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BILIBILI ALGORITHM

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BILIBILI ALGORITHM EXPLAINED: HOW TO GET MORE VIDEO VIEWS AND RECOMMENDATIONS

Introduction

Getting views on Bilibili is not just about uploading videos and hoping that people discover them. Successful creators understand their audience, create valuable content, and learn how the platform recommends videos to viewers.

Bilibili is a video-sharing platform with a strong community culture. Users watch videos, search for information, follow creators, leave comments, send bullet comments (danmaku), like videos, add content to favorites, and support creators through platform features such as Coins.

These interactions help make Bilibili different from platforms where viewers mainly scroll through short videos. Content discovery on Bilibili involves personalized recommendations, search, categories, community activity, and user preferences.

Understanding the recommendation system can help creators make better content decisions, improve discoverability, and build a loyal audience.

However, one important fact should be clear: Bilibili does not publicly disclose the complete mathematical formula or exact weighting of its recommendation algorithm. No creator can guarantee that a particular upload time, number of hashtags, video length, or engagement rate will make a video go viral.

This guide explains the publicly described recommendation process, the viewer behaviors Bilibili considers, and practical ways creators can improve their chances of reaching interested audiences.

By the end, you will understand how video recommendations work, what creators should optimize, which mistakes to avoid, and how to develop a sustainable growth strategy.

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PAGE 1: UNDERSTANDING THE BILIBILI RECOMMENDATION ALGORITHM

WHAT IS THE BILIBILI RECOMMENDATION ALGORITHM?

The Bilibili recommendation algorithm is a technology-driven system that helps viewers discover videos they may find interesting.

When someone opens Bilibili, the platform cannot show every available video at once. It must select and organize content that is likely to match that person's interests.

The recommendation system uses information about viewers, videos, and their interactions to help make these decisions.

For example, imagine a viewer regularly watches gaming tutorials, technology reviews, and smartphone comparisons. Bilibili may use these viewing interests to recommend similar videos.

Another viewer may spend more time watching animation, music, and lifestyle content. That person may receive a completely different recommendation feed.

This is the purpose of personalized recommendations: different viewers can see different content based on their interests and activity.

How Does the Recommendation Process Work?

Bilibili's published explanation describes a recommendation process involving several important stages.

1. Understanding Viewer Interests

The platform analyzes user activity to understand what types of content people may enjoy.

This can include actions such as:

- Clicking on videos
- Watching and playing videos
- Liking content
- Giving Coins
- Adding videos to favorites
- Following creators
- Searching for topics
- Sharing videos
- Disliking content
- Selecting options indicating a lack of interest

These actions help the system build an understanding of user preferences.

2. Finding Suitable Videos

After identifying viewer interests, the recommendation system retrieves potential videos that may match those interests.

For example, someone interested in video editing may receive recommendations for editing tutorials, software comparisons, and creator tips.

3. Predicting Viewer Interest

The system estimates how relevant different candidate videos may be to a particular viewer.

A video about smartphone photography may be more relevant to someone who regularly watches camera tutorials than to someone who mainly watches cooking content.

4. Ranking and Selecting Videos

Potential videos are evaluated and organized according to different positive and negative signals.

The system then applies additional processing, including measures such as removing duplicates and diversifying recommendations.

5. Learning From New Activity

Recommendations are not necessarily permanent. As viewers interact with new videos, the system receives more information and can adjust future recommendations.

This means viewer preferences and recommendation results can change over time.

Important: This is a simplified explanation of Bilibili's published recommendation process, not a complete description of its private ranking formula.

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PAGE 2: IMPORTANT SIGNALS THAT INFLUENCE RECOMMENDATIONS

One of the best ways to understand the recommendation system is to examine the different actions viewers take when interacting with videos.

Bilibili's official recommendation explanation identifies several positive and negative interaction signals. However, the platform does not publish exact numerical weights for each signal.

1. Video Clicks

A click can indicate that a viewer is interested in opening a video.

The thumbnail and title play an important role in creating that initial interest.

For example:

Weak title: "My New Video"

Improved title: "7 Smartphone Photography Tricks Every Beginner Should Know"

The second title communicates a clear subject and benefit.

However, attracting clicks is only the beginning. The video must also deliver what the title and thumbnail promise.

2. Video Plays and Watch Behavior

A video play shows that someone started watching the content.

But a play alone does not necessarily mean the viewer found the video valuable.

Creators should examine available viewing and retention information to understand whether people continue watching or leave early.

