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ANALYSIS OF THE SHORT VIDEO PLATFORMS AS KEY ELEMENTS OF THE
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Abstract. This article presents an analysis of short video platforms as key elements of the modern global digital economy, which is the object of research. The study covers regional features of their distribution, economic models, and market potential. The article examines the current leading platforms. The subject of the research is statistical data on the activities of short video platforms. The aim of the research is a comprehensive analysis of the leading short video platforms for 2020-2025 in different countries of the world from the standpoint of their popularity, role in the global digital economy and related ethical issues. Attention is paid to the use of certain platforms in countries such as the USA, Germany, Ukraine, Japan, China. It is also noted that during martial law in Ukraine, there is an increase in local content by 40% and a reorientation towards security and emotional support. It was found that the expert forecast of the global market indicates a 12.4% increase in the profitability of this sector of the economy, with monetization through advertising by 40% and social commerce in China by 73%. Companies use such business models as algorithmic personalization, revenue sharing, and e-commerce integration. The authors of the article draw attention to ethical challenges. The study concluded that it is necessary to moderate content, remove algorithmic toxicity, ensure child protection and the moral safety of consumers of short videos, and also introduce data verification. The research methodology is a comparative analysis of open statistical data, scientific articles, and market forecasts. Key areas of further development have been identified, such as the development of transparent algorithms, rules for influencers, and ethical monetization. The results obtained are intended to help marketers, regulators, and researchers make strategic decisions in the digital economy. The scientific significance of the study lies in the systematization of data and the identification of ethical risks of short video platforms. The value of the study lies in the fact that the

conclusions of the work can be implemented for the localization of Ukrainian content and the protection of users in crisis situations. The prospects of the research lie in further collection of information, development of specific actions and algorithms to ensure social responsibility and safe content for consumers.

Key words: global economy, strategy, short video platform, demand, comparative analysis, innovation, content ethics, social responsibility, digital commerce.

JEL Classification: F63, L82, M31, O33.

INTRODUCTION

Short videos, as an important part of the digital economy, have quickly begun to play an important role in the capital market. Their unique capital appreciation has attracted wide attention from researchers. The rich content and simplified form of short videos are very suitable for fragmented use by users and have great potential for rapid dissemination. Short video platforms have high dissemination ability. Network effects have quickly attracted a large number of Internet user groups. With the development of mobile Internet and the continuous improvement of network infrastructure, the proportion of short video users is increasing, making short videos the most popular form of social media at present. With the stable development of the short video industry, the competition is also becoming more and more fierce. Due to the large user base and high consumer demand, they have attracted the attention of many investors in the field of improving short video platforms. Therefore, with the rapid development of modern science and the wide application of IT technology, short videos have become a popular form of communication in new media.

LITERATURE REVIEW

With the development of social e-commerce, short video platforms are developing rapidly. This development may be chaotic, random, and dependent on many factors, but it inevitably leads to certain results.

As Tu Jinguo (2024) points out, short videos fill users' free time, which leads to distribution among users and allows them to monetize traffic. Behind this phenomenon is the unique business model of the short video industry (Zekun Tan (2020)) and the transformation of platforms (Bondy Valdovinos (2020)). Chalaby, J. (2024) notes that companies create value with assets and employees that are beyond their capabilities. The development of short videos is beneficial for brands, Zhang B. (2023) notes, and for ordinary content creators, who have the possibility of creating hit lifestyle videos (Zhilong Chen (2024)).

According to the studies of Stepaniuk A. V. (2024) and Wang L. (2025), the peculiarity of short videos is primarily the cultural differences of users and content creators, which also affects monetization.

The rapid development of short video platforms leads to a variety of marketing strategies, which are studied by such scientists as Yanchuk T. (2024),

Cheng, J. (2022), Huang, A. (2025). These studies prove the relevance of further observations of the features of the development of these platforms and the global growth of economic potential.

