Research on Industry Convergence Based on the Diversified Development of Internet Animation Industry

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ABSTRACT: For the transformation and development of domestic animation, is the key factor of the development of animation industry and deep thinking problems, for a number of animation products, scope and depth to be further integration of resources and development. In this paper, based on the background of the Internet era, way and method of searching for animation culture industry change, through transformation and industry, animation industry combining way determined web technology platform for the value and significance of the development of animation industry, which for the animation industry transition upgrade development to provide some methods and theoretical basis.

1 DOMESTIC ANIMATION DEVELOPMENT
STATUS AND PROBLEMS ANALYSIS

Still in the "development" of Chinese animation industry, with the continuous improvement of the new media platform, a broader development platform, micro channel expression, micro blogging original comic everywhere evident. On the fertile soil of all media in the "Internet", the domestic animation, can no longer continue past glory? Under the new situation, domestic animation facing the transformation and development of how? Nearly ten years domestic animation commercialization, marketization, industrialization degree increasing, but the problem is becoming increasingly prominent, the domestic animation to "stand up" hit "3 big battles".

Quantity quality war - the product quantity is little, the competition ability needs to be improved urgently

Now, the network for the majority of fans to provide a broader platform access, but just point to open an online animation channel, which can be selected from Japan and the United States animation works, single from the number is greater than the domestic animation to hundreds of times. How to improve industrial competitiveness, has become one of the main problems at present in China's animation industry. Yu Chunna said that the market consumption of animation industry is far beyond the domestic animation industry productivity. "This is not just a few minutes to productivity, but in the market with competitive products, it has a huge market in the huge market pressure. Most people in the country, which may be the consumption of foreign works, only a small part from the domestic animation"

The breadth of battle, lack of product diversification, "young market dominance"

In recent years, with the rapid development of China's animation industry, was born many such as "pleasant goat" bear infested such popular animation works. At present, it has become representative of the domestic animation "brands". Although these anime visibility is not small, has also made impressive achievements, but many "80" "after 90" adult animation fans did not buy it. Senior fans of anime and manga, netizen "hundred flowers bloom" said: "'pleasant' plot is simple, a few years old children might like, and but for adults or too naive to the find resonance."

From the point of view of the industry life cycle theory, Chinese animation is currently in the transition stage from infancy to transform and development period, one of the main characteristics of this stage of and product design also may not be mature. Specific to the animation industry of our country is mainly manifested is the lack of product diversification. Chun Yu Na said, in terms of products, no to the market subdivision, most of the animation business or to do on the surface of the mainstream market, bluntly said the market is "young", and for the type of market does not have the ability to dare to explore and develop. This undoubtedly also limits the all-round development of China's animation industry.

The depth of war - the local characteristics of floating on the surface, the connotation of emptiness

Another way to create a don't in the United States, the Japanese cartoon "China Wind" anime has become the direction of many practitioners.
Tianjin University, director of the Department of visual arts, animation professional associate professor Li Xing said, rich and varied cultural elements of the Chinese nation, how will the full use and penetrate into the local animation works, practitioners should consider problems. Li Xing introduced said, ten years, at the time on the use of the elements of national culture, mostly talk about the art style or genre.

2 REFORM METHODS AND MEANS OF CHINESE ANIMATION INDUSTRY

The American made "Mulan" "Kung Fu Panda> and other works, style, style, theme and content are Chinese type, but the expression of action, performance, character shaping, story structure, cultural expression, is still the American style. However, art expression and deep connotation of the American style, it is the core competence of a work. In fact, in terms of technology, China ink 3D simulation animation technology are very good, but only with excellent technology or stunning effect, is clearly not enough to impact on the international market. At present, there are many people in the industry are beginning to realize that not only reflected in the national elements the form of performance, more should be integrated into the animation works and the spirit of deep connotation, rather than floating on the surface.

On the establishment of Chinese animation features, first of all, or have a values should be first established, we are from the bottom of my heart recognized, is to for the next generation personality formation imitation objects of value view, this is a feature. In Japan and the United States of a lot of animation works, it is not difficult to see that the package of core values.

