Visualization of VTubers: A New Paradigm in Digital Marketing

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Abstract

Background: VTubers (Virtual YouTubers), who use animated avatars for content creation, have emerged as a transformative force in digital entertainment and marketing. Originating from Japan with the debut of Kizuna AI, this phenomenon has rapidly grown into a global trend, offering new paradigms for audience engagement and brand promotion.

Methods: This study employs a narrative literature review to synthesize and analyze existing research on VTubers. The methodology involved a systematic search of academic and industry sources to explore the evolution, marketing applications, and associated challenges of virtual influencers.

Results: The review finds that VTubers offer unique marketing advantages, including the ability to create highly personalized, fantastical personas that foster strong parasocial relationships and provide a sense of escapism and companionship for audiences. Successful case studies, such as collaborations with major brands, demonstrate their effectiveness in driving engagement and sales. However, significant challenges were identified, including high production costs, legal complexities regarding intellectual property, and ethical concerns such as potential deception and creator self-objectification.

Conclusion: VTubers represent a powerful and innovative tool in the digital marketing landscape, capable of creating immersive brand experiences. For sustainable integration, brands and creators must strategically navigate the associated ethical and practical challenges to leverage their full potential.

Novelty: This review provides a consolidated comparative analysis of VTubers versus traditional influencers, systematically outlining their distinct strengths, weaknesses, and the

novel ethical and legal considerations they introduce to digital marketing, offering a foundational framework for future research and strategic application.

Keywords: VTuber, Virtual YouTuber, disruptive technology, digital marketing, new media

Introduction

VTubers, or Virtual YouTubers, are the newest and rapidly growing phenomenon in the digital entertainment and marketing landscape. With over 13,000 creators only in Japan, using custom 2D and 3D computer-generated avatars (Bredikhina & Giard, 2022), VTubers are changing how content is created and consumed online. Originating from Japan, the concept of VTubers first gained significant traction with the debut of Kizuna AI in 2016 (Jiang et al., 2023; Lu et al., 2021). Kizuna AI is often credited as the pioneering figure in the VTuber community, setting the stage for a new wave of digital influencers who blur the lines between the real and virtual (Wan & Lu, 2024). Kizuna has 3 million subscribers on her YouTube "AI" channel, 1.5 million in her YouTube "Gaming" channel, and 3 million TikTok followers, totaling 10 million plus followers/subscribers combined on other social networking sites (*BIOGRAPHY*).

VTubers are animated avatars that deliver real expressions and actual body movements with an altered voice of the actor, referred to as Nakahonito (中の人) in Japanese, in real-time (Lu et al., 2021). The avatars were created using character-creation tools. Software like Blender and Maya are used to create avatars, whereas VRoid and Live2D are used to generate anime-style characters (Bredikhina & Giard, 2022; Regis et al., 2022).

Figure 1. Kizuna AI

(Reprinted from Kizuna AI Official Website : kizunaai.com/en/?modal=biography)

They normally use live streaming and video-sharing apps such as YouTube and Twitch (Wan & Lu, 2024) and stream themselves as sleek animations, bringing life into their avatar. Using a virtual avatar alone doesn't automatically make someone a VTuber. To succeed in this field, creators must go beyond the avatar and focus on crafting engaging content. VTubers typically share their content on platforms like YouTube, Twitch, Bilibili, and Twitter. Additionally, character uniqueness plays a crucial role in VTuber content creation, as it helps establish a strong connection with the audience (Roth et al., 2021).

The appeal of VTubers lies in their ability to create exaggerated and fantastical personas that resonate with diverse audiences. These virtual avatars create a unique platform for self-expression, allowing creators to transcend physical limitations and societal expectations (BredikhinaLiudmila, 2023). Additionally, the use of virtual characters can mitigate issues such as sexual harassment and sexism (Wan & Lu, 2024), as the avatars can be designed in ways that divert attention from the creators' real identities. While this presents an avenue for extended self-expression, the same situation brings within its fold the question of self-objectification and the price to pay for keeping up virtual identities.

