

Research on the Development Path of New Cultural Business from the Perspective of "Internet +"

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ABSTRACT. This thesis takes the development path of new cultural business under the "Internet+" perspective as the research object. First of all, according to the research on the actual background of the development of the new cultural business, analyze the development trend of the new cultural business in the entire cultural creative industry system. Secondly, analyze the Internet's cultivation of new forms of cultural industry, from two perspectives of the Internet's promotion of continuous innovation of cultural forms and the growth of new forms of Internet-incubated enterprises. Finally, according to the background of the continuous innovation of "Internet +", the Internet development path of new cultural business forms is proposed.

KEYWORDS: Internet+, New Cultural Business Format, Development Path

1. Introduction

The Internet has become another most basic social productivity after steam power. The development vitality and development potential demonstrated by the "Internet + culture" new business format has continuously enhanced the role of the new cultural business format in the process of industrial structure adjustment and economic development mode transformation. In the "Thirteenth Five-Year" National Strategic Emerging Industry Development Plan released in November 2016, it has been clearly proposed to promote the innovation of "Internet +" new business formats, establish a cultural atmosphere that adapts and create a sharing economy, and promote a new generation of Internet information technology Integration and development with all areas of society.

With the in-depth layout of new cultural formats from the top-level design level, new cultural formats occupy a more prominent position in the entire cultural and creative industry system, and present some development trends worthy of attention: First, the overall development of "Internet + culture" is relatively fast, showing a trend of blowout growth. Second, the "Internet + culture" industrial organization has changed, and small and micro enterprises have risen rapidly. Third, the Internet is closely integrated with culture, which has innovated the content and form of culture. Fourth, a large influx of financial capital has increased the effective supply of capital. Fifth, the desire to consume Internet culture is released, and the new generation has become the main body of consumption.

2. Internet Fosters New Business Forms of Cultural Industry

The report of the 19th National Congress of the Communist Party of China proposes to improve the modern cultural industry system and market system, innovate production and operation mechanisms, improve cultural economic policies, and cultivate new types of cultural businesses. In the Internet age, new changes have taken place in cultural production methods and cultural formats, and cultural enterprise business models and business models have also undergone changes and updates.

2.1 The Internet Promotes Continuous Innovation of Cultural Formats

In the context of the increasing penetration of the Internet (especially mobile Internet), networked survival has become the norm in people's lives. 4G, WiFi and other network technologies make it possible to connect to the Internet anytime, anywhere. Social networking and consumer networking provide cultural industry innovation A huge space. In recent years, new cultural formats promoted by the Internet have accelerated. Online literature, online games, online animation, online news, online film and television, and online video have become the core formats of the cultural industry. Its core competitiveness has increased significantly, and its market influence has expanded day by day. , And drove the development and growth of other industries.

With the increase in the penetration rate of the mobile Internet, the increasing improvement of short video and other technologies and the iterative update of products, the traffic and quality problems of mobile short videos have been better solved, and it has become easier and more convenient for mobile terminals to process and optimize short videos. , Short video products exploded in 2017, and short video platforms such as Kuaishou, Douyin, and Xiaohuo Video developed rapidly. The short video format has also undergone a continuous improvement and optimization from PC to mobile to meet the needs of mass fragmented cultural consumption. Driven by smartphones, 4G technology, H.265 encoding and decoding technology, cloud computing and other technologies, short videos have gone from 20 minutes (micro movies) to 15 seconds and 60 seconds, pushing short video creation to the extreme. Kuaishou takes the village culture as its entry point, and

Douyin has established a new order in the field of short video with the creation of youth cool culture as its symbol. Netizens call it "North Kuaishou, South Douyin". However, the short video format is not perfect. Fragmented cultural expression promotes the shallow consumption of culture and obscures the cultural depth. Some netizens ridiculed "South Douyin and North Kuaishou, the two masters of the intellectually disabled", which is a new format. Development raises new cultural issues.

