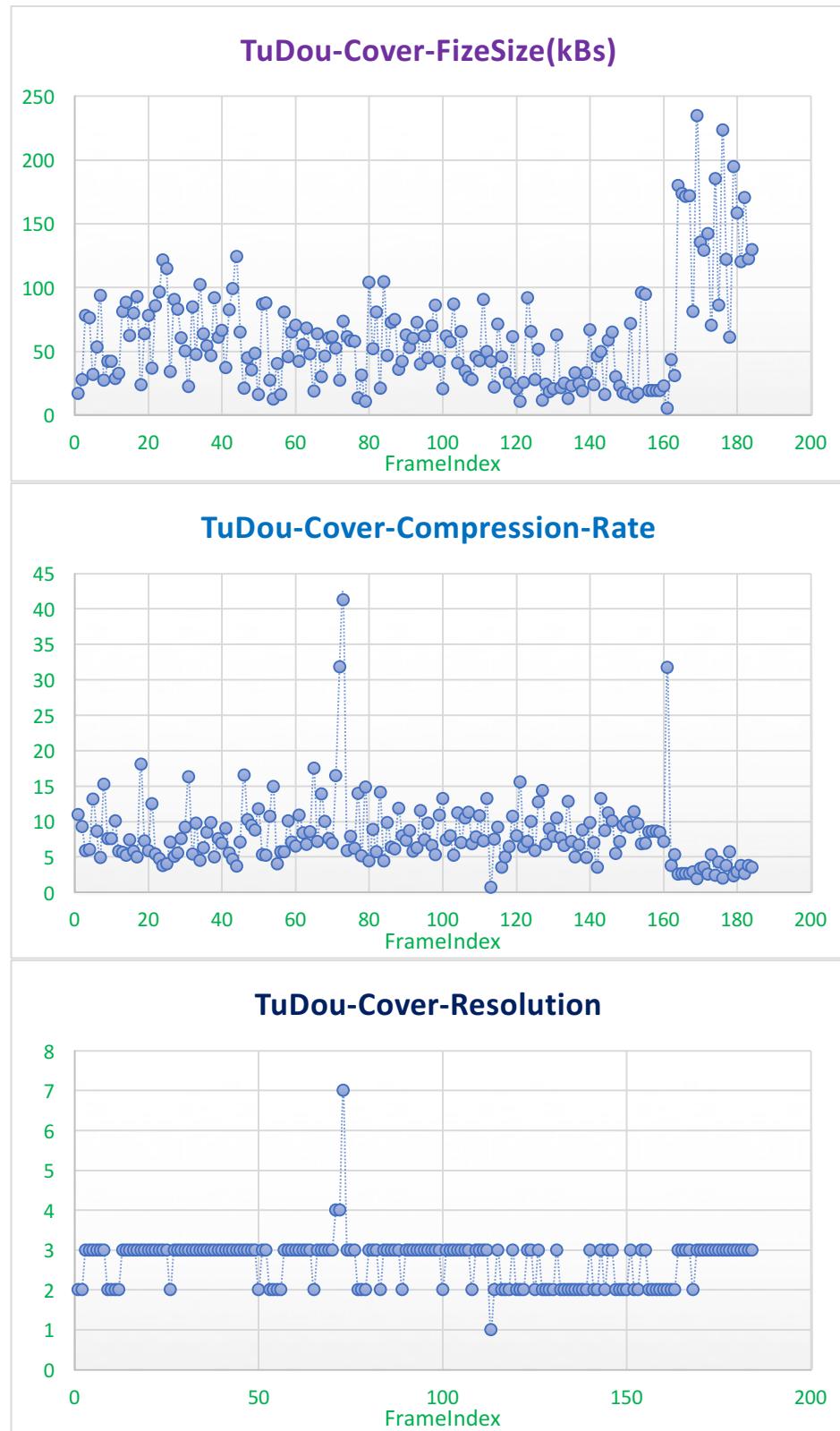
## 8. LiShiPin