PAPER OBJECTIVE

Research into the short video platforms allows us not only to assess trends, but also to find out its role in the economics of the countries.

The aim of this work is a comprehensive analysis of the leading short video platforms for 2020-2025 in different countries of the world from the standpoint of their popularity, role in the global digital economy and related ethical issues.

The objectives of this work are as follows:

1. Study the state of the short video market and identify key trends.
2. Analyze the main short video platforms in developed countries: Canada, the USA, Japan, Germany.
3. Conduct a comparative analysis of popular short video platforms in different countries, including Ukraine.
4. Develop recommendations for increasing monetization for Ukrainian short video creators.

Analysis of the short video platforms is based on data from open sources, official statistics, analytical reports and expert publications.

RESULT AND DISCUSSION

As we mentioned earlier, platforms should actively study the development directions of new technologies and constantly implement advanced developments, technologies to ensure the competitive advantages of the platform. Currently, there is a high demand for short videos in almost all developed countries. We will focus on countries such as the USA, Japan, the EU and Ukraine.

In Canada and the United States, short video platforms are popular in 2026, as shown in Table 1. These platforms focus on vertical videos of 15-60 seconds, with monetization and creative.

Table 1

Major platforms in Canada and USA

Platform	Description	Audience
YouTube Shorts	From Google, integration with YouTube (over 2 billion users). Monetization through Partner Program.	Global
Instagram Reels	Meta, trends/music, shopping. 90 sec video	Global
Snapchat Spotlight	AR lenses, contests, rewards for creators	Youth focus
Triller	Music/auto-edit, collaborations with labels	For musicians
Clapper	USA-based, "real life", tipping for creators	Gen X /Millennials
Lemon8	ByteDance (TikTok company), lifestyle, beauty, photo and video.	For different age groups
RedNote (Xiaohongshu)	Chinese e-commerce	For different age groups

Source: compiled by the author based on open sources

The market of these countries is dominated by up to 90% Shorts/Reels with a focus on monetization (tips, ads). It should be noted that there are no local "American TikToks" yet, but Clapper/Triller is becoming a patriotic alternative. In Canada, a short video platform Shopify-integration for business is currently being developed.

Japan also has short video platforms, but they are dominated by international giants (TikTok, YouTube Shorts, Instagram Reels) alongside local ones that focus on anime, games, and livestreams. The market is smaller than China's, but it is developing very actively (Table 2).

Table 2

Major platforms in Japan

Platform	Description	Audience
TikTok	Global, trends/music, 33 million MAU. Popular among teens	Top for young people, about 7 million creators
YouTube Shorts	Vertical videos up to 60 seconds, monetization. 73 million YouTube users	Wide audience, integration with long videos
Instagram Reels	Trends, beauty/fashion, up to 90 seconds video	66 million followers on Instagram
Niconico	Local, "bullet chat" (danmaku), anime, games, music. Short clips and livestreams	Otaku, ACG content (anime, manga, games)
17LIVE	Live streams with short videos, virtual gifts.	Youth, VTubers
ABEMA	Streaming with short clips, anime, comedy.	Youth, exclusive content
Lemon8	ByteDance, lifestyle, beauty, launched in Japan 2020	Niche audience, photo and video

Source: compiled by the author based on open sources Extrabux (2025)

Germany is dominated by global short video platforms (Table 3), as in Europe as a whole (there are no strong local analogues of TikTok), with TikTok leading the way. It has 24 million users, but there are also popular alternatives due to the high requirements of the GDPR and competition. The EU General Data Protection Regulation - GDPR has been in force since May 25, 2018 and is the strictest privacy law in the world, regulating the collection, storage, and processing of personal data (name, email, IP, geolocation, behavior) of EU and Eurozone citizens. According to BEUC (2023), TikTok was fined €345 million in 2023 for violating this law, which is 4% of the platform's global turnover. GDPR affects the short video market by restricting targeted advertising, controlling the collection of personal data (especially from children), and opposing its use in schools.