Importance and relevance of studying VTubers in the context of digital marketing

The study of VTubers in the context of digital marketing is crucial due to their rapidly growing influence and their potential to enhance brand promotion and consumer engagement (Wibawa et al., 2022). VTubers have emerged as budding giants, leading to a change in how brands now engage with customers.

Unlike traditional influencers, VTubers can leverage advanced technologies to drive engaging and immersive content through their animated personae, greatly improving storytelling and audience interaction for brands. While human influencers are generally more persuasive, VTubers can be particularly effective in certain product domains, especially when they can change their appearance to match the product (Sakuma et al., 2023). However, the rise of virtual influencers also presents challenges, such as the potential for falsity and the need for brands to navigate consumer reactions (Sands et al., 2022). To effectively utilize VTubers in digital marketing, it is important to consider their human-like characteristics, attractiveness, authenticity, scalability, and controllability (Batista Da Silva Oliveira & Chimenti, 2021).

# Literature Review

Evolution of VTubers

The evolution of VTubers represents a fascinating journey from a niche internet subculture to a major force in digital entertainment and marketing. The origins of VTubers can be traced back to Japan in the early 2010s, where the convergence of anime culture, gaming, and online streaming created a fertile ground for virtual influencers. The term "VTuber" itself, short for "Virtual YouTuber," began gaining prominence with the advent of Kizuna AI in 2016 , who is widely credited as the first true VTuber.

Following Kizuna AI's success, the VTuber trend expanded rapidly, both in terms of the number of creators and the diversity of content. The rise of VTuber agencies, such as Hololive Production and Nijisanji, marked the beginning of organized efforts to manage and promote virtual talents (Lu et al., 2021). These agencies helped to professionalize the VTuber space, offering support with technical infrastructure, marketing, and content creation. By 2018, VTubers had gained significant traction in Japan, and their influence began to extend internationally, with creators and fans from various countries participating in the growing community.

Figure 2. Evolution of virtual characters
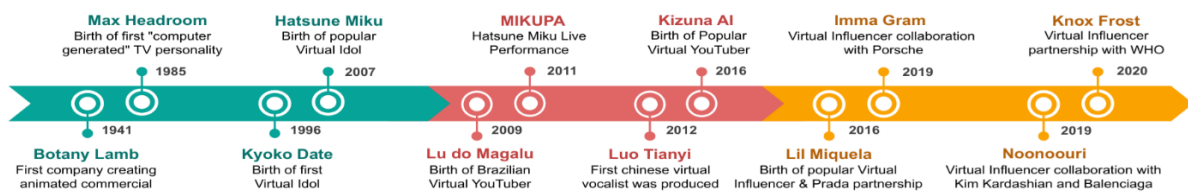
Note: adapted from "Virtual Influencers in Online Social Media". (Conti et al., 2022), IEEE Communications Magazine, 60, 1-13.

The success of VTubers in monetization can be attributed to the perfect, limitless, and human-like affinity they offer, as well as the maturity of 3D technology and the live-streaming industry (Deng, 2023). This phenomenon has been further fueled by the COVID-19 pandemic, with VTubers becoming a prominent form of virtual entertainment (Regis et al., 2023). Despite the availability of advanced technology for creating high-quality 3D avatars, many VTubers still opt for 2D animated avatars, a choice influenced by visual, cost, and psychological factors (Jiang et al., 2023).

Audience Attraction to VTubers

Research on the attraction of audiences to VTubers has identified several key factors. (Li, 2023) found that parasocial interactions, physical and social attractiveness, and task attractiveness play important roles in drawing viewers to VTubers ' live streaming. (Wang, 2023) highlighted social anxiety and the appearance of VTubers as key motivations for viewers. (Lee & Gu, 2022) emphasized the influence of the platform type and the perceived role of the VTuber on audience presence and immersion. Similarly, (Lu et al., 2021) explored the unique performative opportunities of VTubers, which result in different viewer expectations and interpretations of their behavior. These studies collectively suggest that the appeal of VTubers lies in their ability to create a sense of companionship, provide a form of escapism, and offer unique and engaging content.

