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AI VIDEO CREATION FOR BILIBILI

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This guide explains how to use artificial intelligence to create videos for Bilibili, from choosing a content niche and researching Chinese-language audiences to scripting, AI animation, voiceovers, editing, publishing, audience growth, and monetization.

The focus is not simply on generating videos quickly. It is on creating original, culturally appropriate, engaging videos that viewers want to watch and that comply with platform rules.

A key distinction: Bilibili is not just a video-hosting website. It has a strong community culture, including danmaku—viewer comments that scroll across the video—and audiences organized around shared interests. A video that works on YouTube, TikTok, or Instagram may need a different format, pacing, language, and presentation to work well on Bilibili.

Research note: Platform features, AI tools, account eligibility, and monetization rules can change. The guide links to official resources where possible; check the current Bilibili creator rules and each AI tool's terms before publishing or monetizing.

PAGE 1 OF 10 – UNDERSTANDING BILIBILI AND THE AI VIDEO OPPORTUNITY

1.1 What is Bilibili?

Bilibili is a Chinese video and community platform known for animation, comics, games, entertainment, technology, education, lifestyle content, and community participation. Its audience and features make it different from a platform where viewers simply watch a short clip and scroll away.

Three concepts are especially important:

- Interest-based communities: Viewers often follow specific subjects, creators, series, and fandoms.
 - Danmaku: Scrolling comments create a shared viewing experience and can become part of the entertainment.
 - Creator identity: A recognizable voice, visual style, recurring characters, or consistent point of view can help a channel stand out.
- For an AI-assisted creator, these features create an opportunity to produce recurring series rather than unrelated, mass-produced videos.

1.2 What AI can do for a Bilibili creator

AI can support almost every stage of video production.

Research and planning

Find topic ideas, organize research notes, compare audience questions, and outline a series. Human verification remains essential.

Scripts and visual development

Draft scripts, generate storyboards, design original characters, plan scenes, and create visual references.

Production and post-production

Generate selected shots, clean audio, create subtitles, remove pauses, adjust pacing, and prepare alternate versions.

Packaging and improvement

Draft titles, thumbnail concepts, descriptions, chapter markers, and ideas for follow-up videos based on viewer feedback.

1.3 The biggest opportunity—and the biggest mistake

The opportunity is to use AI to make higher-quality videos with fewer production bottlenecks. The mistake is assuming that generating many videos automatically creates an audience.

AI reduces the cost of producing material. It does not automatically provide:

- A compelling idea
- Accurate information
- Strong storytelling
- Cultural understanding
- A recognizable creator identity
- Viewer trust
- Rights to use generated or third-party material

A useful principle is:

Use AI to accelerate production, not to replace editorial judgment.

1.4 Choose a realistic operating model

There are three useful starting models:

Model

Best for

Main challenge

AI-assisted educational videos

Explaners, tutorials, science, technology

Research and fact-checking

AI animation and storytelling

Fiction, original characters, short dramas

Visual consistency and narrative quality

AI-enhanced commentary

Games, trends, media analysis, digital culture

Original insight, rights, and timeliness

For a beginner, the first model is often easiest to test because it can rely on a strong script, diagrams, screen recordings, and a limited set of visuals instead of complex character animation.

PAGE 2 OF 10 – FINDING THE RIGHT NICHE AND RESEARCHING BILIBILI AUDIENCES

2.1 Choose a niche before choosing your AI tools

A niche is the specific audience and problem your channel serves. "AI videos" is too broad to guide a successful channel. "AI-generated science explainers for Chinese-speaking students" gives you a much clearer direction.

Here are six potential niches to investigate:

1. Science and technology explainers

Topics: robotics, space, artificial intelligence, scientific discoveries, and how technology works.

Advantages: searchable subjects and opportunities for diagrams. Main risk: inaccurate or outdated claims.

2. Original AI animation and stories

Topics: fantasy shorts, science fiction, comedy, suspense, and recurring characters.

Advantages: distinctive visual identity. Main risk: inconsistent characters and generic storytelling.

3. Educational micro-lessons

Topics: language learning, history, study techniques, and practical digital skills.

Advantages: repeatable format. Main risk: weak differentiation or poorly checked facts.

4. Gaming and virtual worlds

Topics: game lore, original game-inspired animation, strategy explanations, and fictional world-building.

Advantages: communities built around specific interests. Main risk: copyright restrictions and crowded topics.

5. History and cultural explainers

Topics: historical inventions, ancient cities, biographies, and cultural context.

Advantages: rich visual storytelling. Main risk: AI-generated historical errors and misleading reconstructions.

6. AI tool tutorials

Topics: practical workflows, tool comparisons, editing techniques, and demonstrations.

