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Analysis of the Impact of the New Media Film Industry on the Development of China's Film Industry: Postprint

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Abstract

In recent years, China's socioeconomic development has advanced rapidly, while the proliferation and application of Internet technology have been quietly transforming people's lifestyles. In the context of the Internet era, the traditional film industry has become insufficient to meet public demands; the adoption of digital network technologies has altered conventional film production and distribution models, thereby catalyzing the emergence of the new media film industry. The advent of this industry has fully accommodated modern lifestyle preferences, enabling online film viewing through mobile phones or computers without requiring substantial time and effort to visit physical cinemas. For China's film industry, the rise of new media cinema presents both opportunities and challenges. Accordingly, this paper will investigate and analyze the influence of the new media film industry on the development of China's film industry.

Full Text

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Abstract

In recent years, China's socio-economic level has advanced rapidly, and the popularization and application of the Internet have quietly transformed people's lives. Against this backdrop, the traditional film industry can no longer meet people's needs. The application of digital network technologies has changed conventional film production and distribution methods, giving rise to the new

media film industry. The emergence of the new media film industry fully accommodates modern lifestyle habits, enabling online film viewing through mobile phones or computers without requiring significant time and effort to visit cinemas. For China's film industry, the rise of new media film represents both an opportunity and a challenge. Based on this, this paper conducts research and analysis on the impact of the new media film industry on the development of China's film industry.

Keywords: New Media; Film Industry; New Media Film; Online Sharing Platform; Micro Film

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Continuous technological development has driven the research and development of various new technologies. The application of 4G mobile communication technology and wireless broadband technology has injected new vitality into the film industry. As China's new media industry continues to grow, it has stimulated the vigorous development of a series of related industries. The development of new media has provided a favorable platform for China's film industry, and the new media film industry has emerged accordingly.

The emergence of the new media film industry satisfies diverse needs across different levels. Mobile films, online films, and other forms of new media cinema are transforming the landscape and connotation of China's film industry. The development of the new media film industry has lowered the threshold for film exhibition, presenting a developmental opportunity for the film industry. However, the rise of new media film has also impacted box office revenues of traditional cinemas. Therefore, it is essential to seize this opportunity and actively promote the integration of the new media film industry with China's traditional film industry to drive the development of Chinese cinema.

In 2018, China's mobile phone users reached 1.435 billion, and it is projected that the growth rate of mobile phone user scale may continue to slow down in 2019. These data indicate that China's new media film still has considerable room for development. Consequently, developing new media films with greater market potential has become one of the main tasks for China's current film industry development. From the perspective of recent development, China's new media film possesses significant opportunities, but simultaneously faces severe challenges. With the booming development of the film industry, many companies have increased their investment. However, considering the characteristics of China's new media film, the imbalance between the eastern and central-western regions is evident, which severely restricts the new media film industry in central and western China.

1. Overview and Development of New Media Film Industry

Unlike the four traditional media, new media refers to the current environment where everything can be a medium. In other words, new media represents media forms that emerge under new technology support systems, such as digital magazines, digital broadcasting, and touch media. Therefore, new media is also figuratively called the “fifth media.” New media film refers to video products that use wired and wireless networks as transmission channels and mobile terminals such as mobile phones and computers as carriers for video viewing. New media film differs from traditional film in various aspects, including shooting methods, production techniques, and distribution channels.

The rapid development of new media film is inseparable from the support of 4G mobile communication technology. As a mobile communication system that integrates wireless communication and the Internet with other multimedia communications, 4G communication technology has brought significant improvements in transmission speed, roaming connectivity, and file processing. Mobile users can easily download and transmit new media films using 4G communication technology. In addition, the establishment of online sharing platforms constitutes a major component in promoting new media film development, as these platforms provide exhibition space for various new media films. As early as 2005, enterprises participated in the new media service business sector and, as first-generation creators, promoted the development of mobile films in China, ushering in a brand-new film era for the country.