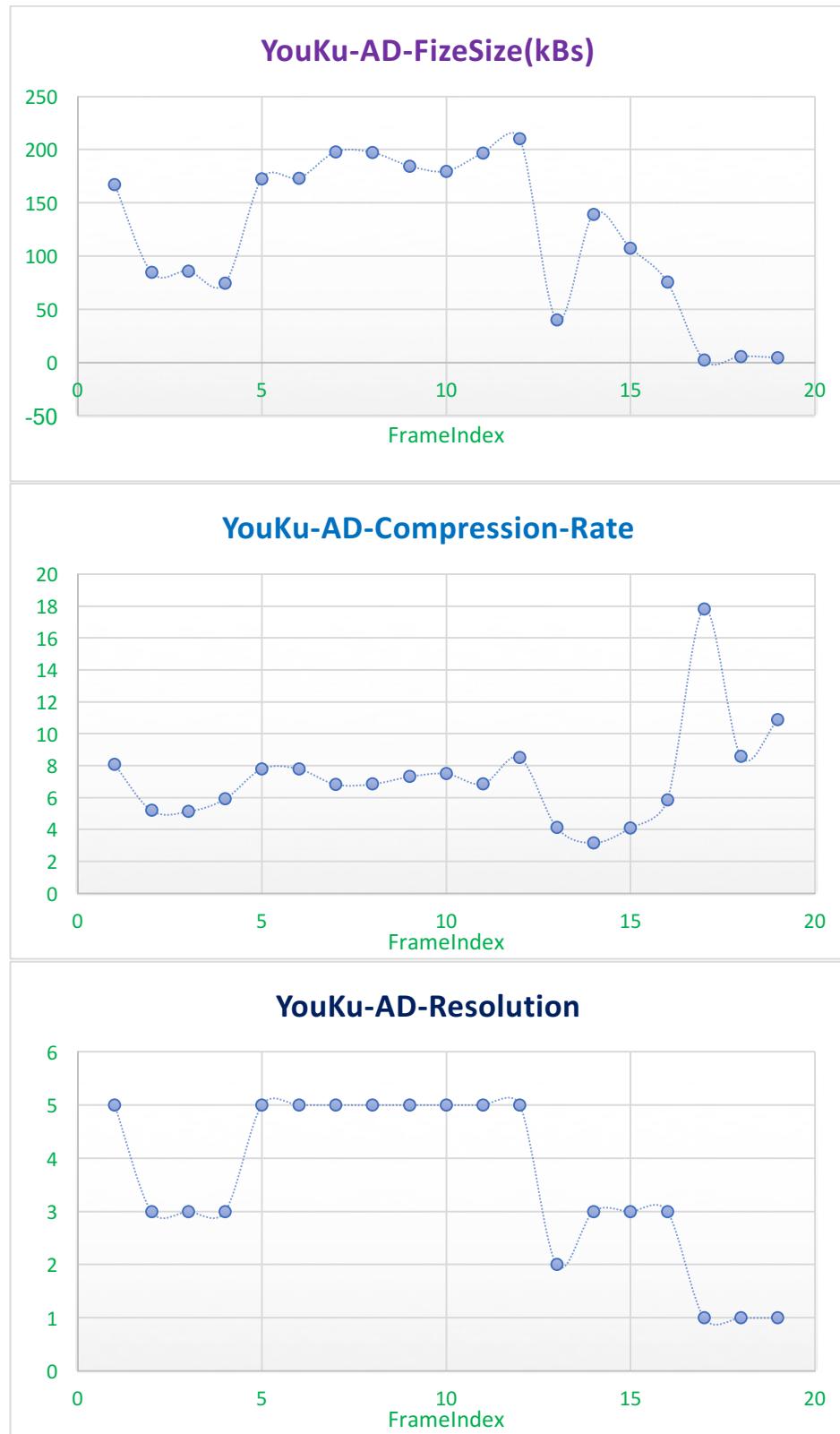