Advantages: direct usefulness and potential commercial relevance. Main risk: rapidly changing features and pricing.

2.2 A practical niche-scoring system

Score each idea from 1 to 5 against these factors. This is a decision aid, not a scientific prediction of channel performance.

Factor

Question

Audience demand

Are people already discussing or watching this subject?

Production feasibility

Can you create good videos with your time, budget, and skills?

Originality

Can you add a perspective, story, demonstration, or visual identity?

Series potential

Can you make at least 20 worthwhile videos?

Accuracy and rights

Can you research it responsibly and obtain usable assets?

A niche with high scores across all five factors is usually a better starting point than a trend you cannot sustain.

2.3 Research demand directly on Bilibili

Start with the platform itself rather than relying entirely on generic keyword tools.

1. Search in simplified Chinese when targeting mainland Chinese viewers.

2. Record the autocomplete suggestions that are relevant to your subject.

3. Examine recent videos as well as older videos that continue to attract discussion.

4. Read comments to identify questions, disagreements, confusing concepts, and requests for follow-up content.

5. Compare videos by their topic, title, length, format, and visible engagement—not just their view count.

6. Look for subjects where viewers appear interested but existing explanations are confusing, outdated, or incomplete.

For example, rather than making a generic video called "AI Explained," you could test a more specific idea such as "How AI Video Generation Works: From Text Prompt to Moving Image."

Do not assume that a high-view video proves an entire niche is easy to enter. Its success could depend on the creator's reputation, timing, production quality, or an existing audience.

2.4 Build a competitor research sheet

Track approximately 10–20 relevant videos before committing to a format.

Field

What to record

Topic

What exact question does the video answer?

Packaging

How does the title promise value?

Opening

How quickly does the video establish the topic?

Format

Narration, animation, screen recording, commentary, or hybrid

Audience response

What questions and criticisms appear in comments?

Gap

What useful information or experience is missing?

Your angle

What can your video add that is genuinely different?

The goal is not to copy competitors. It is to understand audience expectations and identify an underserved angle.

2.5 Validate with a small experiment

Choose three related topics and produce one video for each. Keep the production format reasonably consistent so you can compare results. Review available analytics after each upload and again after enough time has passed for meaningful discovery.

Do not decide the entire future of a channel from one upload. Early performance can be noisy. Use a group of videos to learn which subjects you can execute well and which audience problems generate useful responses.

PAGE 3 OF 10 — THE AI VIDEO PRODUCTION TOOLKIT

3.1 Build a toolchain, not a collection of subscriptions

An efficient workflow uses separate tools for separate jobs. You do not need the most expensive tool in every category.

Research and scripting

Use a capable language model to brainstorm topics, create outlines, simplify technical explanations, and draft narration. Verify factual claims with primary sources, reliable reporting, or original documentation.

Image and storyboard generation

Create visual references, backgrounds, original characters, scene layouts, and diagrams. Use a consistent style guide so the finished video looks like one project.

AI video generation

Generate short shots from text or reference images. These tools are useful for establishing shots, transitions, atmospheric scenes, and stylized sequences. They may struggle with precise movement, readable text, physics, or consistent characters.

Voice and audio

Use your own voice, a properly licensed synthetic voice, or permitted text-to-speech. Check pronunciation, pacing, tone, and whether your chosen plan allows the intended commercial use.

Editing and subtitles

Use a video editor to assemble scenes, correct timing, mix audio, add subtitles, and export the final video. Automatic captions are a draft, not a guarantee of accuracy.

3.2 Tool selection: what to evaluate

Before paying for any tool, check these six criteria:

- Output quality: Does it produce the style your channel needs?
- Control: Can you control camera movement, composition, character references, and aspect ratio?
- Consistency: Can it keep a character, location, or visual style stable across scenes?
- Export limits: What resolution, duration, watermark, and generation limits apply?
- Usage rights: Are your intended publishing and monetization uses permitted by the current plan and terms?
- Practical access: Can you use the service from your location, with your payment method, and within its current availability rules?

A free tier is useful for experimentation, but it may impose restrictions on output quality, commercial use, or volume.

3.3 Examples of tools to investigate

These are examples to evaluate—not endorsements or a guarantee that every feature is available to every user.

- Runway: video generation and creative production. Its published help documentation describes commercial use of generated content, subject to its applicable terms and policies.
- Runway
- +1
- Pika: AI-generated video and image-to-video workflows. Check the terms for your specific plan because commercial permissions may depend on the subscription.
- Pika
- DaVinci Resolve: editing, color, audio, and finishing.
- CapCut: accessible editing and caption workflows; confirm feature access and asset licensing in your region.
- Audacity: audio cleanup and recording workflows.