2.2 New Forms of Growth of Internet Incubators

The influence of the Internet on the development of cultural industries lies in cultural enterprises. In the Internet age, new changes have taken place in cultural production methods and cultural formats, and cultural enterprise business models and business models have also undergone changes and updates.

Under the background of Internet technology innovation, the business model of cultural enterprises presents some new characteristics. The first is that the integration model is unstoppable. The Internet connects everything and dilutes the industrial boundaries, prompting cultural enterprises to focus on cross-industry integration, closely follow the trend of the times, give full play to the advantages of their own large platforms, and broadly integrate cultural formats to form a scientific cultural industry chain layout. Second, IP incubation and development become the core. Practice has proved that the development of the cultural industry is inseparable from the development of IP, especially in the Internet era. Successful IP can be developed many times, effectively extending the cultural industry chain and forming a greater market advantage. Third, user thinking and fan economy are important contents of cultural enterprise management. The cultural industry needs long-term operation, and the cultural market should continue to be cultivated. Cultural companies in the Internet age must be good at catching netizens and cultivating netizens' cultural identity. They must not only seek short-term effects. The key is market development potential, continuous losses, but high-value cultural companies are powerful illustration.

3. The Internet Development Road of New Cultural Business

The Internet development path of new cultural formats must adapt to the development requirements of the times, follow the development idea of "Internet +", and provide impetus for the development of new cultural formats in terms of thinking and strategies. Figure 1 shows the development path of the mobile Internet, Internet platforms and new cultural formats.

