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50 BILIBILI VIDEO IDEAS FOR NEW CREATORS

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Introduction

Starting a channel on Bilibili can feel challenging when you have no audience, limited equipment, and hundreds of possible topics to choose from. You might wonder whether to create educational videos, gaming content, tutorials, lifestyle videos, technology reviews, or entertainment.

The good news is that you do not need expensive equipment or a completely original idea to begin. You need a clear audience, a useful or entertaining concept, and a repeatable way to create videos.

Bilibili supports a broad creator ecosystem, including gaming, lifestyle, technology, fashion, music, education, and knowledge-sharing content. Its official creator resources also provide guidance on uploading videos and understanding platform rules.

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This guide gives you 50 practical Bilibili video ideas, explains how to turn them into engaging videos, and provides a simple 30-day action plan to help you move from planning to publishing.

Whether you want to build a personal brand, share your skills, entertain viewers, or eventually explore monetization, these ideas will help you find a starting point.

Page 1: Understand what makes a good Bilibili video

Before choosing your first idea, understand what makes a topic worth creating.

A strong video usually does at least one of the following:

- Solves a problem: It helps viewers accomplish something.
- Teaches a skill: It makes a difficult subject easier to understand.
- Provides entertainment: It makes viewers laugh, feel excited, or become emotionally invested.
- Shares an experience: It lets viewers learn from your journey, mistakes, or discoveries.
- Creates curiosity: It answers a question viewers genuinely want to explore.

For example, “My Editing Experience” is a vague topic. “I Tried Editing a Video Using Only Free Software” creates a clear question and gives viewers a reason to watch.

Choose your content direction

Educational content

Tutorials, explainers, study techniques, language learning, and practical guides. Best suited to creators who enjoy explaining things clearly.

Gaming and entertainment

Challenges, funny moments, game comparisons, commentary, and experiments. Best suited to creators who enjoy storytelling and audience interaction.

Lifestyle and personal experiences

Daily routines, budget challenges, food experiments, productivity, and personal progress. Best suited to creators who can make ordinary experiences interesting.

Technology and digital skills

Software tutorials, AI tools, website building, app reviews, and productivity experiments. Best suited to creators who enjoy testing tools and demonstrating results.

Your first decision: Choose a direction that matches your interests, knowledge, and available resources. You can experiment within that direction without making every video about exactly the same thing.

PAGE 2: VIDEO IDEAS 1-10 – TUTORIALS AND EDUCATIONAL CONTENT

Educational videos are useful for creators who want to build trust by teaching practical skills. You do not need to be an expert in everything. Start with a skill you already understand, research the topic carefully, and demonstrate the process.

1. How to Edit Your First Video

Explain importing clips, trimming mistakes, adding text, adjusting audio, and exporting the finished video.

Format: Screen recording tutorial · Difficulty: Easy

2. Five Study Habits That Actually Help

Demonstrate active recall, spaced revision, focused study sessions, and practical ways to reduce distractions.

3. Learn 20 Useful English Words in One Video

Teach words through short examples, pronunciation, and sentences viewers can use in daily conversations.

4. Build a Simple Website From Scratch

Show how to plan a basic website, choose a platform, create essential pages, and preview the result.

5. How to Plan Your Entire Week in 20 Minutes

Create a real weekly schedule covering work, learning, breaks, and personal tasks.

6. Personal Budgeting for Complete Beginners

Explain income, expenses, savings goals, and how to build a basic budget spreadsheet.

7. Take Better Photos Using Only Your Phone

Demonstrate lighting, composition, backgrounds, camera angles, and simple editing techniques.

8. Learn Basic Coding Through a Small Project

Build a simple calculator, personal webpage, or another beginner-friendly project while explaining each step.

9. How to Stop Procrastinating and Start Working

Explain why tasks get delayed and demonstrate a practical method for starting with smaller steps.

10. Explain a Difficult Topic in Five Minutes

Pick one concept from science, business, technology, or history and make it understandable through examples and simple visuals.

How to make this category work: Show the result early. If the video teaches editing, display the finished edit in the opening seconds. Then explain how you created it. Viewers should quickly understand what they will gain by watching.

PAGE 3: VIDEO IDEAS 11-20 – TECHNOLOGY, AI, AND DIGITAL TOOLS

Technology videos can work well when they answer a specific question instead of simply describing a tool. Viewers want to know what a product does, whether it is useful, and how to use it.

11. Five Free AI Tools Worth Trying

Test tools for writing, research, image creation, or productivity. Explain free-plan limits and who would benefit from each one.

12. I Used AI to Create a Complete Video

Document the process from idea and script to visuals, narration, editing, and final output. Show the actual results rather than making unsupported claims.

13. Budget Phone vs Expensive Phone: What Is the Difference?

Compare real features such as battery life, camera performance, display quality, and everyday usability.