A video that attracts attention but fails to hold it may need improvements in its introduction, structure, or pacing.

3. Likes

Likes are a way for viewers to express appreciation.

When someone likes a video, it provides a positive interaction signal and shows that the content connected with that viewer.

Instead of repeatedly asking viewers to like a video, focus on creating something genuinely useful or entertaining.

4. Coins

Coins are a distinctive feature of Bilibili.

Viewers can use Coins to support creators and show appreciation for their work.

Creators should understand that Coins represent a deliberate audience action. A viewer who chooses to support a video may be expressing stronger appreciation than someone who simply watches it.

However, Coins should not be treated as a guaranteed ranking shortcut.

5. Favorites

Favorites allow viewers to save content for future reference.

This can be particularly relevant for:

- Tutorials
- Educational videos
- Software guides
- Study resources
- Product comparisons
- Step-by-step instructions

For example, a detailed tutorial explaining how to edit a video may be worth saving because viewers want to use it again.

6. Shares

When viewers share a video, they introduce it to other people who may also be interested.

Shareable content often includes useful explanations, entertaining moments, surprising discoveries, and practical solutions.

7. Follows

Following allows viewers to stay connected with a creator.

A video that introduces someone to a channel and encourages them to follow can contribute to long-term audience growth.

8. Negative Feedback

Dislikes and actions indicating that a viewer is not interested can also provide information to the recommendation system.

Creators should focus on satisfying the right audience rather than trying to attract everyone.

The most important lesson is that recommendations involve multiple signals. There is no publicly confirmed single engagement action that guarantees wider distribution.

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PAGE 3: HOW BILIBILI FINDS THE RIGHT AUDIENCE FOR YOUR VIDEOS

A common mistake among new creators is trying to make videos for everyone.
When a video covers a clear subject, it becomes easier for interested viewers to understand what it offers.
Bilibili's recommendation system uses viewer preferences and content information to help connect videos with suitable audiences.

Understand Your Target Audience

Before creating a video, identify the people you want to reach.
Ask yourself:

- What subjects do they regularly watch?
- What questions do they search for?
- What problems do they want to solve?
- What type of content do they enjoy?
- Are they beginners or experienced viewers?

For example, a channel about technology could target:

Audience A: Beginners

People looking for smartphone tutorials, simple explanations, and basic technology tips.

Audience B: Technology Enthusiasts

People interested in detailed product comparisons, hardware reviews, and software updates.

Audience C: Content Creators

People searching for editing software, camera equipment, AI tools, and video production advice.

Each audience has different interests. Understanding those differences helps you create more relevant videos.

Choose a Clear Content Category

Bilibili organizes content into different categories and communities.
When uploading, choose the category that accurately describes your video.
For example:

- Gaming tutorials belong in the appropriate gaming category.
- Animation-related content should use the relevant animation category.
- Educational explanations should use the appropriate knowledge or education category.
- Technology reviews should use a suitable technology category.

Do not select an unrelated category simply because you think it may have more viewers.
Correct categorization helps describe the content and gives viewers a clearer way to discover it.

Build a Consistent Channel Identity

If your channel covers technology tutorials, regularly publishing unrelated cooking videos, travel diaries, and gaming clips may make your audience less predictable.
This does not mean you can never experiment.
Instead, build a recognizable central theme and introduce related topics that your existing viewers may also enjoy.
For example, a technology channel could cover:

1. Smartphone tips
2. AI tools
3. Editing applications
4. Computer software
5. Content creation equipment

These topics are different but still connected through a common audience.

Create Content for a Specific Viewer

Before writing a script, complete this sentence:
"This video is for people who want to _____."
Examples:

- Learn basic video editing.
- Understand artificial intelligence.
- Improve their gaming performance.
- Discover useful smartphone features.
- Learn a new language.

If you cannot clearly explain who the video is for, the idea may need more focus.

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PAGE 4: IMPROVE YOUR VIDEO TITLES, THUMBNAILS, AND SEARCH VISIBILITY

Your video can contain excellent information, but viewers may never discover it if its topic is unclear.
Titles, thumbnails, descriptions, and relevant metadata help communicate what a video offers.

1. Write Clear and Specific Titles

A good title should explain the subject and give viewers a reason to watch.
Avoid vague titles that do not communicate the video's purpose.
Examples:
Weak: "Amazing Editing Tips"
Better: "5 Video Editing Tips Every Beginner Should Know"
Weak: "AI Technology"
Better: "How to Use AI Tools to Create Videos Faster"
Weak: "My Gaming Video"
Better: "5 Beginner Mistakes to Avoid in Competitive Gaming"
A useful title generally includes the main topic, a specific benefit, or a clear question.
Avoid exaggerated promises that the video cannot fulfill.