A good starter stack is one writing assistant, one visual-generation tool, one editor, and one reliable audio workflow. Add more tools only when a specific production problem justifies them.

3.4 Create a reusable production folder

Use a predictable project structure:

Save scripts, prompts, source links, original assets, generated versions, license records, and the final export. This makes revisions easier and helps you establish how the video was created.

PAGE 4 OF 10 – SCRIPTWRITING, STORYTELLING, AND HIGH-QUALITY AI VISUALS

4.1 Start with a viewer promise

Before generating a single image, write one sentence answering:

What will the viewer understand, feel, or be able to do after watching this video?

Weak concept: "A beautiful AI video about space."

Stronger concept: "Explain why a black hole bends light, using a simple visual experiment and a cinematic AI-generated sequence."

The stronger idea gives you a subject, a learning outcome, a visual plan, and a reason to watch.

4.2 Use a proven script structure

For an educational or commentary video, try this six-part structure:

1

Hook

Introduce a surprising question, a useful result, or a visual puzzle. Avoid long greetings and generic introductions.

2

Promise

Tell the audience what the video will explain and why it matters.

3

Context

Explain only the background needed to understand the main idea.

4

Demonstration

Use examples, comparisons, original graphics, experiments, or visual storytelling to make the idea clear.

5

Payoff

Resolve the opening question. Explain what the evidence supports and what remains uncertain.

6

Next step

Invite a relevant question or suggest a related video. Make the invitation natural rather than repetitive.

4.3 A reusable AI script prompt

Copy this prompt into your writing assistant and replace the bracketed information.

****Role:**** You are a research assistant and video scriptwriter for a Bilibili channel targeting [describe the intended Chinese-speaking audience]. ****Topic:**** [Insert topic] ****Viewer outcome:****

After watching, viewers should understand [specific result]. ****Requirements:**** 1. Research the topic using reliable sources and identify claims that need verification. 2. Propose five specific angles and recommend the most useful one. 3. Create a compelling opening that introduces the central question without misleading the viewer. 4. Structure the script with a hook, context, explanation, visual demonstration, conclusion, and relevant next step. 5. Write natural Simplified Chinese narration for the intended audience. If the channel uses another language, specify it explicitly. 6. Divide the script into scenes. For each scene, include narration, the visual purpose, on-screen text, and suggested duration. 7. Mark any uncertain facts, statistics, quotations, or claims that require human verification. 8. Do not invent sources, quotations, experiments, or personal experiences. 9. Suggest original visuals instead of relying on copyrighted footage. 10. End with a concise source list and a checklist of facts to verify. ****Output:**** A complete draft suitable for human review, not an automatically publishable final script.

4.4 Generate visuals scene by scene

Do not ask an AI video tool to generate an entire complex documentary in one prompt. Break it into short, manageable shots.

For each scene, specify:

- Subject and action
- Location and time of day
- Camera angle and movement
- Lighting and color palette
- Visual style
- Aspect ratio
- What must remain consistent with earlier scenes
- What must not appear, such as gibberish text or extra characters

Example prompt:

Create a cinematic educational shot of a small robotic rover crossing the surface of Mars. Wide establishing composition, low camera angle, slow controlled camera movement, realistic dusty terrain, muted rust-red landscape, soft sunlight, subtle atmospheric haze. The rover has four visible wheels and a compact scientific instrument mast. Preserve the same rover design throughout the sequence. No text, logos, watermarks, extra vehicles, or sudden scene changes. Compose for a 16:9 educational video.

Treat generated footage as a draft. Check the wheels, hands, faces, shadows, reflections, object continuity, and physics. Regenerate or replace any shot that damages the credibility of the explanation.

4.5 Maintain character and style consistency

For an animated series, create a small visual bible before generating full scenes.

Record:

- Character names and descriptions
- Clothing, hairstyle, colors, and proportions
- Voice and speaking style
- Background and lighting rules
- Camera and framing preferences
- Recurring locations and objects

Use approved reference images where the tool supports them. Save the best generations and reuse those references consistently. Avoid changing the character design simply because a new prompt produces a more attractive image.

4.6 Use AI for visual explanation, not just decoration

A visual should perform at least one useful job: explain, demonstrate, establish a setting, create an emotional connection, or make an abstract concept easier to understand.

For instance, when explaining machine learning, an original animated diagram of input data flowing through a model and producing a prediction may be more valuable than 30 seconds of unrelated futuristic city footage.

Quality rule: If removing a visual does not make the explanation less clear or the story less compelling, reconsider whether it belongs in the video.