14. Seven Websites That Make Everyday Tasks Easier

Demonstrate legitimate websites for design, learning, organization, or file conversion. Show a real use case for each.

15. Build a Creator Setup on a Small Budget

Show the actual equipment you use, what each item does, and where beginners can save money.

16. Best Free Video Editing Software for Beginners

Compare ease of use, export options, supported devices, and learning difficulty using a short sample project.

17. Smartphone Settings You Should Know About

Demonstrate useful privacy, accessibility, storage, notification, and battery settings for your specific device.

18. How to Organize Your Life With Digital Notes

Create a practical system for saving ideas, tracking tasks, and organizing study or work notes.

19. How to Write Better AI Prompts

Show weak prompts and improved versions. Explain how context, instructions, examples, and desired output change results.

20. Simple Online Safety Tips Everyone Should Know

Explain password managers, two-factor authentication, phishing messages, and ways to protect personal information.

How to make this category work: Record your own screen, demonstrate the tools yourself, and include honest limitations. A comparison with real evidence is more valuable than a list of tools with no explanation.

When tools change frequently, include the date you tested them. This helps viewers understand when the information was accurate.

PAGE 4: VIDEO IDEAS 21-30 – GAMING AND ENTERTAINMENT

Gaming and entertainment provide opportunities to build recognizable formats. Instead of uploading unrelated clips, create a recurring series that viewers can identify and return to.

21. My First Day Playing a New Game

Capture first impressions, unexpected moments, early mistakes, and your honest reaction to the gameplay.

22. Can I Win Using the Worst Equipment?

Create a challenge with a clear rule and show how the game unfolds. Keep the result genuine.

23. Five Beginner Mistakes in a Popular Game

Explain common errors, why they happen, and how players can improve.

24. Two Similar Games Compared

Compare gameplay, controls, progression, visual style, and who would enjoy each game.

25. My Funniest Gaming Moments This Week

Combine original gameplay footage with your own commentary, context, and editing.

26. Beginner's Guide to Winning More Matches

Teach a few practical strategies through real examples instead of overwhelming new players with advanced techniques.

27. Five Animated Stories Worth Discussing

Share your own recommendations, discuss storytelling, and explain what makes each story memorable. Respect copyright when using clips or music.

28. React to My Oldest Gaming Clips

Review your own older recordings and discuss how your skills, decisions, or personality have changed.

29. I Tried a Game Without Reading the Instructions

Document the confusion, discoveries, and final outcome. This format works with games that allow genuine experimentation.

30. Can I Complete This Challenge in One Session?

Set a realistic goal, explain the rules, show progress, and reveal the final result.

How to make this category work: Build the video around a story. A challenge needs a goal, obstacles, progress, and a conclusion. A gameplay recording without commentary or context may be less compelling than a shorter video with a clear narrative.

Also, use your own gameplay and appropriately licensed assets whenever possible. Bilibili's published community rules prohibit copyright infringement and other prohibited content.

PAGE 5: VIDEO IDEAS 31-40 – LIFESTYLE, FASHION, FOOD, AND PERSONAL CHALLENGES

Lifestyle videos help viewers connect with a creator as a person. They do not require a luxurious lifestyle or expensive camera. A simple activity can become interesting when you add a challenge, a personal perspective, or a useful lesson.

31. My Realistic Morning Routine

Show how you actually start the day, including the habits that help and the ones you are still trying to improve.

32. Create Five Outfits From Ten Clothing Items

Demonstrate outfit combinations, layering, and ways to reuse basic wardrobe pieces.

33. Three Easy Meals for Busy Days

Prepare simple recipes with ingredient lists, clear steps, and realistic preparation times.

34. Transform My Workspace on a Budget

Show the original space, the changes you make, the total cost, and the final result.

35. Explore My City Like a Tourist

Visit a local attraction, market, park, or neighborhood and share prices, observations, and practical tips.

36. I Followed a Daily Routine for Seven Days

Document one realistic habit experiment, record your progress, and explain what changed and what did not.

37. Affordable Accessories That Change an Outfit

Demonstrate how shoes, bags, watches, or simple accessories affect different looks. Give honest opinions about quality and value.

38. Learn a New Skill in One Weekend

Try drawing, basic photography, cooking, or another skill. Show your starting point, practice sessions, and final attempt.

39. My Beginner Fitness Journey

Share a realistic routine, personal progress, and lessons learned. Avoid presenting personal experiences as universal medical advice.

40. A Day in My Life as a Beginner Creator

Record planning, filming, editing, interruptions, and the final upload. This can become a recurring series as your channel develops.

How to make this category work: Give the viewer a reason to care beyond seeing your day. Explain what you are attempting, what makes it difficult, what you discover, or how the viewer can apply the experience to their own life.