2. Create Relevant Thumbnails

Thumbnails help viewers understand what a video is about before opening it.
A useful thumbnail should:

- Clearly represent the video's subject.
- Use readable text when text is necessary.
- Include a strong visual focus.
- Avoid unnecessary clutter.
- Remain consistent with the video's actual content.

For example, a smartphone tutorial could use a clear phone image and a short phrase such as "5 Hidden Features."
Do not use a misleading thumbnail to attract clicks.

3. Write Useful Descriptions

Your description should provide additional information about the video.
A good description may include:

- A short summary
- Main subjects discussed
- Relevant keywords
- Useful links where appropriate
- Chapters or timestamps for longer videos

Example:
"Learn five practical smartphone photography techniques in this beginner-friendly tutorial. This video explains camera settings, lighting, composition, and simple ways to improve your mobile photography."

4. Use Relevant Tags and Keywords

Keywords help describe the subject of your content.
For a video about smartphone photography, relevant phrases might include:

- Smartphone photography
- Mobile camera tips
- Phone photography tutorial
- Beginner photography
- Camera settings

Use terms that accurately match the video.
Avoid adding unrelated keywords simply because they are popular.

5. Optimize for Search Intent

Search intent means understanding what someone actually wants when they search for a topic.
For example:
"How to edit videos" indicates a desire to learn a process.
"Best video editing software" indicates a comparison or buying-related interest.
"Video editing mistakes" indicates a desire to identify and avoid problems.
Create content that directly answers the question behind the search.

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PAGE 5: CREATE VIDEOS THAT KEEP VIEWERS WATCHING

Attracting a viewer is important, but keeping that viewer interested is equally valuable.
A video that takes too long to explain its purpose may lose attention before delivering its main value.
Audience retention helps creators understand how long viewers watch and where they stop watching.

1. Start With a Strong Introduction

Avoid lengthy greetings and unnecessary background information.
Begin by explaining the problem, benefit, or question that the video will address.
Weak opening:
"Hello everyone, welcome back to my channel. I hope you are doing well. Today I am going to talk about some useful editing tips."
Improved opening:
"Want to edit videos faster? Here are five techniques that can save you time."
The improved opening immediately communicates the value of the video.

2. Follow a Clear Video Structure

A simple structure can make videos easier to understand.
Opening: Explain what the viewer will learn.
Main Content: Present the information in a logical order.
Examples: Demonstrate how the advice works.
Conclusion: Summarize the most important lessons.
Next Step: Recommend a related video or invite viewers to follow the channel.

3. Remove Unnecessary Sections

Review your video before publishing.
Look for:

- Long pauses
- Repeated explanations
- Unnecessary introductions
- Irrelevant conversations
- Repetitive examples
- Sections that do not support the main topic

Editing should make the video easier to follow, not simply make it faster.

4. Use Storytelling

Storytelling can make educational and informational content more interesting.
Instead of presenting a list of facts without context, explain a situation and show how the information solves a problem.
For example, a video about improving productivity could begin with a common problem: spending too much time switching between tasks.
Then introduce a practical solution, demonstrate it, and explain the result.

5. Use Visual Variety

Depending on your niche, you can use:

- Screen recordings
- Demonstrations
- Product close-ups
- Diagrams
- Captions
- Charts
- Relevant images
- Real examples

Visuals should support the explanation rather than distract from it.

6. Study Retention Data

When available, review the audience-retention information for each video.
If viewers leave early, examine the opening.
If a large number leave during a particular section, check whether the explanation becomes confusing or repetitive.
Use these findings to improve future uploads.

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PAGE 6: USE BILIBILI COMMUNITY FEATURES TO BUILD ENGAGEMENT

Bilibili has a distinctive community environment. Its users do more than watch videos; they also communicate, react, participate, and support creators.

Understanding these community features can help you build stronger relationships with your audience.

1. Understand Danmaku

Danmaku, also called bullet comments, allows viewers to send comments that appear across the video during playback.

This feature creates a shared viewing experience.

For creators, danmaku can reveal:

- Which moments attract attention
- Which explanations viewers find interesting
- Where people express confusion
- Which jokes or examples connect with viewers
- What questions the audience wants answered

Use these reactions as feedback when planning future videos.

2. Encourage Meaningful Comments

Comments can help creators understand their audience.

