Research on the Development and Innovation of Chinese Animation Industry Based on the Internet Environment

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ABSTRACT

This paper mainly through the Internet platform, for the Chinese animation industry animation cinema and television animation media and development as starting point, the new media for the animation elements spread ways and value analysis, looking for the future direction of the development of Chinese animation industry and decisive factors, through the combination of the Internet and animations and the innovation, the Internet will bring new opportunities and challenges to the Chinese animation industry.

1 INTERNET TO PROMOTE THE DEVELOPMENT OF CHINESE CINEMA ANIMATION

In recent years, deepening the degree of domestic animation film market. From the point of view of the date, the domestic animation movie box office in 2012 is 4.7 billion, in 2013 reached 6.6 billion 2014 to increase to 1.1 billion yuan, in 2015 the total 51 animated film, grossed about 45 billion, which Monkey King: Hero Is Back> box office reached 9.6 billion, to become China's domestic theater animation box office champion. Domestic animation market this cake bigger and bigger.
Market operations rely on the Internet. Under the background of the Internet era, the domestic animation film industry has a distinct mark of the network, such as series of <the Saier Number> and <Locke Kingdom> series. <Dragon Valley: Dawn Jones> and so on are based on the adaptation of online games, some audience base, to ensure that the initial box office.

Strength in the investment and financing aspects, domestic animation film often with the help of the Internet, of which all the chips is the most representative. <One Hundred Thousand Bad Jokes> the first test the water to raise the public to raise 137 million yuan investment. Journey to the west of the <Mahatma return> raised through public access to the 89 investors 780 million yuan of funds, film in the end credits rolling hundreds of investors and list of investors in the child's VCR thanks to, blockbusting for them to bring a more than 3000 million yuan profit. Domestic animation film in broadcast links also has the innovation, such as <Qin moon dragon miles> on the pilot special barrage, the barrage Tucao the full product of Internet atmosphere appeared on the big screen.

Internet "viral" let the value of the works will continue to improve. In the marketing aspect of the issue, the power of the network can not be overlooked, the Mahatma of journey to the west, the <Monkey King: Hero Is Back> due to a lack of funding propaganda, in the theater received only a row piece. However, good reputation continuous fermentation in the Internet, net friends have to act as "water", the continuous rise in the box office, theater and therefore increases the row piece.

2 INTERNET TO PROMOTE THE DEVELOPMENT OF TELEVISION ANIMATION

2.1 New media to promote the spread of television animation

Nowadays many animation app use social networking platform, video website to cross, the realization of the multimedia, multi angle, multi channels, three-dimensional mode of transmission, animation from the books and television bound can be spread anywhere. 2015, the scale of China's Internet users reached 6.68 million, Internet penetration rate was 47.9%, the advent of the Internet era to the spread and development of animation industry provides very convenient conditions.

With the decline of the traditional media, the Internet animation development trend has become mainstream. Network technology will be animation industry resources full use and integration, to maximize the spread effect, at present the mainstream video platform has own independent broadcast animation resources and the plate.

2.2 TV animation with the development of large data

Animated video can be used as a shelf. Now watch TV more and less, require network animation to the concept of national animation, in fact, now the mainstream
animation of social consumption groups is 85 and 90 after the. So many mainstream animation should do is for young people to see, the reason why network platform broadcast overseas animation everyone to see, and domestic animation little-known, is because the domestic animation grasp of the customer base is not obvious, there is no care to this group.

In the advertising revenue is very prominent. The future mode of video on demand, the video as a shelf, the audience look or point a pause, possibly will have similar brand of pop, cartoon is can be combined with the electricity supplier.

2.3 Big data to track user behavior, to bring new enlightenment

Many of something with the common interests of the people gathered together, form an emotional chord ring. Data mining, we can accurately find different audience circle. With the rise of the arrival of the 4G era and short videos, and user interaction just photo for the development of the Internet, but a very flashy video effects. Such content very touched the hearts of the people, lead to more emotional feelings. Big data to the animation enterprise has very important value for consumers, such as fans management, from brand to communicate directly to the enterprise of consumers, fans, this is Internet large data provides a very good platform.