Table 3

Major platforms in Germany

Platform	Description	Audience
TikTok	Vertical videos 15–60 sec, trends, music. 24 million MAU	N 1, 50% of the market
YouTube Shorts	Vertical videos up to 60 seconds, monetization. 70 million YouTube users	Wide audience, integration with long videos
Instagram Reels	Trends, beauty/fashion, up to 90 seconds video, 30 million followers on Instagram	Top for brands and youth
Snapchat Spotlight	AR lenses, disappearing videos, rewards	Teenagers (Gen Z))
Triller	Music, auto-editing, collaborations	Musicians
Likee	AR effects, live shows, bonuses	Niche platform, Asia and Eastern Europe

Source: compiled by the author based on open sources Zielbar (2025)

We can see the popularity of the short video platform Likee, owned by Singaporean company BIGO Technology Pte. Ltd. (part of the parent company JOYY Inc. from China). It was founded in 2017 and has such features as: special effects, AR filters, 4D Magic, high content creativity, monetization through subscribers (Diamond program, a type of network marketing). Likee differs from TikTok in its emphasis on advanced AR effects, live broadcasts and simplicity for beginners, while TikTok is stronger in viral trends and a global audience. This platform is very popular among teenagers with almost 180 million.

With the widespread commercialization of short video platforms, especially given that online marketing services have become the largest source of revenue, the platforms will inevitably see increasing amounts of advertising (Fig.1).