PAGE 5 OF 10 – CHINESE LOCALIZATION, VOICEOVERS, SUBTITLES, AND EDITING

5.1 Localization is more than translation

If you are targeting a Chinese-speaking Bilibili audience, natural language matters. A literal translation from English can sound stiff, overly formal, or confusing.

A strong localization workflow has four stages:

1. Draft the idea in the language you can research and reason in most accurately.
2. Adapt the script into natural Simplified Chinese if targeting mainland Chinese viewers.
3. Have a proficient speaker or qualified reviewer check tone, idioms, technical vocabulary, and factual meaning.
4. Review the final subtitles against the spoken audio.

Do not assume all Chinese-speaking viewers use the same vocabulary or prefer the same level of formality. Technical audiences, gaming communities, and casual entertainment viewers can have very different expectations.

5.2 Choose a voice that suits the channel

There are three main options:

- Your own voice: Provides a distinctive identity and can build familiarity.
- Licensed synthetic voice: Useful for a consistent narration workflow or multilingual production.
- Hybrid narration: Human narration for the central explanation, with synthetic voices for clearly fictional or supporting characters.

Regardless of the method, listen to the complete narration before editing. Fix mispronounced names, unnatural pauses, incorrect technical terms, repetitive emphasis, and robotic pacing.

Never clone a real person's voice without the appropriate permission. Do not use synthetic narration to make viewers believe that a real expert, public figure, or eyewitness said something they never said.

5.3 Make subtitles readable

Subtitle quality affects comprehension, particularly when explaining technical topics.

Use these principles:

- Break text into short, meaningful phrases.
- Synchronize captions to the actual speech.
- Avoid placing text over important details in the image.
- Use consistent terminology for the same concept.
- Check punctuation, numbers, names, and specialized vocabulary.
- Review the video on a small screen as well as a desktop monitor.
- Keep important meaning in the narration and visuals rather than depending entirely on tiny on-screen text.

For Chinese subtitles, pay special attention to punctuation, line breaks, and the readability of complex characters. Automated speech recognition can confuse homophones and specialist terminology, so a human review is worthwhile.

5.4 Edit for clarity and rhythm

A simple timeline for an educational video might be:

Track

Content

Video 1

Main AI-generated footage or screen recording

Video 2

Diagrams, labels, and supporting visuals

Audio 1

Main narration

Audio 2

Background music

Audio 3

Sound effects and transitions

Text

Subtitles and necessary on-screen labels

The edit should follow the argument. Change the visual when the information changes, when the viewer needs a closer look, or when a transition helps the story—not merely because a fixed number of seconds has elapsed.

Avoid overwhelming the viewer with simultaneous subtitles, animated labels, sound effects, music, and fast camera movement.

5.5 Audio finishing checklist

Before export:

- Narration is clearly audible above the music.
- No clipping, harsh peaks, or unexplained volume changes.
- Background music is licensed for your intended use.
- Sound effects are not unnecessarily loud.
- Voice levels remain consistent across scenes.
- Silence and pauses feel intentional.
- The final audio has been checked with headphones and ordinary speakers.

There is no single loudness setting that guarantees a good result on every device. Prioritize intelligibility and consistent perceived volume.

5.6 Export a master and platform version

Keep a high-quality master file, then make the upload version appropriate to Bilibili's current upload specifications.

As a general production starting point, 16:9 is practical for conventional long-form videos, while 9:16 may suit vertical short-form content where the available publishing options support it.

Use the resolution, frame rate, codec, bitrate, and file-size requirements currently shown in the upload interface rather than assuming fixed settings will always apply.

Watch the complete exported file. Do not review only the editing timeline: exports can reveal missing fonts, broken captions, black frames, rendering glitches, or audio synchronization problems.

PAGE 6 OF 10 – PUBLISHING ON BILIBILI AND FOLLOWING AI DISCLOSURE RULES

This is one of the most important parts of the guide. A video can be visually impressive and still create problems if it uses unlicensed material, misleads viewers, or fails to follow the platform's content declaration requirements.

6.1 Understand Bilibili's AI content declaration requirements

Bilibili has published guidance on AI-generated content labeling. Its August 2025 announcement described a creator-side declaration option available through the submission interface: under 创作声明 (creator declaration), creators could select 该视频使用人工智能合成技术 (this video uses AI synthesis technology). The platform also said it may add labels to content that should have been declared but was not.

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A further Bilibili announcement dated May 15, 2026 emphasized AI labeling and enforcement against unmarked content, deceptive AI voiceovers, misleading face swaps, and false AI-generated news.

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Practical rule: If AI materially contributes to the video, check the current upload interface and make the applicable declaration. Do not remove, hide, or manipulate required AI labels.

The exact interface and legal requirements may change. Consult the current official announcements and rules before uploading.