PAGE 6: VIDEO IDEAS 41-50 – CREATIVE EXPERIMENTS, STORYTELLING, AND COMMUNITY

These ideas can help you develop a recognizable channel personality. They are especially useful when you want to combine entertainment with education or create repeatable video series.

41. I Tried Creating a Video in One Hour

Set a strict time limit and show your planning, recording, editing, and finished result.

42. Ten Things I Wish I Knew Before Starting

Share lessons from a real experience, such as learning a skill, starting a project, or creating your first videos.

43. Before and After: My First Creative Project

Compare your original attempt with the finished result. Explain the specific improvements you made.

44. I Made a Video Without Showing My Face

Experiment with voice-over narration, screen recordings, hands-on demonstrations, animation, or original footage.

45. Let Viewers Choose My Next Challenge

Offer a few realistic options and use viewer feedback to select the next video. Follow through on the choice when practical.

46. The Story Behind an Everyday Object

Research the history of an object, invention, or common habit and explain how it developed using credible sources.

47. Can I Recreate Something From Memory?

Attempt to draw, build, cook, or recreate a familiar object without looking at a reference during the challenge.

48. I Analyzed My First Five Videos

Review your own available performance data, discuss what viewers responded to, and identify one improvement for the next upload.

49. A Beginner Creator Answers Common Questions

Collect genuine questions from viewers and answer them in a dedicated video. If your audience is small, use questions you repeatedly encounter in your niche.

50. What I Learned After 30 Days of Creating Videos

Document your experience, the skills you developed, the challenges you faced, and the changes you plan to make next.

How to make this category work: Turn experiments into series. For example, a one-hour challenge can become a weekly format. A beginner's progress report can become a monthly series. Repeatable formats make planning easier and give viewers a reason to return.

PAGE 7: HOW TO CHOOSE THE BEST IDEA FOR YOUR CHANNEL

Having 50 ideas is useful, but trying to create all 50 at once is a mistake. Choose the ideas that match your interests, the needs of your target audience, and your ability to produce them consistently.

Step 1: Identify your audience

Write one sentence describing the people you want to reach.

Examples:

- "I help beginners learn video editing without expensive equipment."
- "I make entertaining gaming challenges for casual players."
- "I share affordable lifestyle ideas for students."
- "I explain AI tools and digital skills through practical demonstrations."

The more clearly you understand your audience, the easier it becomes to choose relevant video ideas.

Step 2: Score your ideas

Use this simple framework to compare your strongest ideas. Give each factor a score from 1 to 5.

Factor

Question

Audience interest

Would my intended viewers care about this?

Practical value

Does it solve a problem or deliver entertainment?

Production ease

Can I make it with the resources I have?

Personal fit

Can I contribute my own knowledge or perspective?

Series potential

Could I make related videos afterward?

Add the scores for a maximum of 25 points. This is a planning tool, not a prediction of views.

Interactive idea planner

Choose your situation to receive a tailored starting recommendation.

What content interests you most?

Technology and AI

Education and tutorials

Gaming and entertainment

Lifestyle and fashion

Creative experiments

What equipment do you have?

Phone only

Phone and laptop

Camera and computer

How much time can you spend per video?

Under 1 hour

2–4 hours

5+ hours

What is your main goal?

Teach a useful skill

Entertain viewers

Build a personal brand

Document my progress

Create my personalized video plan

Step 3: Research before recording

Before committing to an idea, search for similar videos on Bilibili. Examine:

- The questions and themes that appear repeatedly.
- How creators structure their openings.
- What viewers ask in the comments.
- Whether existing videos leave important questions unanswered.
- Whether you can offer a clearer explanation, a more useful demonstration, or a distinctive personal experience.

Do not assume that a topic has low competition simply because you find only a few results in one search. Search terms, language, audience, and timing can affect what you see.

Step 4: Build content pillars

Choose three related content pillars rather than jumping between unrelated subjects.

For a technology channel, the pillars might be:

1. Practical tutorials.
2. Honest tool reviews.
3. Beginner experiments.

For a lifestyle channel, they might be:

1. Daily routines.
2. Affordable style.
3. Personal challenges.

This approach gives you variety without making your channel feel random.

PAGE 8: HOW TO TURN AN IDEA INTO A VIDEO PEOPLE WANT TO WATCH

A good idea is only the beginning. Your title, cover, opening, pacing, and explanation determine whether viewers understand the value of your video.

1. Write the title before recording

A title should tell the viewer what the video offers. Avoid titles that are too vague or exaggerated.

Weak title

Stronger title

My Editing Video

How to Edit Your First Video for Free

AI Tools

Five AI Tools I Tested for Everyday Tasks

My Daily Life

A Realistic Day in My Life as a Beginner Creator

Gaming Video

Can I Win Using the Worst Equipment?