Soon Liao Rui broader industry in the process of the primary stage of China's animation industry chain is not perfect, some animation enterprises to seek development, choose the diversified development mode. And the "Internet" background, to engage in the animation production companies, studios and personal development opportunities. The national animation Park operation and management company deputy general manager, said the Internet era of small and micro start-up animation team is very good opportunity, because the previous animation channels only magazines, television and other traditional media, the threshold is very high. And now with the Internet, their works can be boarded the video website, boarded the micro channel, mobile phone applications, their markets open.

In the face of such a favorable environment, cartoon people how to seize the opportunity? From the IP (intellectual property) created to hatching animation brand and industry chain, to the promotion of animation products, the impact of the Internet on animation industry is comprehensive and far-reaching.

Change one face to face communication, network based

The works of works on the stickiness between < a help the rabbit cat tiger > works cartoonist 19 some think, the use of the Internet to facilitate communication, let the author and reader communication more convenient, in order to increase the reader loyalty. "In the past, may be through the magazine and other media or through offline activities and communication with readers, and now, as long as the very simple through a mobile phone, can be realized with thousands of fans of the exchange and communication. But these methods also have increased the creators and readers of our Creator, the best positive is that you can always get the reader feedback, can even get readers give us inspiration and suggestion, can create more in line with the tastes of readers."

The change of the two - "network" in the light of its general trend, Luo audience

As a new media, we in the network above the promotion brand special selection, first of all, we very much agree with in the animation brand value of precipitation for the easy to concentrate on the cartoon image, we must focus on cartoon brand; the second is must be suitable for network communication. The new media above most of the audience are young people, 15 years old to the age of 30, the image must adapt to this young population. Grasp the characteristics of the Internet media and the audience, make promotion plan, and will be the most suitable content is extended to the most likely to buy consumer, but also a lot of animation companies so successful reason.

The change of three market segments, All flowers bloom together.

In the past, a lot of animation works in order to get the majority of the market, the main target audience set for juveniles and children. In recent years, with the rapid development of the Internet, in the field of animation market is gradually moving towards a detailed. The development of new media platform, also let some target localization is not limited to minor works have received widespread attention.

Online in the past two years, the 1 00000 a cold joke people's bad words, rivers, lakes and other products, the target audience is close to the adult's works, with the aid of network communication, very unpopular. "These are in the subdivision market and the type of work on the income, occupation of the corresponding part of the market share, market segmentation, everyone take a different route to regain his face that a small 'land'. Finally, together to form a real powerful industry. Market segments, not
only conducive to intra industry flourishing, benign competition of China's animation industry's overall development, moving towards the right track has a very important role.

Transformation of the four - the surrounding derivatives and the diversification of the development of the brand

However, Internet is just marketing channels on the one hand, if you want to form a brand chain, on the other platform also need to go hand in hand. In the content on the ductility, not only on the Internet and comic books, animation and game is the extension of space, so in the stories, world outlook of different media or different carriers have good adaptability to various aspects.

Many practitioners is aware of the industrial chain extension of animation product promotion, the positive role of profit, some of the reputation of the animation business and other fields of enterprise to including authorized cartoon image, some cross-border cooperation, also let many consumer feel fresh. In the present stage by a single business model, for example movies alone issue risk or great need in a field of business model, have it up and development conditions.

3 TRANSFORMATION AND UPGRADING OF THE ANIMATION INDUSTRY AND COMMUNICATION INTEGRATION

3.1 Text and indenting

According to the < on 2016 to carry forward the socialist core value concept of animation support plan to declare the work of the notice > released recently by the Ministry of culture, cultural industries, this is not the Ministry of culture for the first time to the animation industry projects carried out to support the work of the. Is worthy of note, the projects to support the animation content limited to promote the socialist core values of animation projects, indicating that the countries more and more attention to output the contents of the animation industry, but also pointed out the development direction for the future of the animation industry.

The animation industry is considered one of the most promising emerging industries Chinese, twenty-first Century as the most promising sunrise industry, the rapid development of domestic animation, driven around the product, people, the rapid rise of derivatives and several other industrial chain. However, in terms of core animation, Japanese animation throughout the world market, long-term occupation of the market China, animation in the world on the road difficult. With the Chinese economy has entered a new norm, consumption upgrade, expand the cultural consumption market, Chinese animation market has opened a new chapter in the development. Whether the government, the market, for the animation industry more tolerant, facing the development environment is so good, how to become the core content the primary problem in the future development of the animation industry.

