

Research on the Marketing Strategy of Music Culture Industry Driven by New Media Platform

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ABSTRACT

The digital technology revolution has given birth to the vigorous development of new media platforms and profoundly reshaped the music culture industry's communication ecology and consumption patterns. The rise of social media, short video platforms, and music streaming services has broken through traditional communication channels' temporal and spatial limitations, enabling music content to obtain exponential communication effects. Simultaneously, it has spawned new industrial forms such as user creation and virtual performances. In this context, how to reconstruct the marketing system to adapt to the digital wave has become an urgent need for industry entities. The deep operation of fan economy and data-driven precision marketing have become the core issues. Therefore, this paper discusses the multi-dimensional marketing strategy of the music culture industry driven by the new media platform to provide a systematic solution to optimize resource allocation and enhance market competitiveness.

KEYWORDS

New Media Platform; Music culture industry; Marketing strategy; Digital transformation

As an important pillar in the field of cultural consumption, the music culture industry is undergoing structural changes in the wave of digitalization. The traditional marketing model relies on offline channels such as record release, radio promotion, and physical performances, which have inherent limitations such as limited audience coverage, insufficient interaction depth, and lagging effect feedback. With the deep integration of short video platforms, streaming media services, and social media, new media platforms have evolved into the core hub of music communication and reconstructed the whole industrial chain of creation, dissemination, and consumption^[1]. Users are transformed into content producers through secondary creation and bullet screen interaction, and innovative formats such as virtual concerts and AI-generated music continue to emerge. This change gives birth to unprecedented market opportunities and makes the industry subject face the challenge of systematically upgrading its marketing strategy. Analyzing the functional realization path of new media platforms in music marketing has important theoretical value and practical significance for promoting the digital transformation of the industry.

1 The composition and development status of the music culture industry

1.1 Industry Chain and market structure of the music culture industry

The music culture industry has formed a complete ecological chain that includes creation and production, dissemination and promotion, copyright operation, and consumption experience. The creation process covers the production of core content such as lyrics and music creation, music production, and recording engineering. The proportion of independent musicians and studios has increased significantly in recent years. The communication link relies on multi-level channels such as physical distribution, radio broadcasting, and digital platforms, in which streaming media service providers reconstruct the content distribution mechanism through algorithm recommendation. Copyright management has become the value center of the industry. Collective management organizations and digital copyright platforms work together to deal with licensing, royalty distribution, and other issues. The consumer terminal presents the characteristics of scene diversification, including multi-dimensional markets such as personal digital subscription, commercial broadcasting authorization, and performance activity transformation.

1.2 The traditional marketing model and limitations of the music industry

The traditional music marketing system relies on linear transmission paths and limited channel resources. In the period of the record industry, the marketing strategy was carried out around the physical media, mainly through the radio chart to shape the hot single, combined with the MTV television music channel for vision promotion, supplemented by record store promotion activities. The commercial value of singers depends on high-intensity exposure cycles, including standard actions such as magazine cover stories, book tours, and television interviews. The system has three structural limitations: first, the communication efficiency is constrained by time and space, and the coverage of radio broadcast time

and physical channels leads to the imbalance of regional communication; second, users reach one way passively, and the audience can only receive the scheduled content, lack of real-time feedback and interaction mechanism. The third is that the effect evaluation mechanism is lagging, the record sales statistics cycle is up to several months, and it is not easy to dynamically adjust the promotion strategy^[2].

1.3 The development trend of the music culture industry driven by new media

The deep involvement of new media platforms promotes the revolutionary change of the industrial development paradigm. The trend of universal content production is significant. The simple arrangement tool of a short video platform makes the average daily creation of non-professional users break through millions and triggers the process of music democratization. The spread mechanism is geometrically split. The social media challenge model compresses the cycle time of a single song from a traditional few weeks to 48 hours. For example, a certain ancient-style song became a sensation across the internet through dance, accumulating over 2 billion views within two weeks—the evolution of consumption scenarios towards immersive experiences. Virtual reality concerts support real-time interaction with global audiences. Digital avatar technology enables fans and idols to perform virtually on the same stage. The business model innovation is carried out around data assets. The platform develops a dynamic ticket price system based on the user's listening behavior portrait and floats the concert ticket price based on the fan stickiness index. Industrial boundaries continue to melt, and musical elements have deeply penetrated cross-border scenarios like e-commerce live streaming and online education, such as fitness apps with built-in AI instructors training playlists based on real-time heart rate matching. It is worth noting that technology has accelerated the restructuring of industrial value, blockchain smart contracts have promoted automatic royalty sharing, and algorithmic creation tools have stimulated the explosive growth of AIGC content, indicating that the industry has entered a new stage of human-computer collaboration.