Learning English

20 Useful English Words With Real Examples

Use the title to make a clear promise, then make sure the video delivers it.

2. Use a simple video structure

A reliable structure for many beginner videos is:

Opening hook

First 5–15 seconds

Show the result, introduce the problem, or present the challenge. Tell viewers why the video is worth their time.

Main content

The core of the video

Explain the steps, demonstrate the process, or develop the story. Remove unnecessary repetition.

Result or takeaway

Near the end

Show what happened, summarize the important lesson, or reveal whether the challenge succeeded.

Natural call to action

Invite viewers to ask a question, share their experience, or suggest a related topic. Keep it relevant to the video.

These timings are starting points, not strict rules. A quick demonstration might need only a short introduction, while a research-heavy video may need more context.

3. Make an effective cover image

Your cover should communicate one main idea at a glance.

- Use a clear image related to the actual video.
- Keep any text short and readable on small screens.
- Avoid filling the design with multiple competing messages.
- Use a consistent visual style across your channel.
- Make sure the cover accurately represents the content.

For video covers, Bilibili's international community rules emphasize relevance to the video's actual subject and prohibit misleading titles, covers, and tags.

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4. Optimize the upload

Before publishing, prepare a relevant title, an informative description, the appropriate category, and accurate tags. If you are targeting mainland Chinese viewers, research appropriate Chinese-language titles and keywords rather than relying only on English phrases. If you are targeting international audiences, use language that matches your intended viewers.

Official Bilibili resources and creator guidance cover uploading, categories, and content creation. Check the current upload interface and applicable rules because requirements and features may differ between services.

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5. Improve the next video using evidence

After publishing, review whatever performance data is available in your Creator Center.

Ask yourself:

- Are viewers finding the video?
- At what point do they stop watching, if retention data is available?
- Which topics attract meaningful comments?
- Are viewers returning for related videos?
- Did the title accurately reflect the experience?

Do not judge an entire channel from a single upload. Use several videos to identify patterns, then test one improvement at a time.

PAGE 9: YOUR 30-DAY BILIBILI LAUNCH PLAN

Your first month should be about developing a sustainable workflow, learning from real viewers, and discovering which ideas suit you. It should not be about chasing a guaranteed number of views or followers.

Week-by-week action plan

Days 1–7

Plan

Choose your direction

- Select one primary niche and three content pillars.
- Research 10–15 possible video topics.
- Write titles and outlines for your first three videos.
- Prepare your channel identity and basic recording setup.

Days 8–14

Publish

Create your first two videos

- Record and edit using the equipment you already own.
- Create a clear cover and relevant title for each video.
- Publish at a pace you can maintain.
- Note the questions and feedback you receive.

Days 15–21

Improve

Publish two more videos

- Continue with related topics so viewers can explore your channel.
- Improve one aspect of production, such as audio, pacing, or storytelling.
- Review available analytics and genuine viewer comments.
- Test one new opening or presentation style.

Days 22–30

Evaluate

Build your next content plan

- Publish another two or three videos if your schedule permits.
- Identify the strongest topic and the biggest production weakness.
- Prepare a list of 10 follow-up ideas.
- Plan the next month around what you learned.

Your publishing checklist

Pre-publish checklist

0 of 9

The topic has a clear audience and purpose

The title matches the actual video

The opening gets to the point

The audio is clear and understandable

The cover image is relevant and readable

The category and tags accurately describe the content

Music, footage, and other assets are properly authorized

The description explains what viewers will learn or see

I have a plan to review performance after publishing

COMMON MISTAKES NEW CREATORS SHOULD AVOID

1. Waiting for perfect equipment. Start with what you have. Clear sound, good explanations, and useful content are more important than owning expensive gear.
2. Changing niches every week. Experiment, but keep a recognizable theme so you can understand which audience you are serving.
3. Copying successful creators too closely. Study their structure and presentation, then develop your own perspective. Do not reupload their work or use their footage without appropriate rights.
4. Using misleading titles. Make the video compelling without promising something it does not deliver. Platform rules matter, and misleading presentation can undermine viewer trust.

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5. Expecting immediate growth. Early videos are a learning process. There is no guaranteed view count, follower target, or monetization timeline.
6. Ignoring viewer feedback. Repeated questions can become future tutorials. Confusion in the comments can reveal where your explanation needs improvement.

Final thoughts

The best Bilibili video idea is not necessarily the trendiest one. It is an idea that fits your skills, interests a specific audience, and gives you room to create more useful or entertaining content.

Start with five ideas from this guide. Outline three, publish your first video, and use what you learn to improve the next one. Over time, you can build a library of related videos that reflects your own knowledge, personality, and creative style.

Your first video does not need to be perfect. It needs to be a real beginning.