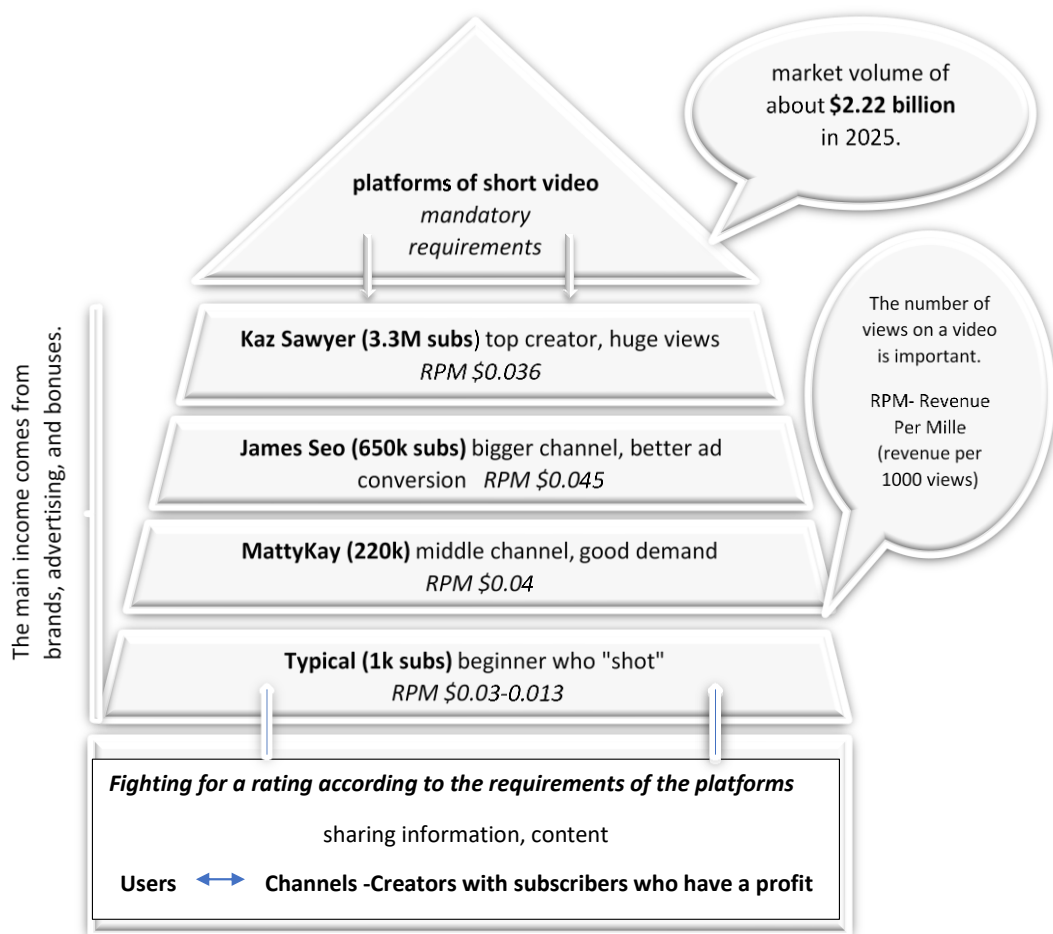


Figure 1. Profit pyramid in the short video industry.

Source: compiled by the author according to the open's sources

This growing volume of advertising inevitably impacts the user experience. In today's competitive marketplace, where the industry has reached a certain scale, it's important to properly manage the costs of acquiring new users and focus on retaining existing users, increasing user loyalty, and increasing platform usage. High-quality content is key to the competitiveness of short video platforms and the key to retaining existing users and increasing usage time. Currently, platforms face fierce competition and enormous pressure to maintain peak performance at industry scale. Since our research shows that platform users are young, the following questions become increasingly important:

- How much time does a user spend each day watching short videos?
- How much time watching short videos will not lead to addiction and depression?
- How much can a user earn from their short videos?
- How is social responsibility ensured when presenting content and advertising to end users?

The profit pyramid shown in the figure demonstrates the hierarchical distribution of revenue sources in the short-form video ecosystem. Creators receive a small share of the platforms' total revenue, usually from 10% to 45% from advertising on their content, not from corporate profits. Creators are the main revenue engine of platforms. They generate value through content, attract an audience that generates advertising and data. Engagement mechanisms typically require a strong personal brand, a loyal audience, and regular content creation. The main creator's earnings are not from the platform, but from brands, donations, programs. Thus, to have large profits, the user needs to use a large number of personal resources - financial, physical, psychological. The platforms use the resources of users and creators to enrich themselves. Thus, the pyramid highlights an important contradiction in the economics of content creators: the most profitable models for creators are not always the most accessible.

In the table 4, we have listed the main platforms in developed countries where the popularity of short videos is high. It should be noted that the use of short videos in the field of scientific research and education is undoubtedly useful. As shown in Table 4, Ukraine has lower profitability with delays in payments due to martial law. Also, in our research on this topic, we found that there are problems in this area such as: excessive or selective censorship; amplification of extreme/toxic content through engagement algorithms; o exploitation of creators (low payouts, opaque rules).

The comparative table emphasizes significant geographical differences in monetization structures in the USA, Germany, China and Ukraine. In the US, short video platforms typically rely on reward systems based on engagement, advertising revenue, and content creator funds. Although these mechanisms can bring income to content creators, their share remains limited, often from 10 to 30 percent, depending on the platform and format. Germany, although operating on a similar general model, is largely determined by the regulatory framework, such as the Digital Services Act, which affects monetization conditions, CPM levels, and distribution of advertising revenue. China represents a special model, where donations through live broadcasts, digital gifts and commercially oriented interaction give a much greater role to direct payments from the audience. In Ukraine, opportunities for monetization are more limited, and delays in payments or a decrease in platform support can make it even more difficult to receive income. As a result, content creators in Ukraine often face a less favorable environment for monetization.

We conclude that platform monetization shouldn't be assessed solely by audience size or content virality. Instead, it's necessary to examine the creator's share of the platform's revenue, the stability of payouts, the regulatory context, and the degree to which monetization relies on algorithms versus direct audience support. In this regard, subscription-based and direct-to-consumer platforms may offer more sustainable conditions for creators than short-form video platforms.