Emergence and growth of VTubers in digital marketing

The emergence of VTubers in digital marketing represents a significant shift in how brands engage with their audiences. It all began to rise in 2016 with Kizuna AI, which holds the credit of being the very first VTuber. What made Kizuna AI so unique was the way she took a different approach: using a 3-dimensional computer-generated avatar as a way of communicating with her viewers. This new form of digital performance was adopted so well by audiences immediately that the number of VTubers increased multi-fold, and thus they were assimilated into many marketing strategies.

VTubers can offer a unique value in digital marketing by providing an all-new, interactive channel to the consumer. Unlike traditional influencers, VTubers can transform into fantastic and exaggerated characters that appeal to the masses. That ability for a highly personalized and striking character enables brands to reach niches one has never thought of. For instance, collaborations between VTubers and Nissin Cup Noodles (Brave Group, 2023) or Lawson, the convenience store in Japan, there is a very real potential for virtual influencers in the driving of brands and sales. Many such partnerships often feature.

VTubers in promotional videos, live streams, and social media campaigns where the idiosyncratic appeal of the former could be used to create truly memorable marketing experiences.

Figure 3. Top VTubers with the number of subscribers
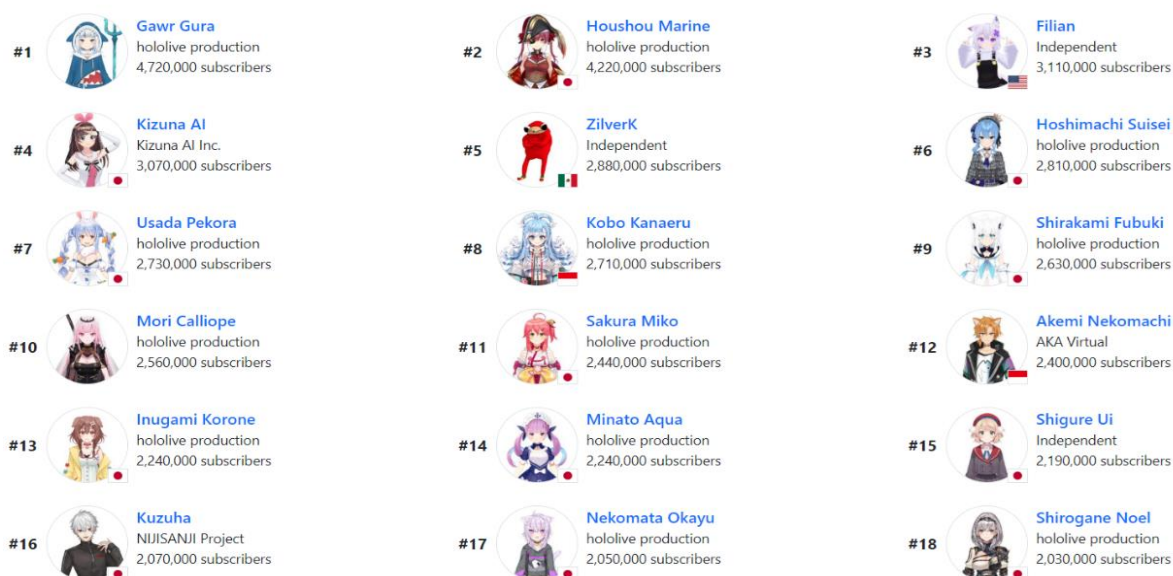
Note: Retrieved from Top Vtubers. (Top VTubers – HoloList, n.d.) on 10 Sept 2024.

VTubers have grown within digital marketing due to various technological improvements and pertinent changes in consumer behavior. The introduction of highly developed software like Live2D and Unity3D has made it easier for creators to design and animate virtual avatars, reducing barriers to entry among aspiring VTubers. Furthermore, innovations in motion capture and facial recognition have heightened realism and expressiveness (Kopalidis et al., 2024), further compelling audiences. As a result, the VTuber community grew very rapidly, with many leading creators from various backgrounds coming from different regions to join the trend (Palop, 2023).

Figure 3 portrays a highly remarkable VTuber influence in the field of digital marketing. Popular VTuber Nijisanji's VTuber-related content has recorded up to billions of views on platforms like YouTube and Bilibili. This kind of popularity easily translates to a meaningful return in terms of marketing potential, as brands could leverage the VTubers ' dedicated fan base to promote awareness and loyalty of a brand. Moreover, VTuber content was made interactive with livestreams and real-time audience engagement, offering numerous oepnings for even more bespoke and dynamic marketing strategies to be employed in the future.