2 The function of new media platforms in the music culture industry

2.1 Providing diversified communication channels

The new media platform has completely reconstructed the transmission path system of music content and formed a multi-dimensional transmission matrix. Short video platforms rely on algorithmic recommendation mechanisms to achieve precise content distribution. For example, rap work is pushed to potential interest groups through user tag matching, which achieves more than 50 million natural traffic per week. Social media forms communication nodes through topic fission, musicians launch challenge activities to attract users to create and adapt, and derivative content covers multiple platforms such as Weibo and Little Red Book to form communication resonance. Live broadcast platforms break the constraints of time and space performance, and online concerts can reach millions of audiences worldwide, far beyond the physical venues bearing limit. Streaming media services build a scenario-based push capability, and context-specific playlists such as commuting and sports achieve intelligent matching of content and scenes^[3]. The synergy between communication channels must be significantly enhanced. After the popularity of digital singles on short video platforms, they are simultaneously logged on to the hot search lists of music apps and then deeply interpreted by social media to form a closed communication loop. This kind of channel integration makes it possible to break through the circle of minority music types, and independent folk music works can still reach millions of listeners without traditional propaganda support, completely changing the monopoly pattern of traditional channel resources.

2.2 Enhancing user interaction and participation

New media platforms transform one-way communication into a multi-way interactive ecology through technology empowerment. Users are deeply involved in the creative process to form core interaction patterns, such as a lyrics-creation crowdfunding platform that allows fans to vote on the order of tracks on an album or a support community that unlocks concert specials through fundraising. Real-time Interaction Technology reshapes the form of performance participation. In the virtual concert, the fan barrage can trigger the adjustment of stage effects in real-time, and the color change of the support stick can be remotely controlled through the mobile phone to realize cross-space interaction. The data feedback mechanism makes the creation production responsive adjustment. The musicians optimize the follow-up creation theme according to the high-frequency words in the song review area, and a band rearranges the prelude structure according to the click-through-rate data of each platform. The community operation strengthens the sense of identity, the fan supertopic community implements the hierarchy system, the highly active users obtain the priority rights to listen to the works, the digital collection release establishes the exclusive virtual identity, and holders have exclusive access to offline meet-ups. In this participatory culture, users have shifted from content consumers to value co-creators, such as fan-initiated adaptations of hit movies and TV shows that top the music charts and fan-generated remixes that

provide feedback to the originals, which have seen a 300% increase in airplay, reconstructing the boundaries of traditional production and consumption.

2.3 Deepening fan economy and brand marketing

The new media platform has constructed a closed-loop ecosystem of fan value transformation. The member service system realizes the value stratification operation, the digital album release sets the unlocking mechanism, and the basic purchase unlocks the value-added content, such as behind-the-scenes footage, through the supporting task. Virtual gift-giving creates a new revenue channel, limiting the income of digital cake gifts in the singer's birthday live broadcast to more than the monthly sales of physical surroundings. The monetization mechanism of social assets is innovative. Fans can exchange offline activity ballot weight through ranking data, and social media retweets can be directly converted into concert seat selection priority. Brand cross-border marketing to achieve mutual flow guide, beauty brand co-signed musicians launched limited products, buy complimentary songs Digital License, e-commerce platform set up star theme shopping area to sell limited vinyl records simultaneously. Data Assets Drive precision marketing decisions, platforms implement differentiated pricing based on fan spending power labels, and concert ticketing systems allocate front-row seats based on historical participation records^[4].