We suggest considering alternative platforms like Patreon, Gumroad, which may be better for direct earnings from content, as they provide stable income from fans without dependence on algorithms or advertising. Their main advantages are: direct income from the audience (you can get 80–90% of payments, without sharing with advertisers); control and ownership (short videos and exclusives are monetized directly); regularity (recurring payments, one-time views).

Table 4

Analysis of platforms and RPM in different countries

Country / Platform	Approx. Creator Share (% of Platform Profit)	Average RPM (USD per 1,000 views)	Monetization Mechanism	Payment Frequency and Method
United States (TikTok, Instagram Reels, YouTube Shorts)	TikTok: ~10–20% via <i>Creator Rewards</i> (replacing the previous Fund). Reels: invitation-based bonuses + ~20–30%. Shorts: 45% from the Shorts advertising revenue pool	TikTok: \$0.40–1.00; Reels: \$0.20–2.00; Shorts: \$0.01–0.13 (up to \$0.10 for AI-generated content)	TikTok: engagement- and view-based Rewards Program. Reels: creator bonuses. Shorts: shared ad revenue per engaged view.	Monthly payments from \$10–50 via PayPal, Zelle, or bank transfer
Germany (EU context)	Similar to the U.S. model (TikTok/Reels/Shorts). Digital Services Act (DSA) regulations moderately influence bonus structures	Reels/Shorts: \$0.15–1.50 (lower than U.S. due to reduced CPM)	Rewards incentives, bonus programs, and ad-revenue sharing.	Monthly payout aligned with GDPR standards
China (Douyin, Kuaishou)	~20–50% from <i>live commerce</i> and <i>donations</i> ; ~10–30% from advertisements	Douyin: 0.3–1.0 RMB (~\$0.04–0.14); Kuaishou: comparable	Live gifts/donations (50% platform share), e-commerce commissions (10–20%), and ad revenue split via Alipay or WeChat Pay.	Daily or weekly for livestreams; monthly for ad-based monetization
Ukraine (TikTok, Instagram Reels, YouTube Shorts)	Similar to U.S./EU systems but with ~70% of U.S. CPM levels	TikTok: \$0.02–0.40; Reels/Shorts: \$0.01–0.50 (local-language content performs better)	Rewards Program and platform bonuses; payments in UAH via PayPal or bank transfer.	Regular monthly payouts, minimum threshold \$10–50; occasional currency-related delays

Source: compiled by the author according to the open’s sources: Napolify (2025), Statista (2025), Foiwe, (2025)

There are also decentralized video platforms like Odysee and Rumble (as YouTube replacements), with monetization through advertising, donations, and licensing. They are worse than Patreon and Gumroad for direct monetization of short videos, as they depend on views and algorithms, but are better for hosting uncensored content.

The table 5 synthesizes key platforms analyzed within this research context, drawing from empirical platform economics and creator case studies. Data reflects 2025–2026 market conditions, emphasizing suitability for 1 short videos (1–5 minutes).

Table 5

Alternative platforms

Platform	Revenue Model	Creator Share	Advantages for Short Videos	Limitations
Patreon	Subscriptions, exclusivity	88–95%	Stable recurring income; videos as tiered bonuses enhance retention	Requires external traffic acquisition
Gumroad	Packaged video sales	90%	Direct sales of bundles; supports large files (up to 16GB per product)	Payout restrictions in Ukraine
Odysee	Donations, crypto-memberships	95%	Decentralized hosting; censorship resistance ideal for niche topics	Crypto volatility; upload credits limit scalability
Rumble	Advertising and licensing	60%	Unlimited uploads; view-based earnings without strict thresholds	Revenue dependent on audience size and algorithmic promotion

Source: compiled by the author according to the open's sources: Whop. (2024), Superprofile. (2025), EIN Presswire. (2022), SwacApp. (2025)

For Ukrainian short video creators, such as educational ones, the following recommendations:

- Since Patreon, Gumroad, and Odysee platforms provide 4-9 times higher retention rates for content creators compared to advertising-driven models (such as Rumble), Patreon offers the most reliable path for Ukrainian short video creators. Payments via PayPal, Payoneer are also available.