2.4 The Internet provides places for Adult Animation

The mystery of "animation qinshiming" series the two had aired on TV, but the animation itself positioning audiences are teenagers and even adults, and positioning China animated TV channels are children under the age of 12, other television and broadcast animation, so a few behind are directly on Youku potatoes the above only broadcast traffic and paid by the site fee to get revenue. Only broadcast ruosen digital "arena" series painting animation directly hit "under the age of 18" banned "broadcast in each big video website, give up this road. Have to say Chinese animation TV animation is now facing an embarrassing position is the consumer most of them are already adults, but the animation content often leads to the infant, animation income is not ideal, investors see poor earnings will naturally give investment, no investment, a moving picture Can not be a good operator. So, the development of the Internet is a good place for adult animation, and spawned a series of profit point: the official tour, the official Taobao store, animation related Cosplay activities.

3 THE DEVELOPMENT DIRECTION AND KEY ELEMENTS OF CHINESE ANIMATION INDUSTRY IN THE FUTURE INTERNET ENVIRONMENT

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 eventually dominate 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.

Along with the development of mobile Internet, mobile Internet animation become the dawn of new animation industry. Overall, due to the special nature of mobile Internet, say, for the enterprises involved in new media, animation, the operation experience of the cartoon image of the technology development and mobile products is necessary for the market competition in the core competitiveness. Not only that, you want to make success in the industry, but also have the following five key elements.

First: the cartoon image of the original ability.

Animation enterprises core competence is its own cartoon image. Because of the large number and quality excellent cartoon image is to determine whether the animation business in the basic element of the development of mobile Internet, innovation, development ability and packaging capabilities will be a measure of animation enterprises original innovation ability index.

Second: the image of the animation business ability.

The ability of commercial animation image is the most direct manifestation of the core competitiveness of animation enterprises. The degree of commercialization of cartoon image, not only for business promotion while mature products but also help to increase the animation image of the commercial high degree of influence. Products are scarce resources, help support the subsequent development of the enterprises. The commercialization of cartoon image mainly in the level of user awareness for cartoon image, cartoon image of the people, to develop the products in the promotion of difficulty or greatly reduced, this is the most direct manifestation of the brand animation image effect. In addition, in the mobile Internet, with diversified audience, enterprises also need to diversify the brand image, rely on a single brand has been difficult to satisfy all user preferences.

Third: differentiated operational capabilities.

Enterprises in the process of mobile Internet, the product design and R & D is only the first step, the follow-up operation ability also determines the animation enterprise mobile internet success key factors. According to the requirement of the product, choose the suitable mode, have rich operation by experience and the ability of the animation business to come to the fore.

Fourth: the integration of resources and user service capabilities.

Animation companies in the development process of the industrial chain will be according to their own circumstances continue to upstream and downstream extension. All aspects of resource allocation and cooperation is another key element of the animation business can be based on the. Also the characteristics of mass communication decided to users for product feedback and experience can not be sure. So the location service ability of accurate user and target audience is power factor for enhancing the whole competitive ability.
Fifth: strong capital accumulation.

Animation companies in the process of mobile Internet need huge capital investment in talent reserves, technical equipment reserve, marketing and other aspects, in a certain extent, the power of capital for the content of the firm is good booster, so manufacturers of capital strength is judge manufacturers can have long-term market competitiveness and short bursts of a not inconsiderable index.

Original power in mobile Internet animation development ability is strong, the extension information dimension in the mobile Internet animation operation ability strong, horizontal and vertical axis of the two indicators, Xiang Tong animation comprehensive strength strong. In the future, similar to the original power of the manufacturers will continue to strengthen the operational capacity, to the to the right of the axis of the forward, similar extension information dimension of manufacturers will continue to strengthen the brand animation image, in order to ordinate above forward.

4 CHINA'S ANIMATION INDUSTRY INTEGRATION DEVELOPMENT AND INNOVATION

Along with the development of the mobile Internet market, operation ability and development ability of cartoon images developers issued business "feet" development path tends to be more and more integrated. As is shown in the strength of the matrix, under the policy stimulus, the future market will be more and more favored by capital.

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.

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.

In the promotion of industrial convergence, the animation industry related enterprises is experiencing profound changes in the industry, animation industry chain integration become the choice of most large companies, and change the traditional animation industry market boundary and organizational form.

Animation industry, as an important part of the cultural industry to produce considerable economic value, and excellent animation works is more nourishing the hearts and minds of the social value. Future, the Chinese animation industry will form 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 huge, health, stable industry chain is still a long way to go.