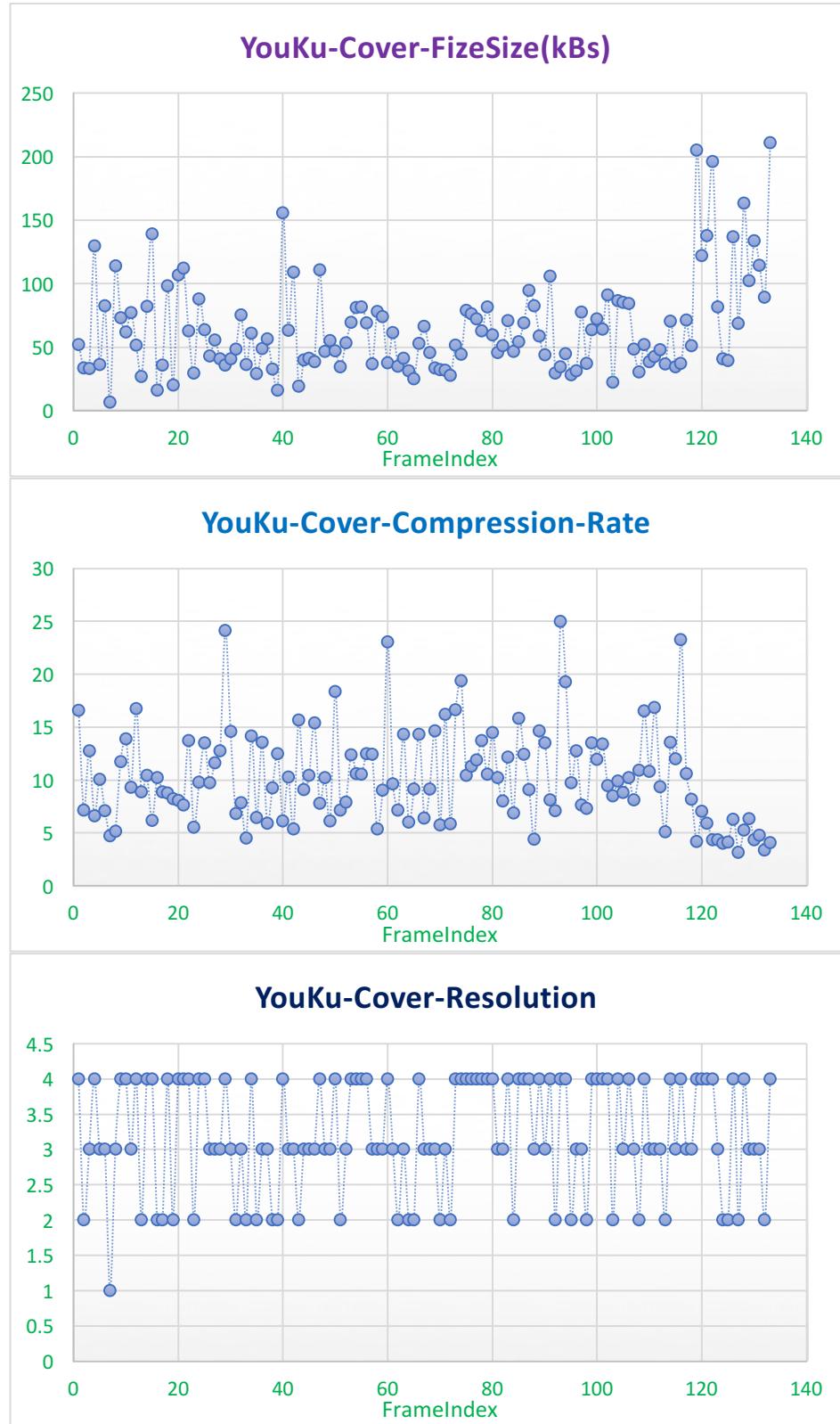
## 9. TuDOu



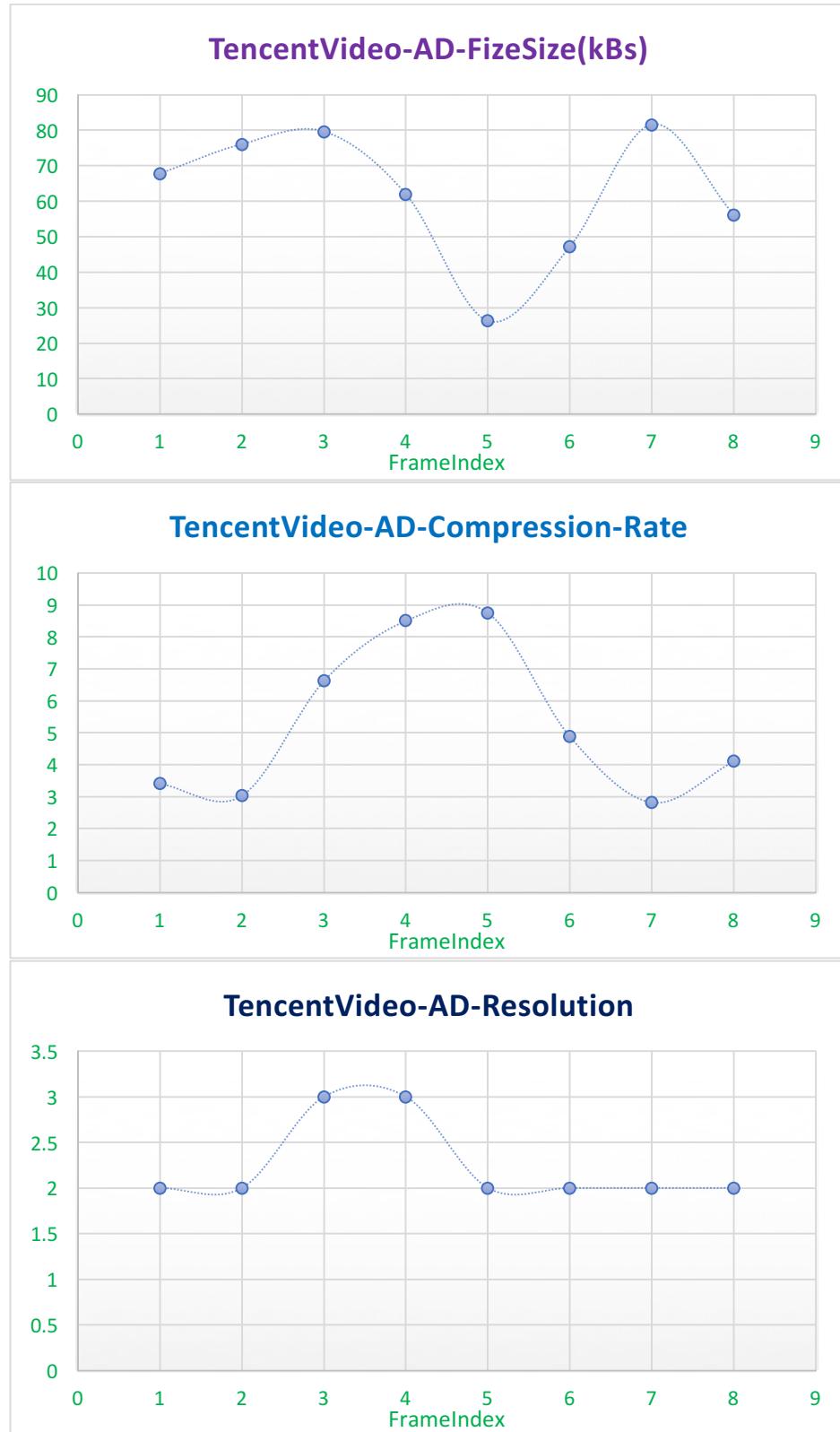