In the future, the Chinese animation industry will be formed to the Internet as the main mode of transmission, cinemas for the dissemination of high-end model of two routes, animation products will be is eventually dominated factors of animation products value. In all ages communication oriented process, the Chinese animation industry to form their own large, health, stable industry chain is still a long way to go.

In the Internet era, the rapid development of animation industry. In the past, animation is simple through the television media, however, in today's Internet era, in addition to the traditional communication channels, animation in the spread of the Internet hot, transmission speed and capacity is much higher than traditional TV channels. Animation is the rapid spread of the strong market. Animation as important for young people the spirit of entertainment, development prospect is very considerable. Such a powerful propagation to the animation injected new vitality, the young enterprises in Chaoyang is Internet and fusion, in order to burst out more powerful force.

The value of open subversion of the spark of a pulse of the "Internet animation era gave birth to many is different with the traditional development mode, marketing mode. The Internet is the era, the animation is the blood, the animation and the Internet, Qiangqiang jointly, will impact the times. The Internet has brought the first is thinking in animation industry, the Internet first from the content of the entrance. In forced animation IP operation to the industrialization mode of Internet low cost of reproduction and high transmission efficiency, constantly reminds us to pay more attention to the copyright. The culture of the Internet industry animation, this complex equation, how to solve this problem?

"Internet XX traditional industry = Internet XX industry", starting from the simple to understand, the Internet is full of in full swing discussion. People say that the Internet may become like the industrial revolution historical milestone, the reason is that the Internet is not only a revolution of science and technology, is the concept of innovation, the result is not just changing the, is to subvert. The subversion for China's cultural and creative industries brought rare opportunity.

In recent years, with the in-depth application of Internet, e-commerce, video website, all the chips and Internet business model and animation and game industry grafting, changing and reshaping the industry chain. By the Beijing Film Academy
compiled < anime Blue Book: China's animation industry development report (2015) > pointed out that "Internet animation related industries," the fusion development will enable the future pattern of animation and game industry has undergone fundamental changes.

"The Internet" to different industries, mode, talent together effectively, two innovation, the formation of strong IP (intellectual property) interactive trend.

"Edie said, for the animation and game industry, the Internet has brought 3 opportunities. First of all, the Internet with rapid development of the cultural industry. China and the world is going to enter the era of Pan entertainment, people involved in the entertainment more and more diversified, market demand increased rapidly, which laid the foundation for the development of animation and game industry. Secondly, the rapid development of the Internet industry to continue to break the boundaries of animation and game companies to accelerate the integration of animation, games, film, literature, arts and other resources, to achieve efficiency users can also, through all the way to raise the" Internet "innovation. Finally, the rapid development of the Internet brings opportunities for global Chinese animation enterprises, can effectively integrate Global resources to expand the larger market space.

4 THE INFLUENCE OF INTERNET TECHNOLOGY ON THE ANIMATION INDUSTRY AND ITS REMODELING

Animation industry since 2004 since the start of marketization and industrialization, in the traditional media and new media, the Internet environment in synchronous growth evolution. With the in-depth application of Internet, especially on mobile technology as the representative of the general fit calculation, pan in the development of the network and penetrate into every corner of life, e-commerce, video website, all the chips and the Internet business model and animation industry grafting, changed and reshaped the animation industry chain.

First, animation production methods changed. Animation content has the full realization of the CG digital, high data become animation project planning an important technical means, the congregation raised for animation financing provides an effective supplement. The audience is no longer passive recipients, can through the Internet in the form of participation and influence of animation production.

Secondly, the animation content dissemination channels increasingly the Internet. China's animation industry from traditional media to new media to accelerate the migration of digital animation products, the Internet has become a trend irreversible. In the support of high-tech, changed the medium of animation products and presentation, traditional newspapers, books, "tape, film, optical disk medium physical transport" is the current "digital network transmission format of various terminal presentation" replaced. From physical to digital product form, this makes the marginal cost of production of animation content products greatly reduced. In addition, the animation has become an important section of the domestic video website and read the website, the online comics the site, the vertical animation video website and APP application number.