6.2 Understand the difference between AI assistance and misleading synthetic media

AI-assisted production can include harmless creative uses such as original animation, fictional landscapes, explanatory diagrams, and synthetic narration.

The risk changes when generated material is presented as authentic evidence—for example:

- A fabricated news event presented as real.
- A synthetic voice falsely attributed to a real person.
- An altered face that misleads viewers about who said or did something.
- A fictional disaster scene presented as actual documentary footage.
- A fake quotation or invented expert endorsement.

Bilibili's 2026 announcement specifically highlighted the risks of misleading AI-generated material and improper use of AI synthesis.

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If you use realistic synthetic scenes for storytelling, clearly distinguish fiction from fact when viewers could reasonably mistake the content for real events.

6.3 Copyright and ownership: a practical framework

AI-generated output does not automatically mean that every part of your video is safe to publish.

Check the rights for each component:

Component

What to verify

AI-generated footage

Tool terms, plan restrictions, and third-party rights

Images and illustrations

License, permission, and whether recognizable protected characters appear

Music and sound effects

Commercial and platform-use rights, including attribution requirements

Voice and likeness

Permission to use the person's identity, voice, or performance

Source footage

Permission, applicable exceptions, and platform rules

Fonts and templates

Commercial-use terms and redistribution restrictions

Keep a record of licenses, receipts, permissions, and the original files used to create the final video.

For example, Runway's published help documentation states that its users retain rights to generated content and may use it commercially, subject to its applicable terms. That does not grant rights to copyrighted material or people incorporated into the output. Other tools may impose different restrictions.

Runway

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Also distinguish between a provider's permission to use output and legal ownership under the law applicable to you. These are not necessarily the same thing.

6.4 Avoid low-value automated publishing

AI makes it easy to generate many similar videos. That does not mean mass-producing them is a good long-term strategy.

Bilibili's published creator rules prohibit infringement and describe consequences for rule violations, including reduced recommendations, returns for correction, or removal in relevant cases.

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A safer editorial standard is to make every upload meaningfully useful or entertaining in its own right.

Before publishing, ask:

- Does this video add an original explanation, argument, story, demonstration, or artistic contribution?
- Have I checked the claims rather than merely repeating generated text?
- Is the video distinct from my previous uploads?
- Are the visuals and audio licensed or otherwise lawfully usable?
- Have I completed the required declarations?
- Would a viewer feel that the title and thumbnail accurately represented the video?

6.5 Write a complete Bilibili upload package

Prepare these elements before opening the upload interface:

1. Title: Clear, specific, and truthful.
2. Cover image: Legible at small sizes and closely related to the topic.
3. Description: Summarize the video's value and add relevant sources or credits.
4. Category and tags: Choose those that accurately represent the subject.
5. Subtitles: Upload or verify the available caption track.
6. Creator declaration: Complete applicable AI or other content declarations.
7. Rights review: Confirm that all media can be used as intended.
8. Final playback check: Confirm that the uploaded video displays and sounds as expected.

Do not stuff unrelated keywords into titles or tags. Accurate packaging is better for attracting the right audience and building trust.

PAGE 7 OF 10 – MAKING VIDEOS DISCOVERABLE AND BUILDING A LOYAL AUDIENCE

7.1 Create a recognizable channel identity

Viewers should be able to understand what your channel does after seeing a small number of uploads.

Develop a simple identity system:

- A consistent subject area or audience promise.
 - A recognizable visual palette and thumbnail style.
 - A repeatable storytelling format.
 - A clear approach to sourcing and explaining information.
 - A reason to return, such as a series, recurring character, or regular educational format.
- Consistency does not mean every video must look identical. It means the viewer can recognize the kind of value your channel offers.

7.2 Design titles around viewer intent

A title should communicate the topic and create an accurate reason to watch.

Compare these examples:

Generic title

More specific alternative

AI Video

How AI Turns a Text Prompt Into Moving Images

Space Facts

Why a Black Hole Can Bend Light

AI Animation

How I Built a Consistent AI Animated Character

History Video

What Archaeologists Can—and Cannot—Tell Us About an Ancient City

AI Tutorial

A Practical Workflow for Creating an AI Video From Script to Export

These are illustrative examples, not tested performance claims. The best title depends on the actual content, audience, and competing videos.

7.3 Design a cover image with one focal point

Your cover should communicate one main idea at a glance.

A practical formula is:

One main subject + one clear visual contrast + minimal text, if needed.

For example, an AI science explainer might use a large black hole on one side and a visibly curved beam of light on the other. A cover that includes six tiny images, multiple headlines, and decorative effects is likely to be harder to read at small sizes.

Use AI to explore cover concepts, but inspect the final result manually. Generated text can be inaccurate, and an attractive image can still fail to communicate the topic.