- Use Rumble and Odysee to find and post content (free advertising), directing interested viewers to Patreon or Gumroad for monetized exclusives (e.g., advanced educational modules, templates). This maximizes creator share to 88-95%.

- Gumroad's flexibility regarding file sizes allows for the creation of comprehensive content packages, courses, and other innovative products (videos and PDFs), which will increase Ukrainian creators' visibility and revenue. Cryptocurrency-dependent models (Odysee) introduce volatility that is unacceptable for academic content.

Develop your content on Vimeo, which positions itself as a professional video hosting system that allows creators to develop their own branded website using Over-The-Top and Streaming services. Vimeo occupies an intermediate position between the communication model of Patreon and the transactional model of Gumroad, offering a comprehensive solution for professional creators focused on long-term monetization of educational video content. This approach allows you to directly sell or offer short video materials on a subscription basis, providing full control over the visual identity and user experience. Unlike platforms with centralized algorithmic promotion, Vimeo requires an initial investment in the form of a monthly subscription fee and a percentage of transactions, but guarantees independence from changes in platform policies.

Key Competitive Advantages Vimeo:

- *Intermediary-free*: Vimeo OTT allows creators to create standalone streaming platforms with their own domain name, mobile apps, and integrated payment systems. This approach eliminates the risks associated with algorithmic instability or account suspensions on TikTok, YouTube Shorts, or Instagram Reels.

- *Technical advantage for professional content*: The platform supports high-quality 4K playback with adaptive bitrate, copy protection (DRM), and advanced viewing analytics. Storage exceeds 250 GB on most plans, making it optimal for complex educational products – from short video lessons to full courses with accompanying PDF materials;

- *Flexible monetization models*: Vimeo offers four main schemes – subscriptions (SVOD), pay-per-view (TVOD), content rentals, and event ticket sales. Creators keep about 90% of the revenue after deducting the platform fee (10%) and a flat transaction fee (\$0.50–1). This distribution outperforms advertising models (45–60% for creators) and is close to direct platforms like Patreon or Gumroad;

- *Analytics and engagement tools*: Built-in insights cover viewing time, audience geography, and churn points, which are critical for improving didactic materials. Artificial intelligence automatically generates subtitles and translations, expanding accessibility for an international audience of teachers and educators;

- *Accessibility for emerging markets*: Basic rates start at \$20–\$45 per month (Standard), with the ability to scale to enterprise solutions over \$75. Global payment systems Stripe and PayPal provide withdrawals for users in Ukraine, where direct bank transfers are often limited.

In the context of the platform economy, Vimeo implements the principle of author autonomy, allowing short-form content to be transformed into stable knowledge assets. The possibility of creating branded ecosystems without dependence on advertising intermediaries or algorithmic filters. The projected revenue from 100 subscribers at \$5 per month is \$450 net, which provides a financial basis for the systematic development of private's products.

CONCLUSION

The research on short-video platforms demonstrates that these services are no longer merely entertainment tools but significant actors in the contemporary digital economy. Their rapid global expansion between 2020 and 2025 reflects broader transformations in media consumption, creator labor, advertising markets, and platform-based monetization.

1. It was found that the expert forecast of the global market indicates a 12.4% increase in the profitability of this sector of the economy, with monetization through advertising by 40% and social commerce in China by 73%. Built by us The Profit pyramid in the short video industry reflects larger-scale transformations in the consumption of media content, employment of content creators, advertising markets and monetization on the basis of platforms.

2. The analysis of leading platforms across Canada, the United States, Japan, Germany shows that short-form video markets develop unevenly across national contexts. In developed countries, platform success is shaped by advanced digital infrastructure, high user engagement, diversified monetization models, and strong integration with e-commerce and advertising systems. At the same time, comparative analysis highlights substantial differences in revenue distribution, regulatory environments, and creator access to income, which influence how effectively creators can transform visibility into sustainable earnings.