2.1 Lowering the Threshold for Film Exhibition

The carriers of new media film are mobile terminals such as mobile phones and computers, and their exhibition platforms are flexible. Users can freely choose their preferred film viewing method according to their needs without spending substantial time and energy traveling to cinemas. The rise and development of the new media film industry have provided broader development space for China’s film industry while simultaneously lowering the exhibition threshold of traditional films. Since new media film viewing is unrestricted by time, space, or region, audiences are more willing to engage with and explore the new media film industry.

China produces a considerable number of films annually; however, only a tiny fraction can be screened in cinemas. One primary reason for this phenomenon is the excessively high commercial threshold of cinemas, preventing the vast majority of films from entering theatrical exhibition due to these barriers. Unlike cinemas with their high commercial thresholds, the new media film industry provides a platform for films that cannot be theatrically released, allowing audiences to watch films of interest on various software players. The rise of the new media film industry has lowered the threshold for film exhibition.

2.2 Curbing Piracy

The development of the new media film industry has provided tremendous convenience for people's daily film viewing. In recent years, the state has increasingly emphasized video playback copyrights, and the mobile Internet industry has further strengthened constraints on online video playback rights. Pirated films have gradually disappeared from the Internet, creating development space for the dissemination of legitimate films online. Currently, people increasingly prefer to watch films using mobile terminals such as mobile phones and computers. When users watch films, website administrators and mobile operators review video broadcasting rights, which to some extent eliminates channels for pirated film distribution. Therefore, it can be said that the development of the new media film industry has curbed piracy.

2.3 Driving New Development in China's Film Industry

Accompanying the development and innovation of new technologies, the industry will usher in transformation. The development of new media film has driven new development in China's film industry and expanded the development space of the traditional film industry. The development of the new media film industry represents both an opportunity and a challenge for China's film industry. The rise of new media film means people can watch films without going to cinemas, fully satisfying modern lifestyle habits. However, this poses a challenge to cinema box office revenues, which will suffer impact as a result.

The development of new media film provides new opportunities for China's film industry, as many films that cannot be theatrically released can be viewed on online platforms. This represents significant progress and innovation for China's traditional film industry. Since the viewing experience on mobile terminals is far less spectacular than in cinemas, audiences can preview films on new media platforms before selecting those of interest for theatrical viewing. The rise of the new media industry provides audiences with diversified choices and viewing channels. It can be said that the emergence of new media film has promoted new development in China's film industry.

3.1 Integration and Interaction in Production

High production costs are a drawback of traditional film. The production process of traditional film often requires simultaneous collaboration across multiple departments, involving directors, production staff, actors, cinematographers, and others, most of whom must be professionals. Consequently, film production consumes substantial funds. Additionally, the thematic expression forms of traditional film are relatively fixed without substantial variation, resulting in box office performance that often remains at a relatively balanced, moderate level with few related subsidiary industries.

In contrast, the new media film industry places greater emphasis on the integration of film and television resources and the adoption of production suggestions.

When producing new media films, producers often strengthen communication with the public, actively adopt their suggestions, and modify film production accordingly. During the process of exchanging ideas about film production, producers can not only discover filmmaking talents but also save certain production costs, maximizing profits while ensuring film quality. Based on this, relevant government departments can implement a series of measures to increase public participation in film production, such as establishing awards for best creativity or best amateur actor, thereby strengthening public engagement and promoting the development of China' s film industry.

3.2 Diversified Distribution Channels

Traditional film distribution channels are relatively limited, whereas new media film exists within the Internet environment and possesses more numerous distribution channels, providing development opportunities for the new media film industry. The distribution model of traditional film is fixed and singular, typically involving premieres in major cities followed by roadshow promotions in several key cities by the main creative team to achieve publicity goals, after which the film is released nationwide. Due to the relative singularity of this promotional approach, box office revenue is affected to some extent.

Since new media film exists within the Internet environment, and with the development of wireless network technology and various software applications in recent years, distribution channels for new media film have become more diversified. Promotion can be conducted through mobile players, various software players, and computers. Compared with traditional film distribution channels, new media film distribution channels are more scattered and widespread. Since people' s daily lives and work are inseparable from Internet support, diversified distribution channels mean facing a relatively larger promotional audience with correspondingly better publicity effects. Additionally, traditional films are only screened in cinemas, requiring audiences to invest certain funds. After a period of release, audiences often forgo cinema viewing due to economic considerations, thereby affecting the film' s overall economic benefits. In contrast, new media film can be watched for free on various Internet platforms, allowing people to freely select films according to their needs without economic constraints, which leads to further audience-driven promotion. Filmmakers can also profit from film playback volume.