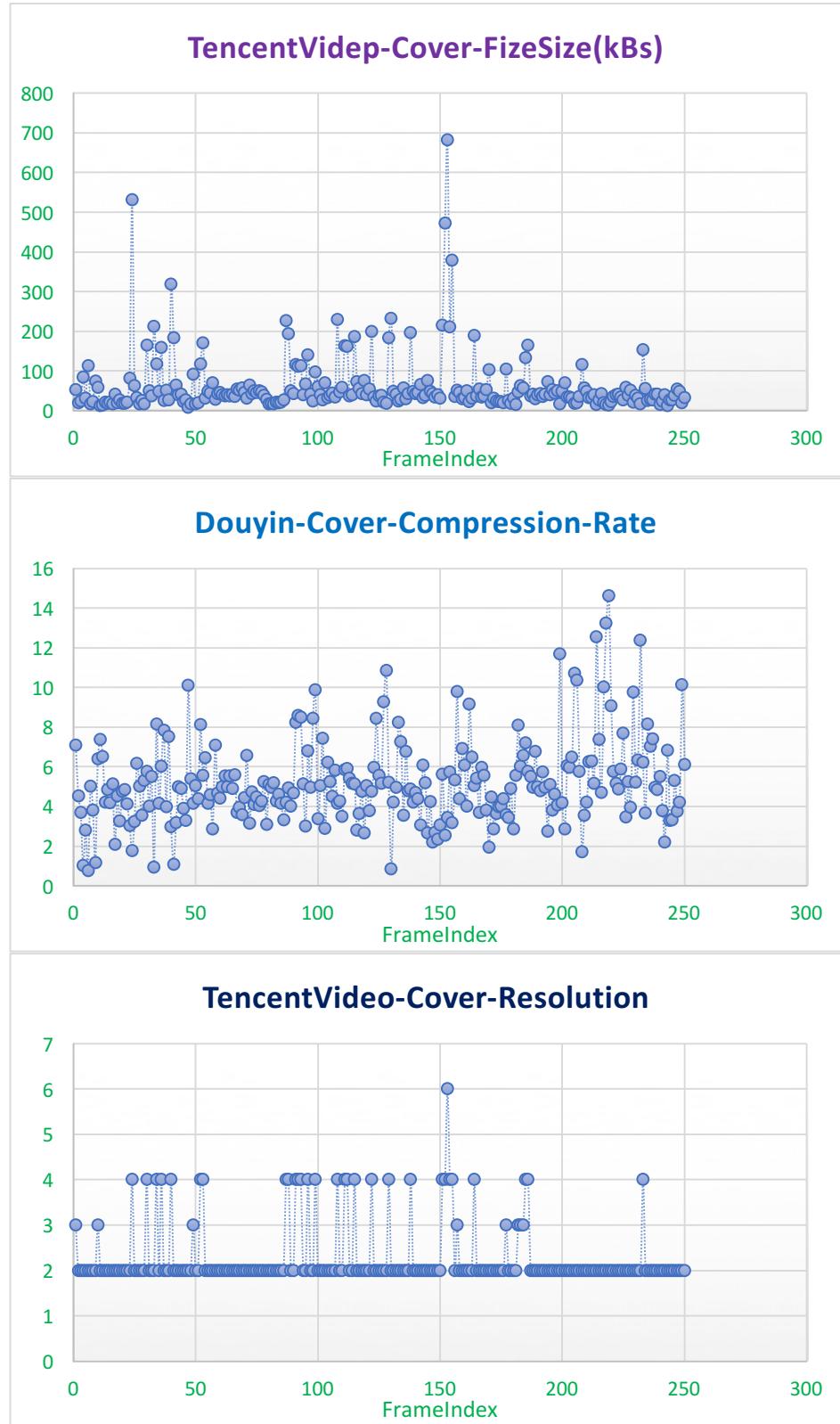