The emergence and growth of VTubers in digital marketing is a complex phenomenon with various factors at play. (Wibawa et al., 2022) highlights the trustworthiness and efficacy of virtual influencers in promoting businesses, suggesting their potential in the marketing world. However, (Jiang et al., 2023) note that despite advancements in VTuber technology, the majority still opt for 2D avatars, citing visual, cost, and psychological factors. (Sakuma et al., 2023) further explores the persuasiveness of VTubers in product promotion, finding that while

human influencers are generally more persuasive, VTubers can be more effective in certain product domains (BredikhinaLiudmila, 2023) which investigates the identity construction of VTubers, emphasizing their individual self-expression and community interactions. These studies collectively underscore the potential and complexities of VTubers in digital marketing, suggesting the need for further research in this area.

VTubers Vs Traditional influencers

With the rising popularity of VTubers comes an added dimension in the sphere of digital influencers, prompting a comparative analysis with traditional ones. Traditional influencers, often characterized by their real-life personas, engage with audiences through personal content that reflects their everyday lives and experiences (Dondapati & Dehury, 2024). VTubers make use of virtual avatars, performing as several different fictional characters and presenting an entirely different way of content creation and audience interaction mode (Dondapati & Dehury, 2024; Stein et al., 2022). This section examines the major differences between VTubers and traditional influencers concerning employed engagement strategies, audience perception, and marketing effectiveness.

One of the most significant distinctions between VTubers and traditional influencers is the nature of their personas. Traditional influencers often leverage their brand, which includes sharing aspects of their daily lives, opinions, and experiences (Caruelle, 2023). This personal touch helps build a sense of authenticity and relatability with their audience. In contrast, VTubers operate through fictional characters with designed backstories and personalities (Conti et al., 2022; Regis et al., 2022). This approach allows VTubers to create highly stylized and exaggerated personas that can appeal to specific audience niches and engage viewers in creative ways (BredikhinaLiudmila, 2023).

In terms of audience engagement, VTubers and traditional influencers adopt different strategies. Traditional influencers often rely on personal charisma and direct interaction with their followers through comments, social media, and collaborative projects (Jun & Yi, 2020). Their engagement is deeply rooted in personal connections and shared experiences. On the other hand, VTubers engage with their audience through the immersive and interactive nature of their virtual avatars. Live streaming, real-time interactions, and character-driven content are central to VTuber engagement strategies (Regis et al., 2023). This interactive element not only fosters a sense of community but also enhances the entertainment value of their content.

Marketing effectiveness is another area where VTubers and traditional influencers differ. Traditional influencers often pull the brands for direct endorsements and collaborations, which can be highly effective for product placements and brand partnerships (Sakuma et al., 2023). In contrast, VTubers offer unique opportunities for branded content through their virtual personas. Companies can craft collaborative campaigns that integrate VTubers' characters into their brand narratives. For instance, VTuber agencies like Hololive Production have orchestrated marketing campaigns with brands like Nissin Foods (Brave Group, 2023), creating engaging content that combines the VTuber's character with the brand's products. This approach leverages the VTuber's creative persona to enhance brand visibility and appeal to fans more imaginatively.

Methods

This research employs a narrative literature review methodology to synthesize and analyze the current body of knowledge on VTubers and their role in digital marketing. The objective of this approach is to provide a comprehensive overview of the phenomenon by integrating findings from a diverse range of academic papers, industry reports, and case studies.

The literature was identified through searches in academic databases such as Google Scholar, IEEE Xplore, and Semantic Scholar, using keywords including "VTuber," "Virtual YouTuber," "virtual influencer," "digital marketing," and "disruptive technology." The inclusion criteria focused on peer-reviewed journal articles, conference proceedings, and credible industry analyses published up to 2024 to ensure relevance to the current state of the VTuber industry. Key case studies were also included to illustrate practical applications.