Ask specific questions related to the video.

Examples:

- Which technique would you try first?
- What problem should I explain in the next tutorial?
- Have you used this software before?
- Which product should I compare next?

Avoid repeatedly asking viewers to leave meaningless comments just to increase activity.

3. Respond to Your Audience

When someone asks a genuine question, provide a helpful answer.

You can also use common questions as ideas for future videos.

For example, if multiple viewers ask how to install a particular application, create a dedicated tutorial.

This turns audience feedback into a content research resource.

4. Encourage Favorites and Shares Naturally

Some videos are especially useful as reference material.

If you publish a detailed tutorial, checklist, or educational explanation, you can remind viewers that they may save it for later.

Likewise, if a video provides a useful solution, viewers may want to share it with friends.

The best way to encourage these actions is to create content worth revisiting or sharing.

5. Build a Recognizable Community

Develop a consistent tone and identity.

You can:

- Use a recognizable introduction style.
- Publish recurring video series.
- Respond to viewer suggestions.
- Thank your audience for useful feedback.
- Create videos around common questions.
- Maintain a clear channel theme.

A loyal community can support your long-term growth even when individual videos perform differently.

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PAGE 7: UNDERSTAND ANALYTICS AND IMPROVE YOUR RECOMMENDATION PERFORMANCE

Analytics are essential for creators who want to make decisions based on evidence rather than assumptions.
Instead of judging a video only by its total views, examine different performance indicators.
Important Metrics to Monitor
1. Views and Plays
These help you understand how many times your videos have been viewed.
Compare performance across different videos and time periods.
However, views alone do not tell you whether viewers found your content valuable.
2. Average Viewing Duration
This helps you understand how long people watch your video on average.
If viewers leave after the introduction, your opening may need improvement.
If they leave during a particular explanation, that section may be too long or confusing.
3. Completion and Retention
For videos where these metrics are available, examine how many viewers reach the end and where attention decreases.
A strong retention pattern can indicate that the video structure is working well.
Do not compare videos of very different lengths without considering their format and purpose.
4. Likes, Coins, and Favorites
These actions help you understand how viewers respond to your content.
A tutorial that receives many favorites may be particularly useful as a reference.
A video receiving Coins may have connected strongly with its audience.
5. Follower Growth
Check which videos attract new followers.
A video with moderate views but strong follower growth may be particularly valuable for building your channel.
6. Traffic Sources
Understand where viewers discover your content.
Depending on the analytics available, traffic sources may include:

- Recommendations
- Search
- Following feeds
- Category or ranking pages
- External referrals
- Direct visits

Search traffic can show that viewers are actively looking for your topic.
Recommendation traffic can indicate that your video is being surfaced to viewers through personalized discovery.
Both can contribute to growth.
Create a Weekly Analytics Review
At the end of each week, answer these questions:

1. Which videos attracted the most views?
2. Which videos held attention for longer?
3. Which topics attracted the most meaningful engagement?
4. Which videos generated new followers?
5. Which traffic sources brought viewers?
6. Where did viewers stop watching?
7. What should I improve in my next upload?

Do not assume that one high-performing video reveals a permanent formula.
Look for repeated patterns across several uploads.
Use a Simple Performance Comparison
Imagine you publish three videos:
Video A: Receives 10,000 views but attracts very few followers.
Video B: Receives 4,000 views and generates strong comments, favorites, and new followers.
Video C: Receives 2,000 views but has a large drop in viewing activity near the beginning.
Video B may offer the strongest audience connection even though it did not receive the most views.
Video C may need a better introduction.
Video A may provide useful reach but could benefit from clearer channel positioning or a stronger reason to follow.
The lesson is simple: evaluate the complete performance picture rather than focusing on a single number.

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PAGE 8: COMMON MISTAKES THAT CAN LIMIT BILIBILI GROWTH

Many creators spend time trying to understand the algorithm but ignore problems in their actual content strategy.
Avoid these common mistakes.

Mistake 1: Copying Popular Creators

Copying another creator's title, thumbnail, script, or entire video does not build a unique identity.
Study successful formats, but develop your own perspective, examples, and presentation.

Mistake 2: Using Misleading Titles

A title that promises something the video never delivers may attract initial clicks but disappoint viewers.
Make sure your title and thumbnail accurately represent the content.

Mistake 3: Uploading Unrelated Content

A channel without a clear direction may struggle to attract a consistent audience.
Choose a central subject and develop related content categories.