Do not use a shocking image or a claim that the video does not support.

7.4 Build series, not just isolated uploads

A series gives viewers a clear next step.

For a channel about AI video production, an example series could be:

1. How text-to-video models work.
2. How to write better video-generation prompts.
3. How to keep characters consistent.
4. How to build an AI-assisted storyboard.
5. How to improve synthetic voiceovers.
6. How to edit AI footage into a complete story.
7. How to label AI-generated content responsibly.

Each video answers a distinct question, while the collection builds a deeper learning path.

7.5 Treat comments as research

Bilibili's danmaku culture can make viewer reactions part of the viewing experience. But comments should be treated as feedback, not unquestionable evidence.

Look for patterns:

- Which explanation did viewers find confusing?
 - What did several people ask you to demonstrate?
 - Which scene triggered a useful discussion?
 - Did viewers identify a factual error?
 - What follow-up topic would resolve a genuine unanswered question?
- Respond constructively. Correct mistakes openly. Avoid manufacturing controversy or using misleading claims simply to provoke comments.

7.6 A practical community routine

After publishing, use a consistent routine:

- Review substantive comments when time permits.
- Answer genuine questions.
- Pin a useful clarification or source when appropriate.
- Note recurring requests for future videos.
- Make corrections if the video contains a meaningful mistake.
- Avoid fake accounts, purchased engagement, and automated spam.

The objective is to create a community that values the channel—not merely a temporary spike in visible engagement.

PAGE 8 OF 10 – ANALYTICS, TESTING, AND CONTINUOUS IMPROVEMENT

8.1 Measure what the audience actually does

Do not judge a video by views alone. A video may receive many initial views but fail to satisfy its audience. Another may attract fewer viewers while generating meaningful questions, saves, follows, or sustained interest.

Where available, review Bilibili's creator analytics and compare videos that serve similar audiences. The exact reports and metrics visible to you can depend on account status, content type, and current platform features.

Focus on four groups of signals:

Signal

What it can help you understand

Impressions and views

Whether your video is being shown and watched

Click or view conversion, where available

Whether the packaging persuades relevant viewers to start

Viewing duration and retention, where available

Whether the opening and content maintain interest

Engagement and follower changes

Whether viewers respond, participate, or want more

These measures are diagnostic clues, not proof of a single cause. For example, a low view count could result from a narrow topic, a weak title, limited distribution, an early-stage account, or other factors. Do not automatically blame the AI tool or the platform algorithm.

8.2 Use a simple diagnostic process

Situation A: Few people start watching

Review the topic, title, cover, audience fit, and how clearly the video communicates its value. Check whether the subject has demand and whether your packaging matches the actual content.

Situation B: Viewers leave early

Rewatch the opening. Does it deliver on the title? Is the purpose clear? Is there a long introduction, repeated information, or a confusing explanation before the first useful moment?

Situation C: Viewers watch but rarely respond

Ask whether the video resolves a meaningful question and provides a natural opportunity for discussion. Do not insert forced engagement requests into every scene.

Situation D: One topic outperforms your other videos

Investigate what might have helped: topic demand, clarity, timeliness, format, or audience fit. Make a related video that adds something new instead of simply duplicating the successful upload.

8.3 Run controlled experiments

When you change too many things at once, you cannot tell what helped.

Instead, test one major variable across a small group of comparable videos.

Examples:

- Specific educational titles versus broader titles.
- A question-based opening versus a demonstration-based opening.
- Narration with supporting diagrams versus narration with mostly cinematic footage.
- A concise video versus a longer explanation of a comparable topic.
- A recurring character versus a visual style without a host.

Do not assume that a small difference in results proves a winner. Topic difficulty, timing, and audience variation can influence the outcome.

Keep an experiment log:

Video

Hypothesis

Change made

Observation

Next action

A

The opening is too slow

Show the result first

Review early retention and comments

Keep or revise

B

Visuals are too generic

Use original diagrams

Review clarity feedback

Refine style

C

Topic is too broad

Answer one specific question

Compare with similar uploads

Build a follow-up

8.4 Create a weekly review

Once per week, spend 30–60 minutes answering these questions:

1. Which video attracted the most relevant audience?
2. Which video held attention best, according to the available data?
3. What did viewers repeatedly praise or criticize?
4. Did viewers misunderstand anything important?
5. Which production stage consumed the most time?
6. What one change will I test next week?

Record both the creative and operational lessons. If AI generation repeatedly produces unusable scenes, the solution may be better storyboards, shorter shots, or fewer complex movements—not simply purchasing more credits.