Again, the network has become an effective tool for animation in the electronic commerce. The rapid development of the Internet business mode of o2o business entity, especially local life service industry and commercial services and the Internet closely, the next line of business has become a consumer Internet economy is an important part of. Animation enterprises to comprehensive utilization of official website and mobile app and micro shop tools to carry out physical goods in e-commerce.

Fourth, the animation marketing from the plane, TV media advertising and cinema, outdoor ground promotional activities and other forms of migration to the Internet, social networking has become an important position of animation information promotion and reputation for instant communication. (WeChat, QQ), micro-blog has become the mainstream application of Chinese Internet users use the mobile phone, instant messaging is due to its portable at any time, and can provide social attributes, with characteristics of the user's location, gradually evolved into a high value-added service user entrance, offers huge potential business value with its huge user base for other services. Today, WeChat public account, Sina micro-blog enterprise edition has become the animation business, brand animation and cartoon characters to carry out a powerful tool of interactive marketing, video website animation project released trailer, video footage, movie premieres and other publicity materials staging.

5 THE INTEGRATION AND DEVELOPMENT OF ANIMATION INDUSTRY IN THE FUTURE AND MIXED OPERATION

China's animation industry is entered "the big cartoon times", not only in internal created rich variety of products and services form the type, through high technology gave rise to a number of emerging formats, in culture, art, information, media, advertising and other areas get extensive application, realize the complementarity between industry and extension.

Chinese animation industry has from the past separated operation to mixed operation, in the literature, comics, animation, games, movies, toys,
clothing and other areas to carry out a wide range, cross business. Tencent, Austrian flying animation leading enterprises, driven by, the IP core of the pan entertainment development strategy to become the leading the new engine of the development of animation industry in our country, manga, anime, video games, novels and so on in the field of IP cross adaptation and integration of collaborative development increasingly hot.

Animation and society from all walks of life, integration and development can be called a "cartoon". "Anime" broke the cultural industry originally compartmentalization segmentation model, forming a new lateral economic, simple superposition of animation industry is not a comic and animation, but widely to germinal in the entertainment industry, film and television industry, audio-visual industry, culture and entertainment industry, culture and tourism industry, network culture industry various cultural industry categories, and penetrate into the toys, clothing and other manufacturing and service industries.

Animation industry is becoming a cultural industry in a cross industry, cross category collection, creation, creation and innovation as the basic means, to the brand image, cultural content and creative achievements as the core value, to intellectual property rights realize consumption to the characteristics of transaction, for the social public provided for the cultural experience with internal relations of industry cluster.

Along with the national strategy to promote cultural industry has become a pillar industry of the national economy gradually fall, the driving force and the Internet on the development of the animation industry is gradually increasing, is entering the China animation industry as the core of the Internet, cross shape, cross media, cross industry integration and development of the new era of China's animation industry structure. The future will be continuously optimized, 2020 China animation industry is expected on the basis of the existing scale doubled, and output value exceeded 2000 yuan, ranks among the world's real power. The animation in the current industrial transformation and upgrading of strategic opportunities, animation enterprises must identify industry positioning, identify market segments and by minimally invasive new strategies for future long-term development.

At present, many Chinese animation companies are actively trying to through the "platform" and "build a platform of double path, all users can directly into the communication system. Many enterprises first cartoon onto the network broadcast, later in the television broadcast, or dry brittle in the television broadcast, which changes the audience viewing habits. Can foresee, aired on the Internet and other new media, animation in the future market share will be further increased, proportion of premiere will also significantly improve, animation with new media or will become a "new normal ".

6 PROJECT NUMBER

Anhui Provincial Department of culture, key research projects funded project "Research Report on the development of animation industry in Anhui province" (project number: 2014wht01)

Anhui Xinhua university key scientific research projects (HUMANITIES AND SOCIAL SCIENCES) "transformation and upgrading period of Anhui Province animation industry development problems and Countermeasures Research" (project number: 2015rw006)

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