3.3 Extension of the Industrial Value Chain

The traditional film production model often carries a strong "centralized" character, where the director holds absolute authority over the overall shooting structure and detailed production, causing film to evolve into a vehicle for the director' s personal thoughts and emotions. Since the director determines all production content, the filmmaking process cannot integrate the strengths of many, and shooting and post-production often fail to achieve high standards. Only by fully considering multiple opinions can film production levels be better

promoted. In traditional film production, producers often prioritize final box office over the production process itself to maximize profits.

Unlike traditional film, new media film production is relatively free, allowing collaboration with different business groups. By inserting commercial advertisements before or during film playback, certain profits can be obtained. As mentioned above, integrating the new media film industry with China's film industry can better promote cooperation across different industries, thereby achieving the extension of the industrial value chain.

4.1 Industrial Challenges

The development of new media film involves multiple industries and drives the development of related service sectors. The growth of industries such as telecommunications and advertising depends on the rise of the new media film industry. Building an industrial chain to connect various industries will help promote common prosperity in the market economy. However, due to various factors, China's new media film industry remains in the initial development stage and has not yet formed a certain scale, making industrial chain construction difficult. Both inter-industry connections and communication, as well as resource allocation, require further optimization.

Beyond entertainment and meeting public demand, new media film has the fundamental need for profitability. If the new media film industry wants to maximize profits, it cannot do without the creation and building of film brands. However, China currently lacks sufficient experience in film brand creation. Although new media film production costs are lower than traditional film production costs, China lacks adequate experience in new media film production, leaving room for further optimization in production cost management. Therefore, industrial chain construction must be emphasized to promote the development of China's new media film industry.

4.2 Quality Issues

Film quality is the key factor determining film reputation and box office performance. If film quality is poor, audiences will lose the desire to watch, box office performance will naturally become dismal, and this will seriously affect public trust in and favorability toward the film industry. Therefore, ensuring new media film quality has become one of its primary developmental tasks. As is well known, to achieve high box office, besides good plot and high-level production, novel themes and humorous language are also essential.

However, analysis of China's past films reveals that the vast majority are similar in thematic expression and narrative language style. This problem results not from any single factor but from a combination of internal and external factors including production teams and script selection. For new media film, due to limitations in duration and production funding, it is often impossible to narrate complete stories in detail, and the beginning, climax, and ending cannot achieve

the desired presentation effects, resulting in overall quality failures. The most typical example is mobile film production. Creative inspiration serves as the core soul of film; if creators lack inspiration, the resulting script quality will be unqualified.

4.3 Regulation and Control of New Media Films

Internet development provides excellent opportunities and platforms for new media film promotion. Currently, public understanding of new media film remains at a superficial level lacking in-depth cognition. The development of new media film relying solely on production team promotion is far from sufficient. Therefore, relevant government departments must provide adequate support, offering assistance for new media film promotion and development. Simultaneously, government departments must strengthen supervision and regulation of new media film.

If the government adopts a laissez-faire attitude toward new media film development, the consequences will be unimaginable. Once vicious competition occurs, new media film quality cannot be guaranteed, and competitors will produce shoddy films to gain larger market share, which will inevitably reduce public favorability toward new media film. Since China's new media film has not yet formed a certain scale, government supervision and regulation are crucial for maintaining market stability. The integration of new media film industry with China's traditional film industry involves enormous differences in production, promotion, and screening methods. The opportunities and challenges faced during its development stage are inevitable. Therefore, new media film creators must firmly grasp these opportunities, actively confront challenges, and explore corresponding solutions to problems such as uneven quality, unformed industry scale, and imperfect market supervision systems to promote the development of China's new media film industry. Meanwhile, government departments should emphasize market supervision and ensure the stability of China's new media film industry development by strengthening oversight and regulation of the new media film market.

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