Mistake 4: Ignoring Viewer Feedback

Comments and community interactions can reveal what your audience wants.
Ignoring repeated questions means missing useful content opportunities.

Mistake 5: Focusing Only on Views

High views do not automatically mean strong audience loyalty.
Review viewing behavior, meaningful engagement, and follower growth as well.

Mistake 6: Publishing Without Research

Uploading videos without understanding audience interests can result in content that has little demand.
Research relevant questions, search terms, competing videos, and audience discussions before choosing topics.

Mistake 7: Using Irrelevant Categories and Tags

Choose accurate categories and relevant keywords.
Do not use unrelated popular tags in the hope of attracting a larger audience.

Mistake 8: Expecting Immediate Results

A new channel may need time to develop its content style and audience.
Some videos may receive limited attention, while others may perform better later.
Focus on improving the process rather than expecting every upload to succeed.

Mistake 9: Manipulating Engagement

Do not purchase fake views, likes, Coins, or followers, or use artificial engagement schemes.
Bilibili's rules prohibit manipulating genuine engagement measurements. Such practices can damage credibility and create account risks.

Mistake 10: Giving Up After a Few Uploads

A small number of videos may not provide enough information to understand what works.
Publish consistently, review performance, and make improvements over time.

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PAGE 9: YOUR 30-DAY BILIBILI ALGORITHM GROWTH ACTION PLAN

Understanding the recommendation system is useful, but applying that knowledge is what helps you improve as a creator. The following 30-day plan gives you a practical way to research, create, publish, and analyze content.

It is not a guarantee of viral growth. It is a structured process for developing better content and learning from your audience.

Week 1: Research and Channel Positioning

Goal: Understand your audience and select the right content direction.

Day 1: Choose your primary content niche.

Day 2: Identify your ideal viewer and their interests.

Day 3: Research 10 successful creators in your niche.

Day 4: Study their most popular video topics and formats.

Day 5: Write down 20 possible video ideas.

Day 6: Select five ideas with clear audience value.

Day 7: Prepare scripts and thumbnails for your first uploads.

Weekly result: A clear channel direction and a list of researched content ideas.

Week 2: Improve Content Quality

Goal: Create videos that attract attention and deliver value.

Day 8: Publish your first researched video.

Day 9: Review its title, thumbnail, and opening.

Day 10: Prepare another video based on a specific audience question.

Day 11: Improve the structure and remove unnecessary sections.

Day 12: Publish your next video.

Day 13: Review available audience feedback.

Day 14: Identify three improvements for future uploads.

Weekly result: Better video structure and a clearer understanding of audience interests.

Week 3: Build Engagement and Discoverability

Goal: Help interested viewers discover and interact with your videos.

Day 15: Research relevant search phrases.

Day 16: Improve titles and descriptions.

Day 17: Check category and metadata accuracy.

Day 18: Publish a video that answers a common question.

Day 19: Respond to useful comments and danmaku feedback.

Day 20: Create a follow-up video based on audience interest.

Day 21: Review your available traffic-source information.

Weekly result: A stronger discovery strategy and more audience interaction.

Week 4: Analyze and Improve

Goal: Use performance data to develop your next content strategy.

Day 22: Review views and viewing duration.

Day 23: Compare your strongest and weakest videos.

Day 24: Identify topics that attract meaningful engagement.

Day 25: Review which videos generate followers.

Day 26: Create a follow-up to one promising topic.

Day 27: Improve your thumbnail and title approach.

Day 28: Publish another researched video.

Day 29: Review your monthly performance.

Day 30: Prepare your next 30-day content plan.

Weekly result: A repeatable content process based on actual audience behavior.

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FINAL THOUGHTS

The Bilibili recommendation algorithm is designed to help viewers discover content that matches their interests. It considers user activity, content relevance, positive and negative interactions, and personalized predictions when selecting and ranking potential recommendations.

For creators, the most effective approach is not to chase secret algorithm tricks. It is to understand the audience, choose relevant topics, create valuable videos, improve titles and thumbnails, and study performance.

Remember these five principles:

1. Create content for a clearly defined audience.
2. Make titles and thumbnails accurate and appealing.
3. Give viewers a reason to keep watching.
4. Encourage genuine community interaction.
5. Use analytics to improve every new upload.

You cannot control exactly which video the platform recommends or how many views it receives. But you can control your research, creativity, content quality, and willingness to improve.

Treat every upload as an opportunity to learn something about your audience.

Understand your viewers. Create valuable content. Improve with every video.

That is a sustainable foundation for growing on Bilibili.

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