3. The Ukrainian context is particularly important because it reveals both the opportunities and constraints of participation in the global short-video economy. While Ukrainian creators actively use major international platforms (TikTok, Instagram Reels, YouTube Shorts), they often face limitations related to payout systems, monetization thresholds, and regional accessibility. We considered alternative platforms such as Patreon, Gumroad, Odysee and Vimeo.

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4. Increasing monetization for Ukrainian short-video creators requires not only content quality and audience growth, but also strategic use of alternative income channels, direct-support platforms, and diversified digital business models.

The study also confirms that the growth of short-video platforms raises ethical questions concerning labor extraction, algorithmic visibility, data privacy, and unequal value distribution between platforms and creators. These issues are especially relevant when examining the economic logic of platforms that generate substantial profit from user-generated content while returning only a small share to creators. Accordingly, the future development of the short-video sector should be assessed not only through popularity metrics, but also through fairness, transparency, and long-term sustainability.

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АНАЛІЗ ПЛАТФОРМ КОРОТКОГО ВІДЕО ЯК КЛЮЧОВИХ ЕЛЕМЕНТІВ СУЧАСНОЇ ГЛОБАЛЬНОЇ ЕКОНОМІКИ

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У даній статті представлено аналіз платформ коротких відео як ключових елементів сучасної глобальної цифрової економіки, що є об'єктом дослідження. Дослідження охоплює регіональні особливості їх поширення, економічні моделі, ринковий потенціал. Також в статті приділено увагу до питання соціальної відповідальності. В статті досліджуються сучасні провідні платформи. Предметом дослідження є статистичні дані щодо діяльності платформ коротких відео. Метою дослідження є комплексний аналіз провідних платформ коротких відео за 2020-2025 рр в різних країнах світу з позицій їхньої популярності, та ролі в глобальній цифровій економіці й пов'язаних з цим етичних питань. Увага приділяється використанню тих чи інших платформ в таких країнах, як США, Німеччина, Україна, Японія, Китай. Також зазначено, що при воєнному стані в Україні спостерігається зростання локального контенту на 40% та переорієнтація на безпеку й емоційну підтримку. Виявлено, що експертний прогноз

глобального ринку свідчить про зростання на 12,4% доходності цього сектору економіки, з монетизацією через рекламу на 40% та соціальну комерцію в Китаї на 73%. Підприємствами застосовуються такі бізнес-моделі, як алгоритмічна персоналізація, розподіл доходів, інтеграція електронної комерції. Автори статті звертають увагу на етичні виклики. В ході дослідження дійшли до висновків, що потрібно робити мацерацію контенту, прибирати алгоритмічну токсичність, забезпечувати захист дітей й моральну безпеку споживачів коротких відео, а також вводити перевірку на правдивість даних. Методологією дослідження є порівняльний аналіз відкритих статистичних даних, наукових статей, ринкових прогнозів. Визначено ключові напрями подальших розробок таких, як розробка прозорих алгоритмів, правил для інфлюенсерів, етична монетизація. Отримані результати покликані допомогти маркетологам, регуляторам, дослідникам у стратегічних рішеннях цифрової економіки. Наукова значимість дослідження полягає в систематизації даних та визначення етичних ризиків платформ коротких відео. Цінність дослідження полягає в тому, що висновки роботи можна впровадити для локалізації українського контенту та захисту користувачів у кризових ситуаціях. Перспективи дослідження полягають у подальшому зборі інформації, розробки конкретних дій та алгоритмів для забезпечення соціальної відповідальності й безпечного контенту для споживачів.

Ключові слова: глобальна економіка, стратегія, платформа коротких відео, попит, порівняльний аналіз, інновації, етика контенту, соціальна відповідальність, цифрова комерція.