## 10 YouKu

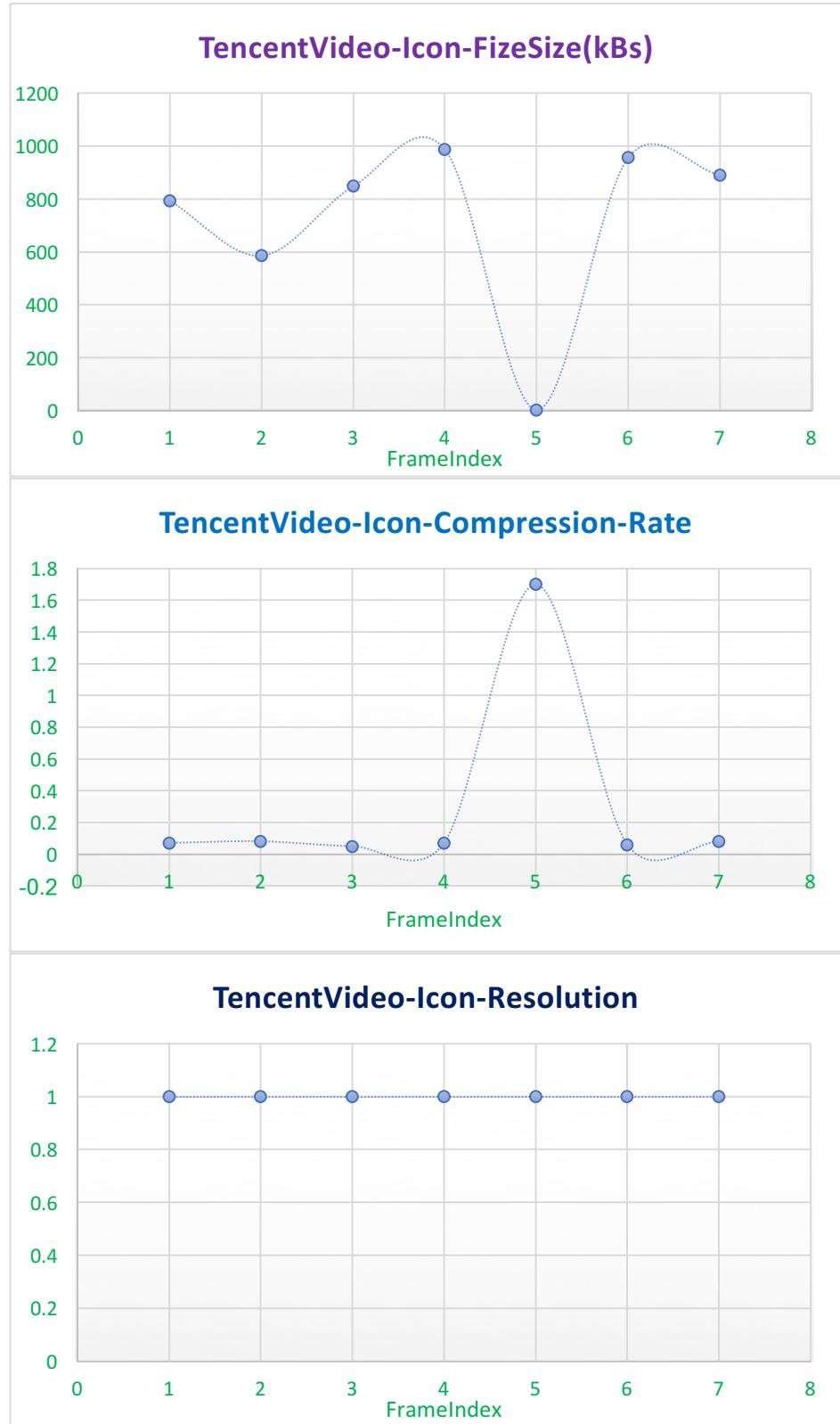