8.5 Improve the production process with a scorecard

Score each finished video from 1 to 5 on:

- Research accuracy
- Script clarity
- Visual consistency
- Voice and audio quality
- Editing and pacing
- Title and cover relevance
- Disclosure and rights compliance
- Overall originality

The scores are internal quality checks, not platform ranking factors. Review any low-scoring category before publishing.

PAGE 9 OF 10 – MONETIZATION, BUSINESS MODELS, AND LONG-TERM SUSTAINABILITY

9.1 Do not build the business around views alone

AI video production can support several business models, but each requires a different audience and production strategy.

Platform-based income

Depending on eligibility and current program rules, creators may have access to platform advertising, creator incentives, or other revenue features.

Do not assume every account or video qualifies. Check the current Bilibili Creator Center for available programs and requirements.

Sponsorships and brand partnerships

A channel focused on a specific topic may be attractive to relevant businesses when its audience and content quality align with a product.

Disclose commercial relationships as required and never make unsupported product claims.

Products and services

Depending on your skills and audience, you could offer original templates, tutorials, consulting, editing, or production services.

Ensure that any materials you sell are yours to distribute and that your chosen tools permit the intended commercial use.

Original intellectual property

Develop original characters, stories, educational assets, or a recognizable series that can support future projects.

This requires more creative investment, but it can create a stronger identity than publishing interchangeable AI clips.

9.2 Confirm eligibility before forecasting income

Before building a financial plan, check:

- Which monetization features are available to your account.
- Whether your location and account type are eligible.
- Whether the particular content meets the relevant requirements.
- Any identity, payment, tax, or account verification requirements.
- Whether commercial use of the AI-generated assets is permitted.
- Whether the content must meet additional disclosure or sponsorship rules.

Do not rely on old blog posts or creator videos for current eligibility requirements. Platform programs can change, and a creator's experience may not apply to your account.

9.3 Understand the economics of AI video

A video may be inexpensive in software fees but expensive in time. Track both.

For each video, estimate:

$$\text{Total cost} = \text{tools} + \text{assets} + \text{labor} + \text{other expenses}$$

Include research, script revision, generation retries, voice correction, editing, translation, and quality control in the labor estimate.

For example, suppose one video uses \$15 in paid tools and requires five hours of work. If you value your labor at \$10 per hour, the direct production cost is approximately \$65 before other expenses. These numbers are illustrative, not an industry benchmark.

Use the calculation to decide whether a workflow is sustainable—not to predict how much the video will earn.

9.4 Avoid the low-quality volume trap

A common mistake is to publish as many AI-generated videos as possible, using the same script structure, generic visuals, and synthetic voice.

This approach can fail because viewers have little reason to return, errors multiply, and the channel becomes difficult to distinguish from similar accounts.

A better approach is to improve a repeatable creative process:

- Research topics that solve real audience problems.
- Use original explanations and examples.
- Build reusable visual assets and templates.
- Batch similar production tasks without making every video identical.
- Keep human review at the points where accuracy, originality, and trust matter most.

9.5 Make a simple business dashboard

Track the following monthly:

Metric

Why it matters

Videos published

Measures output

Median views across comparable videos

Reduces dependence on one viral outlier

Returning audience signals, where available

Helps assess whether people come back

Average production hours per video

Shows operational efficiency

Direct production cost

Helps assess sustainability

Eligible revenue, if available

Shows realized income rather than hypothetical income

Rights or policy issues

Identifies risks that can damage the channel

Never treat projected sponsorships, unapproved monetization, or hypothetical revenue as actual earnings.

PAGE 10 OF 10 – YOUR 30-DAY ACTION PLAN, TEMPLATES, AND RESEARCH SOURCES

10.1 A practical 30-day launch plan

The purpose of the first month is to establish a reliable production process, publish a small body of worthwhile work, and gather evidence about your audience. It is not to guarantee viral growth.

Days

1–7

Week 1: Research and preparation

- Choose one niche and a specific target audience.
- Research 10–20 relevant Bilibili videos.
- Identify three audience questions that existing videos do not answer well.
- Select your initial toolchain.
- Create a script template, visual style guide, and project folder.
- Draft and review your first two scripts.

Days

8–14

Week 2: Produce your first videos

- Finish one complete video before attempting to scale.
- Generate only the visuals needed to support the story.
- Check narration, pronunciation, and subtitles.
- Verify the facts and rights for each asset.
- Review the complete export.
- Publish your first video with the required declarations.

Days

15–21

Week 3: Test and refine

- Publish another one or two videos if quality remains consistent.
- Review comments and the available analytics.
- Identify the weakest production stage.
- Test one meaningful improvement, such as a clearer opening or more useful diagrams.
- Correct any errors discovered after publication.