The analysis involved a thematic synthesis of the gathered literature, focusing on key areas such as the historical evolution of VTubers, the psychological factors driving audience engagement, their application in marketing campaigns, and the associated ethical and legal challenges. This method allows for a holistic understanding of the VTuber landscape, identifying trends, consensus, and gaps in the existing research to inform the discussion and conclusions of this review.

Results/Case Studies

The use of VTubers in digital marketing has been exemplified through a variety of innovative campaigns that have successfully engaged audiences and driven brand awareness. These case studies illustrate the effectiveness of VTubers as brand ambassadors and highlight the unique approaches used in these marketing strategies.

One notable example is Nissin Foods' collaboration with VTuber Kizuna AI in 2018 (Brave Group, 2023). The campaign featured Kizuna AI promoting Nissin's popular cup noodles through a series of entertaining YouTube videos and live streams. Kizuna AI's videos included humorous sketches and interactive content that resonated with both her audience and potential consumers. The campaign was highly successful, resulting in a significant increase in brand visibility and product sales. According to the report, the campaign led to a 30% boost in sales for Nissin's cup noodles and garnered over 2 million views on YouTube within the first month of its launch.

Another influential campaign was the collaboration between VTuber Usada Pekora and the Japanese convenience store chain Lawson in 2021 (Saiganak News, 2021). Usada Pekora, a VTuber agency Hololive Production member, participated in a campaign featuring limited-edition merchandise and special in-store events. The campaign included a series of promotional videos, social media posts, and exclusive in-store offers that capitalized on Usada Pekora's popularity. The campaign's success was evident from the high engagement rates on social media and the rapid sell-out of the limited-edition merchandise. According to the report, the campaign achieved a 25% increase in foot traffic to Lawson stores and generated over 1.5 million impressions on social media platforms.

A third notable case study is the partnership between the VTuber agency Nijisanji and the NBA (American National Basketball Association) (Coleslaw, 2024). In this campaign, Nijisanji and Nijisanji EN will assign 30 VTubers to different NBA teams. The pairings will be announced later. The collaboration will unfold in three phases, revealing exclusive illustrations of 10 VTubers and their respective teams in each phase. Fans can also look forward to exclusive merchandise inspired by these illustrations in Japan and globally.

These case studies illustrate the diverse ways in which VTubers have been integrated into marketing campaigns. By leveraging the unique appeal of VTuber characters and their strong connections with audiences, brands have been able to create engaging and effective promotional strategies. These examples demonstrate that VTubers can be powerful assets in digital marketing, capable of driving both brand engagement and sales through creative and interactive content.

Discussion

Strengths and Weaknesses in Digital Marketing

Research on the use of VTubers in digital marketing reveals both strengths and weaknesses. (Sakuma et al., 2023) found that while VTubers can increase willingness to purchase, human influencers are generally more persuasive. However, VTubers who can change their appearance to match the product domain may be more effective in certain contexts. (Moustakas et al., 2020) highlighted the potential challenges of using virtual influencers, including a lack of authenticity and reliability (Wibawa et al., 2022, Udianti, 2020) emphasized the potential of virtual influencers in digital marketing, with (Wibawa et al., 2022) noting their ability to bring a new dimension to the industry and (Udianti, 2020) applying digital marketing strategies to a specific VTuber series.

One of the primary strengths of VTubers is their ability to create immersive and interactive experiences for viewers. Unlike traditional influencers, VTubers operate as virtual characters, which allows them to engage with audiences through real-time interactions and live streaming events (Regis et al., 2023). This level of interactivity helps build a strong sense of community and personal connection between the VTuber and their audience (Bui, 2022), which is a powerful tool for brand loyalty and consumer engagement

Additionally, VTubers offer brands the opportunity to craft highly creative and visually appealing marketing campaigns (Regis et al., 2023). The use of 2D and 3D avatars allows for the creation of imaginative and distinctive brand personas that can captivate and entertain audiences. By incorporating these virtual characters into their marketing strategies, brands can generate significant buzz and differentiate themselves from competitors.

VTubers can circumvent some of the challenges associated with traditional influencer marketing, such as issues of personal privacy and public scrutiny. VTubers operate behind avatars, which allows creators to maintain a level of anonymity and avoid the personal criticism that often accompanies public figures (Wijaya et al., 2023). This anonymity can lead to more creative freedom and reduce the risks associated with public backlash.