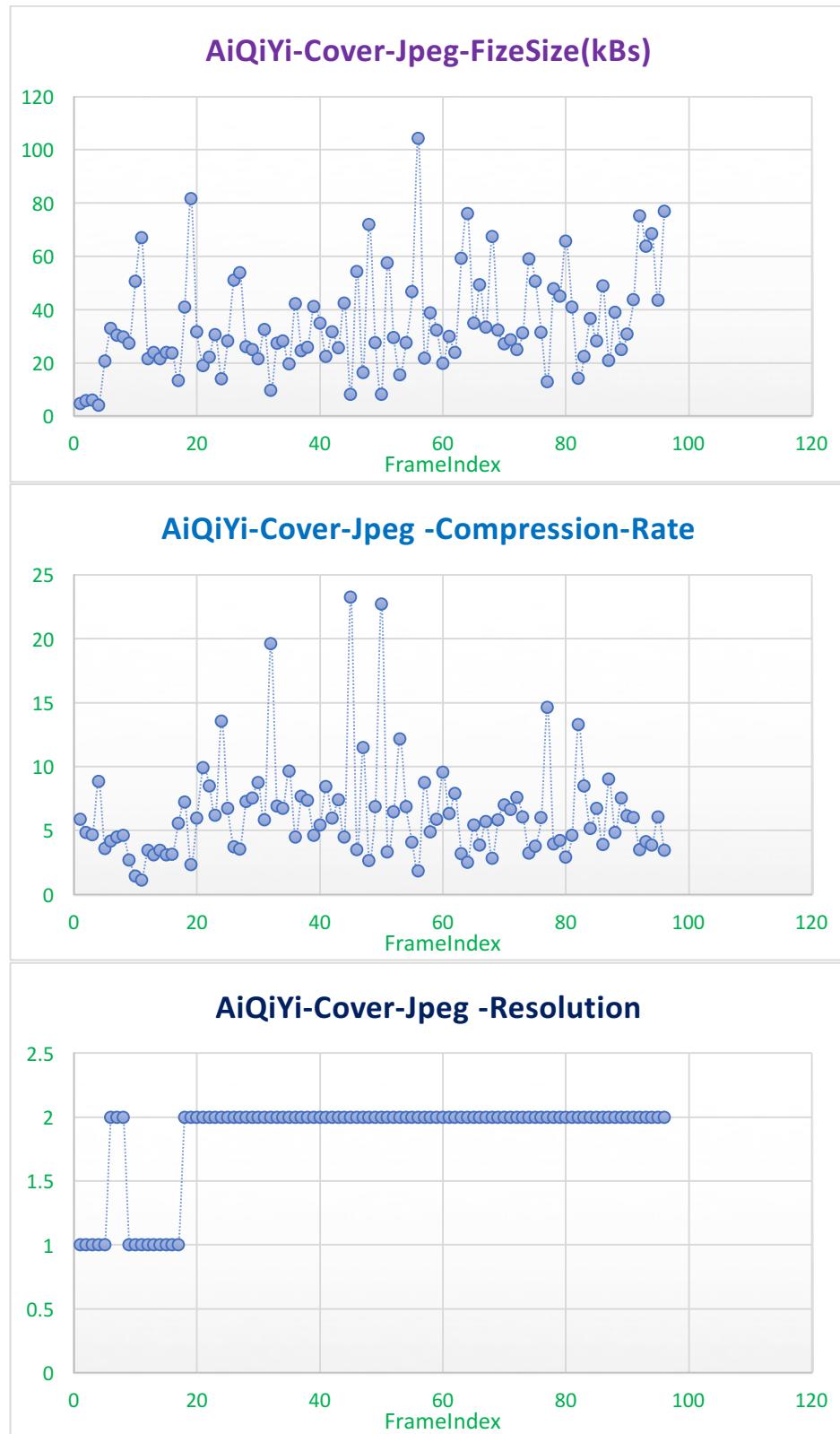
## 11 Tencent-Video