3 Marketing strategy of music culture industry driven by new media platform

3.1 Improving content creativity and user experience

The music culture industry needs to build a user experience ecology with creative value as the core. At the level of content creation, we should strengthen the development of the IP universe, such as creating a virtual double world view around the core musicians, deriving multi-form content matrices such as animated short dramas and interactive novels, and expanding the depth of audience emotional connection. The user participation mechanism needs to innovate the interactive dimension, implement the creation tool sinking strategy, develop a simple version of the orchestration module for fans to remix, and integrate high-quality works into the official album release after optimization by professional orchestrators. In immersive technology, the metaverse concert is constructed with wearable devices. The user drives the exclusive virtual image to participate in the performance interaction through the somatosensory capture technology and changes the stage vision in real-time. The ability to customize has become the key to competition. The open lyrics generator allows paying users to submit keywords to generate customized singles and realizes the dynamic combination of morning wake-up music according to members' preferences in the home Internet of Things environment. Feedback closed-loop design should run through the full cycle of user experience, set up a comparative voting mechanism for new works AB version to optimize the direction of arrangement in time, and establish a membership point exchange decision-making system to stimulate continuous participation^[5]. Attention needs to be paid to avoid technical complexity compromising the convenience of participation, and the interface needs to maintain minimalist design principles to ensure accessibility for users of all ages.

3.2 Deepening the application of big data and artificial intelligence

Artificial intelligence technology should deeply empower the construction of the decision-making center of the music industry. The AI collaborative system is deployed in the creation process. The creation suggestions are generated through the deconstruction learning of the melody and rhythm modules of the blockbuster. The melody line emotional value curve is automatically marked for the author's reference and adjustment. At the user insight level, a global behavior map is constructed, and a dynamic demand prediction model is established by integrating music platform playback behavior, social media discussion hotspots, and offline concert ticketing data to guide production plan optimization. The promotion strategy implements a precise drip irrigation system and pushes the content according to the depth of fans' historical interaction. The core fans receive the immersive trailer 72 hours in advance, and the passers-by audience reaches the lightweight short video version. The dynamic pricing system needs to integrate multi-dimensional variables. Concert tickets are priced dynamically according to the consumption capacity model of the target group, historical attendance, and transportation convenience factors; discount coupon push is automatically started in areas with high vacancy rates. The risk control algorithm should cover the whole scene of copyright monitoring, the audio fingerprint technology should scan the infringement use of the short video platform in real-time, and the rights protection process should be automatically launched in combination with the blockchain certificate system. It is necessary to be alert to the risk of data abuse, establish a desensitization mechanism for user preference data, and ensure the balanced development of business decision-making and personal privacy protection.

3.3 Innovative marketing channels and cross-border cooperation

The marketing system must break the industrial boundaries and establish a pan-entertainment integration ecology. Regarding channel coordination, we will build a global linkage mechanism, trigger the short video challenge competition, open screen advertising on the music platform and offline pop-up store experience, and build a multi-touch traffic conversion funnel. The immersive technology application reconstructs the consumption scene, the subway car projection system plays online concert clips, passengers scan the code to jump the ticket purchase interface immediately, and the mall AR device triggers the virtual image of the singer to appear to guide the purchase of cooperative goods. Cross-border marketing should dig deeper into the value of scenarios. Fitness ring games are embedded with rhythm training courses, sports data are up to standard, and limited sound sources are unlocked. New Energy vehicle cockpit systems are pre-installed with scene playlists, and speed changes automatically match the corresponding rhythm style. The platform alliance builds a value amplification network, music streaming, and online reading apps share members' rights and interests, and book listeners receive exclusive background music production functions. Delivery platforms offer bonus voice prompts from singers with orders, triggering the emotional resonance of the food scene. International communication needs to rely on the integration of cultural symbols. Opera elements are implanted into overseas platforms in the form of electronic music and cooperate with the Hanfu KOL challenge to realize cultural breaking. Resource integration must consider the brand tonal fit, establish a value evaluation system for cross-border partners, and avoid commercial cooperation to dilute artistic value.

4 Conclusion

The deep involvement of new media platforms has fundamentally reconstructed the music culture industry's value creation and transmission paradigm. The research shows that channel diversification and interaction mechanism innovation not only break through the time and space constraints of traditional marketing but also construct a new industrial ecology through user participation production. The deep application of big data and artificial intelligence makes content creation, precise push, and dynamic pricing form a closed-loop decision-making system. At the same time, cross-border integration innovation has spawned the exponential growth of pan-entertainment consumption scenarios.

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