Despite their advantages, VTubers also face several weaknesses and limitations in digital marketing. One significant challenge is the high cost of producing high-quality VTuber content.

Creating and maintaining sophisticated 3D avatars requires substantial financial investment in software, hardware, and technical expertise (Regis et al., 2023; Tang et al., 2021). For example, high-end motion capture technology and professional animation software can be prohibitively expensive, which may limit the ability of smaller brands or individual creators to participate in the VTuber trend.

Another weakness of VTuber, compared to traditional influencers, is the potential reach of the audience. While VTubers have been able to create large followings, their audiences do generally gravitate towards being geographically or demographically central. For instance, most VTuber audiences come from Japan and other East Asian countries (Lu et al., 2021). This may pose problems for brands with targets set on reaching a more global or miscellaneous audience. Additionally, the virtual nature of VTubers might not align with all consumer segments, notably the consumers who would rather connect more intensively and personally with the influencers themselves (Liu, 2022).

Moreover, sometimes, virtual avatars can raise questions of credibility and relatability. In a way, avatars provide full freedom to creativity, but they also erect a screen between the content developer and the audience. Some consumers might view VTubers as less authentic than regular influencers who share their real-life and personalities (Pakhalov & Kochergina, 2023). This perception can affect the effectiveness of marketing campaigns that rely on the personal charm and relatability of the content creator.

Ethical and Legal Considerations

The rise of VTubers has introduced a new set of ethical considerations in the realm of digital marketing. While VTubers offer innovative ways for brands to engage with audiences, their use raises several ethical issues that both creators and companies must navigate. One prominent ethical concern is the potential for deception in the portrayal of VTuber personas. VTubers operate under virtual identities that can present exaggerated or idealized versions of reality, which may mislead audiences about the true nature of the creators or the products they endorse. This manipulation of identity can blur the lines between entertainment and commercial influence, leading to concerns about the authenticity of marketing messages.

Another significant ethical issue is the potential for self-objectification among VTubers. Many VTubers create avatars that are designed to be visually appealing, often incorporating exaggerated features or overly sexualized designs (Wan & Lu, 2024). While this can enhance audience engagement, it also raises questions about the impact on the creators themselves. Research indicates that such avatars might contribute to self-objectification and affect the mental well-being of the VTubers (Fox et al., 2015; Wan & Lu, 2024). The pressure to maintain an idealized virtual persona can lead to stress and dissatisfaction, as creators may struggle to reconcile their virtual image with their real selves.

The anonymity provided by VTuber avatars also presents ethical dilemmas regarding accountability and transparency (Ford & Strauss, 2008; Wijaya et al., 2023). VTubers can operate under pseudonyms and virtual personas, which might obscure their true identities and hinder accountability for their actions. This anonymity can be exploited for unethical behavior,

such as spreading misinformation or engaging in manipulative marketing practices without facing the consequences that a traditional influencer might encounter.

Moreover, the use of VTubers in marketing campaigns raises concerns about the potential exploitation of fan relationships. VTuber audiences often form strong emotional connections with the characters they follow (Coulson et al., 2012), and this emotional investment can be used to manipulate consumer behavior. Brands that leverage these relationships for profit must ensure that they do so in ways that respect the fans' trust and avoid exploiting their affection for commercial gain.

Legal challenges and regulations

The most important thing that VTubers should care about is intellectual property rights. VTubers frequently operate within a complex web of copyrights, trademarks, and licensing agreements that oversee the use of their virtual avatars and associated content. Questions have been raised regarding the ownership of the character designs, allowance of copyrighted materials in streams, and the ownership of the rights to the VTuber-created content (Hetcher, 2008).

Another significant challenge is content regulation. VTubers, just like any other creators out in the market, are subject to platform-specific guidelines and legal regulations on issues relating to the appropriateness of content on matters such as harassment, hate speech, and misinformation. Platforms such as YouTube and Twitch have strict community guidelines that VTubers must follow, which can sometimes conflict with the creators' freedom of expression. For instance, YouTube's policies require that content be suitable for all audiences, which can limit VTubers ' ability to address mature or controversial topics.