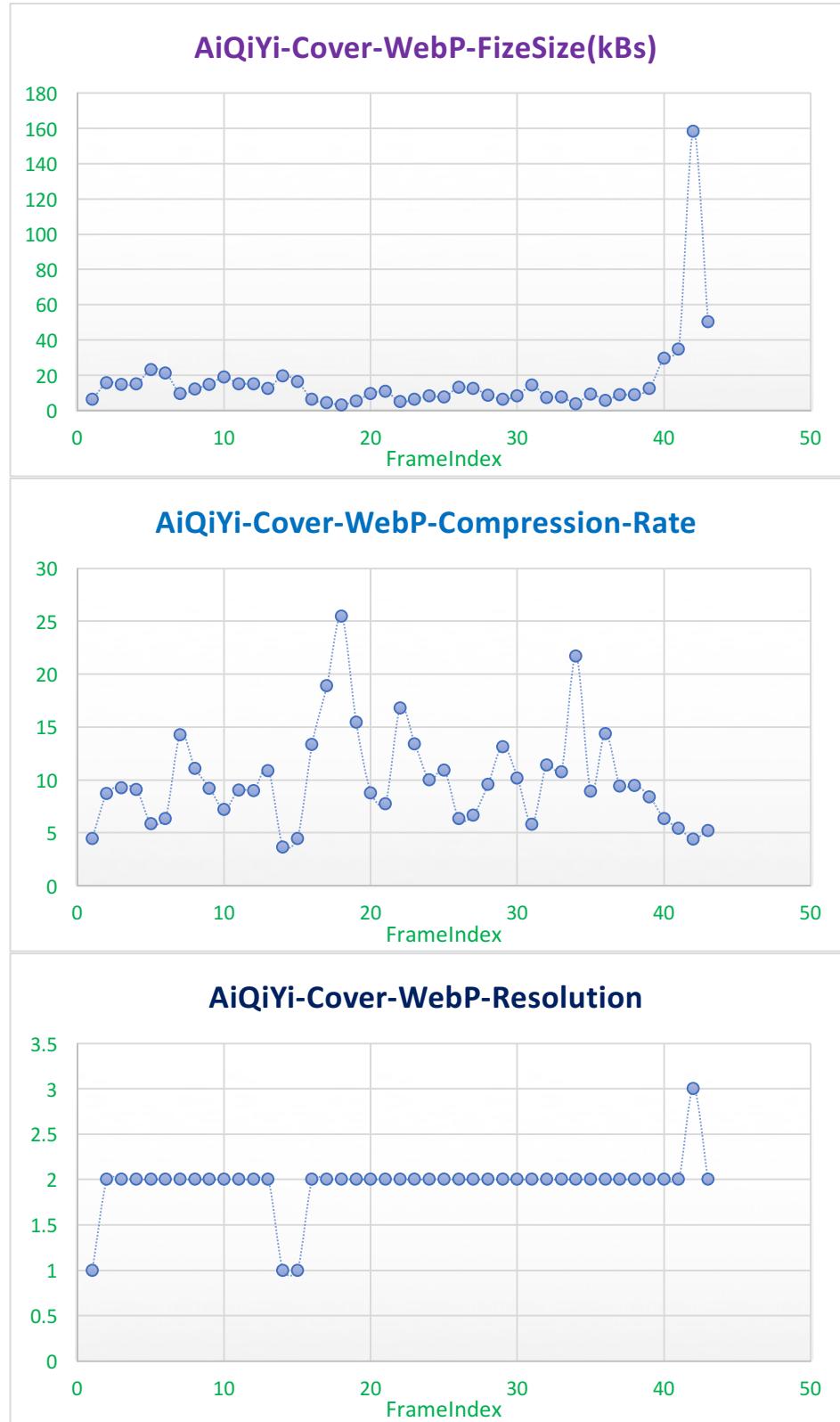


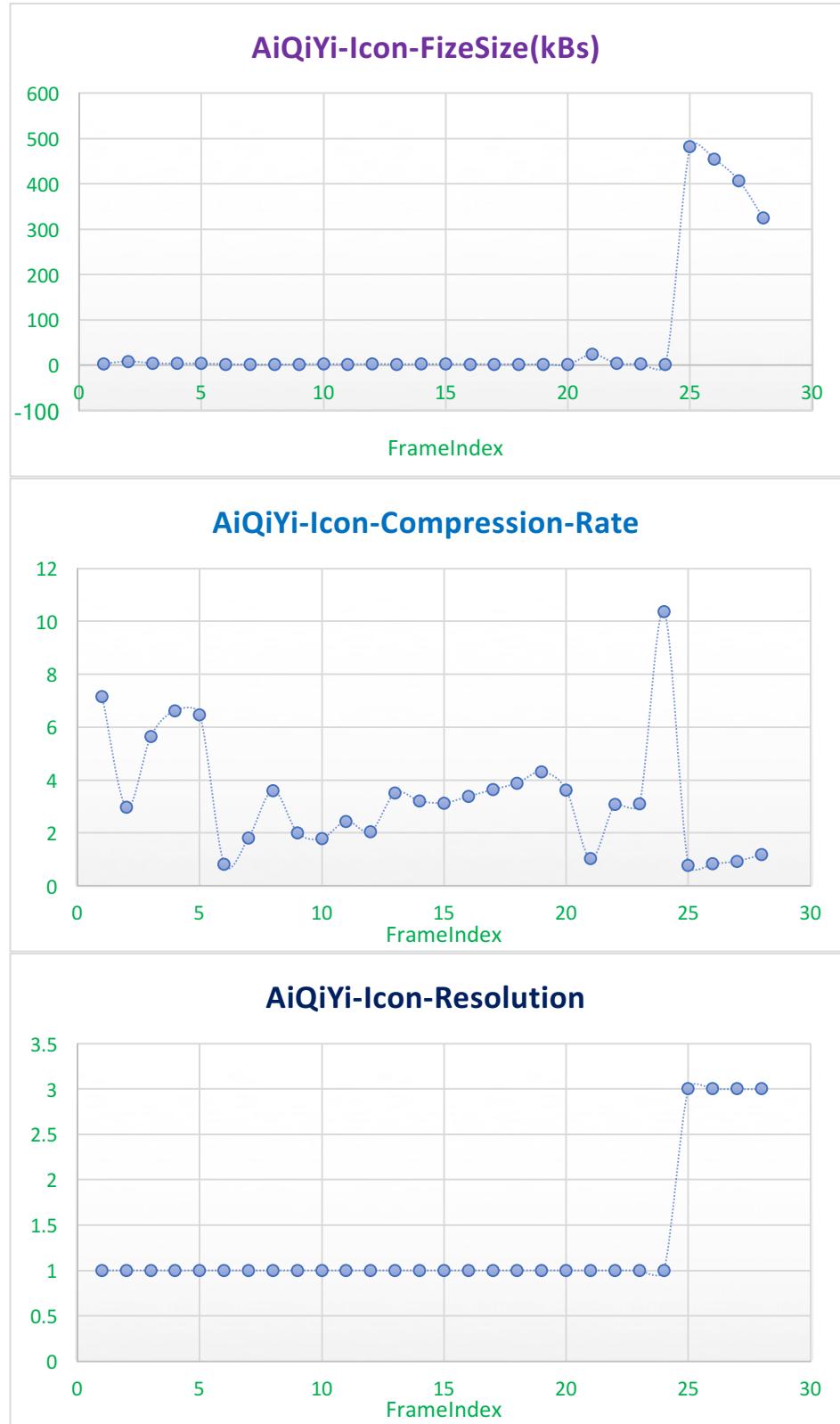




## 12. iQiYi







## 13. Flipagram