Days

22–30

Week 4: Establish your repeatable system

- Publish further videos only at a sustainable pace.
- Compare related uploads rather than chasing one outlier.
- Develop a follow-up topic based on audience questions.
- Document your best-performing workflow.
- Calculate the time and direct cost per video.
- Plan the next month based on what you learned.

10.2 Your final pre-publication checklist

Upload readiness

0 of 16 completed

Content quality

The video answers a clear audience question or delivers a complete story.

The script has been fact-checked and edited by a human.

Visuals support the explanation and are consistent with the story.

The title and cover accurately represent the video.

Production

Narration, music, and sound effects are balanced.

Subtitles are synchronized and checked for errors.

The exported video has been watched from beginning to end.

The final file meets the current upload specifications.

Rights and compliance

The rights to footage, music, voices, and other assets have been checked.

Required AI-generated-content declarations have been completed.

Realistic synthetic scenes do not mislead viewers about real events.

The upload follows current Bilibili rules and applicable laws.

Growth and learning

The description includes useful context and relevant sources where appropriate.

The video provides a natural next step for interested viewers.

The production time and costs have been recorded.

A specific lesson or experiment has been identified for the next upload.

Reset checklistCopy checklist

10.3 FIVE PROMPTS TO USE THROUGHOUT YOUR WORKFLOW

Prompt 1 — Topic research

Use before writing the script.

"Research five specific video ideas about [topic] for [target audience]. For each, identify the audience question, what existing explanations commonly miss, the evidence needed, the risks of misinformation, and a distinct original angle. Separate verified facts from hypotheses and do not invent sources."

Copy prompt

Prompt 2 — Storyboard creation

"Convert this reviewed script into a scene-by-scene storyboard. For each scene, specify the narration, visual purpose, subject, camera angle, movement, lighting, approximate duration, and continuity requirements. Flag scenes that would be better explained with a diagram or screen recording than generated footage."

Copy prompt

Prompt 3 — Chinese localization

"Adapt this script into natural Simplified Chinese for [audience]. Preserve the factual meaning, use appropriate technical vocabulary, avoid literal translation and awkward phrasing, and provide a glossary for specialist terms. Flag ambiguous phrases for a native or qualified reviewer."

Copy prompt

Prompt 4 — Quality audit

"Audit this script and scene plan for factual errors, unsupported claims, weak storytelling, repetitive material, visual inconsistencies, copyright risks, misleading synthetic media, and missing AI disclosures. Rank problems by severity and suggest specific fixes. Do not claim to verify material you cannot inspect."

Copy prompt

Prompt 5 — Analytics review

"Analyze these results from my latest videos: [insert data]. Compare similar topics, identify plausible explanations for differences, and recommend three experiments. Distinguish observed facts from speculation, account for the small sample size, and recommend what additional data would help."

Copy prompt

10.4 Deep-research sources and official references

These sources provide the foundation for the platform, disclosure, content-safety, and tool-rights recommendations in this guide.

1. Bilibili — Announcement on orderly labeling of AI-generated content

Published August 29, 2025. Explains the creator-side AI declaration option and the platform's approach to labeling AI-generated content.

[Read the official announcement in Chinese](#)

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2. Bilibili — AI application governance announcement

Published May 15, 2026. Discusses AI labeling, misleading synthetic content, and enforcement concerns.

[Read the official announcement in Chinese](#)

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3. Bilibili Creator Center — Creation rules

Official rules covering prohibited content, infringement, community standards, and potential enforcement.

[Review creator rules](#)

studio.bilibili.tv

4. Bilibili — Investor presentation

Platform-level background on Bilibili's content, community, and creator ecosystem. Use this as business context rather than a guarantee of individual channel performance.

[Read the investor presentation](#)

ir.bilibili.com

5. Runway — Commercial usage rights

Provider documentation on the use of generated outputs. Check the current terms and third-party rights before commercial publication.

[Read Runway's guidance](#)

Runway

6. Pika — Terms of Service

Review plan-specific commercial permissions, restrictions, and responsibility for generated content.

[Read Pika's terms](#)

Pika

FINAL CONCLUSION: THE SUSTAINABLE WAY TO CREATE AI VIDEOS FOR BILIBILI

The strongest long-term approach combines AI's production speed with human creativity, research, and quality control.

Use AI to explore ideas, develop original visuals, accelerate editing, and improve localization. Use human judgment to choose meaningful topics, verify facts, shape the narrative, check cultural context, respect intellectual property, and communicate honestly about synthetic content.

Start with one niche, one manageable production workflow, and a few genuinely useful videos. Study the results, improve one part of the process at a time, and build a channel that offers a reason to return.

The goal is not to publish the most AI-generated videos. It is to create videos that people find worth watching, discussing, and remembering.