Contractual agreements between VTubers and agencies or brands also present legal complexities (Kim & Wang, 2023). These contracts often involve detailed clauses related to content creation, revenue sharing, and the use of the VTuber's likeness. Disputes can occur over the interpretation of these contracts, especially when it comes to the terms of collaboration agreements and the distribution of earnings

Additionally, the international nature of VTuber audiences complicates regulatory compliance. VTubers often reach global audiences, requiring adherence to diverse legal standards across different jurisdictions. This includes navigating varying regulations related to data protection, consumer rights, and advertising standards. For example, the European Union's General Data Protection Regulation (GDPR) imposes strict rules on how personal data is collected and used, which can affect how VTubers manage audience interactions and data collection.

Conclusion and Recommendation

Key Findings of the Study

The phenomenon of VTubers marks a significant shift in the digital entertainment and marketing landscape, introducing a novel form of content creation and audience engagement. Originating in Japan, VTubers have grown from a niche subculture into a global trend, revolutionizing how digital influencers operate. Pioneered by Kizuna AI, VTubers leverage advanced technologies such as motion capture and character-creation software to bring virtual avatars to life, creating immersive and interactive experiences for viewers.

The appeal of VTubers lies in their ability to craft fantastical personas that transcend physical and societal limitations, offering unique platforms for self-expression and audience connection. Their success in monetization and audience engagement has been accelerated by the COVID-19 pandemic, highlighting the potential of virtual characters in digital marketing. VTubers provide brands with creative opportunities for storytelling and interactive content, making them valuable assets in marketing strategies.

However, the rise of VTubers also presents challenges. The high cost of producing high-quality content, the potential for deception, and issues of self-objectification and anonymity are critical concerns. Additionally, VTubers face legal complexities related to intellectual property, content regulation, and contractual agreements, which require careful navigation.

Implication for Marketing Domain

The importance of studying VTubers in the context of digital marketing cannot be overstated. Their unique ability to engage audiences, address representation issues, and leverage advanced technologies makes them a powerful tool for modern marketing strategies. The VTuber industry's growth underscores its significance in the digital marketing landscape, offering brands the opportunity to explore new marketing strategies and engage with consumers in novel ways.

VTubers employ innovative marketing strategies that capitalize on their virtual identities and interactive formats. By creating engaging content, leveraging collaborations, integrating brands into their activities, and offering merchandise, VTubers has developed a multifaceted approach to digital marketing that serves both their brands and their commercial partners. This approach allows companies to reach new audiences and create engaging marketing campaigns that resonate with contemporary consumers, driving brand success.

However, VTuber-based marketing strategies also come with challenges. High production costs, potential audience limitations, and issues of credibility must be carefully managed to ensure success. Despite these challenges, VTubers' ability to foster strong community connections and appeal to a diverse, international audience positions them as a powerful force in digital marketing. The comparative analysis of VTubers and traditional influencers reveals that both approaches have their strengths and can be effective depending on marketing goals and target audiences.

Future Research Directions

As the digital landscape continues to evolve, the insights gained from studying VTubers will be invaluable for brands aiming to connect with audiences in innovative and meaningful ways. Future research should focus on addressing the ethical challenges in VTuber marketing practices, such as creating transparent and authentic content and designing avatars with consideration for the creators' well-being. Establishing clear ethical guidelines for marketing practices can enhance the integrity of VTuber-driven campaigns.

Further research should explore the potential growth areas for VTubers in digital marketing, reflecting advancements in technology, shifts in consumer preferences, and new content creation strategies. Key opportunities include the expansion into global markets, the integration of AR and VR technologies, the rise of interactive live content, and the potential for transmedia

storytelling. These trends will shape the future of VTubing and expand its possibilities for digital marketing and entertainment.

Finally, ongoing research and development will play a crucial role in overcoming current technical limitations such as high costs and complex software. Advancements in motion capture technology and AI are expected to make VTubing more accessible, enabling creators to produce more engaging and high-quality content. By focusing on these areas, future research can contribute to the growth and evolution of the VTuber industry, ensuring its continued impact in digital marketing.

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