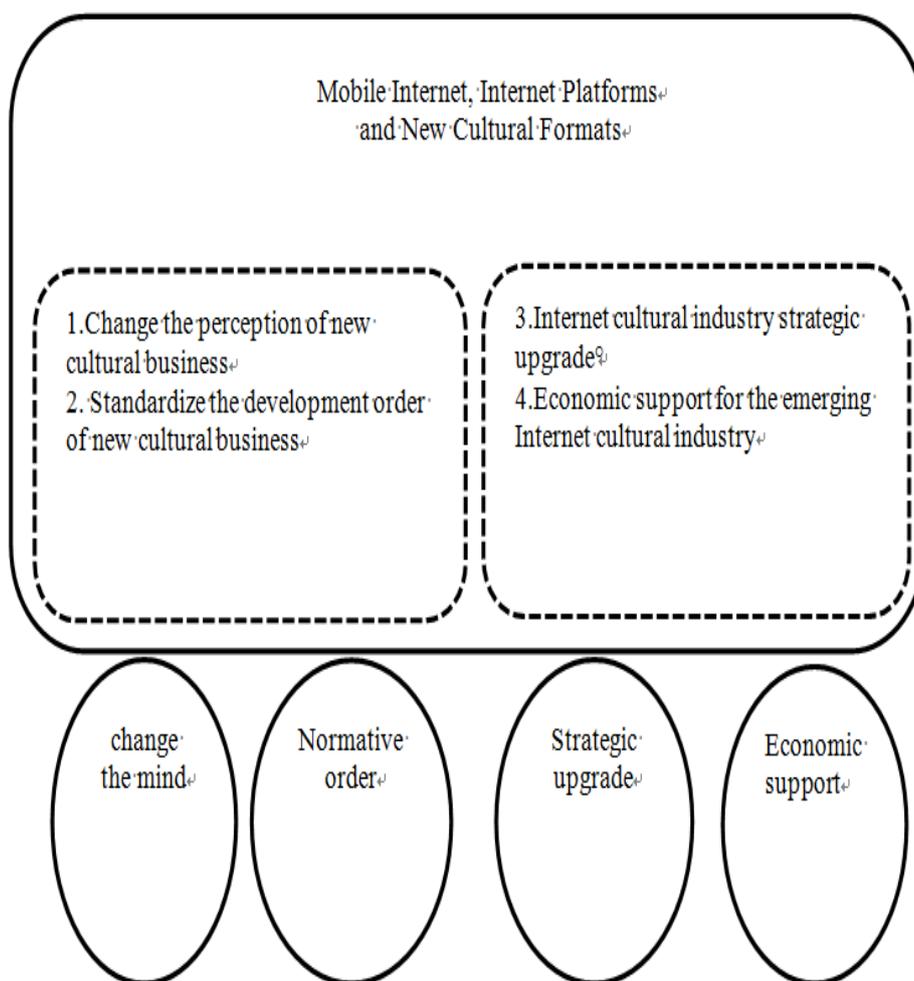


Figure. 1 "Internet +" cultural development path map

3.1 Change the Perception of New Cultural Business

At present, there is a common cognitive dislocation for the new cultural business in the context of "Internet +". The new cultural business is simply moving offline content to online, such as building an online shopping mall or developing in the cultural industry. In the process, make full use of the marketing, communication and promotion functions of the Internet, such as creating an independent APP. They only

regard the Internet as a tool or carrier for industrial development, but fail to recognize the true core and essence of "Internet +". Therefore, the most important thing in developing new cultural formats is to change concepts. The emergence of "Internet +" means that the Internet has become the most basic productivity in the development of the times, and it is necessary to transform traditional cultural production models, sales models, organizational models, consumption models, and profit models on this basis to create a new economy Business and make it a new economic growth point. That is, the integration of culture and the Internet emphasized by the new cultural business is not a simple grafting, let alone the Internet as a simple tool and carrier, but to use Internet thinking to reintegrate various cultural elements and subvert the old industry traditions. During the exploration, gradually improve the industrial mechanism and development path, and create a new industrial development model.

3.2 Standardize the Development Order of New Cultural Business

The new cultural business format is a new thing, and the process of initiation, cultivation, development, growth and maturity of the industry is also a process of ruling from chaos. In the development and regulation of new cultural business forms, my country must strengthen the constraints of internal industrial ethics and moral consciousness, continuously improve the sense of responsibility of market entities, gradually deepen market entities' understanding of industrial ethics, and elevate industrial ethics to an autonomous and conscious level. At the same time, speed up the drafting and promulgation of relevant laws and regulations. The entire cultural industry system is huge and complex, and cultural laws and regulations are still small. Therefore, it is very important to speed up the drafting and promulgation of laws on new cultural formats under the Internet.

3.3 Speed up the Strategic Upgrade of New Business forms of Internet Culture

The strategic upgrade of the Internet cultural industry mainly has two core upgrade points: the first upgrade point will focus more systematically on the construction of the cultural value of IP; the second upgrade point will be the upgrading of methods and methods for shaping IP. Because only by extensively connecting various collaborative entities, cultural resources and creative forms, can we achieve more efficient digital cultural production. In terms of strategic implementation, there are mainly five key points, including four "new" and one "unchanged": establishing a "new standard", paying attention to the dual value of IP "industry + culture"; establishing a "new community", ecological To connect more diverse cultural subjects; create "new experience" and build a richer and three-dimensional comprehensive digital cultural experience; explore "new possibilities", pay close attention to cutting-edge technology and make preparations; what remains unchanged is patience and creation High-quality cultural IP to build a digital cultural China. It should be said that the deployment of Internet companies in the cultural industry has strongly promoted the development of my country's cultural industry

and has formed a group of more mature market players. Their market strategy planning will promote the cultural market to speed up and become standardized, and my country's Internet cultural industry has entered a new Stage of development.

3.4 Increase Support for Emerging Internet Culture and New Business Formats

For cultural industry enterprises, capital is the biggest factor restricting their development. Most of the capital comes from its own, a small part comes from government investment and bank loans, and social funds are very small. At this stage, the Chinese people's demand for cultural products is getting higher and higher, making the scale of the cultural industry market continue to increase, which brings development opportunities to enterprises. Therefore, it is necessary to increase support for the emerging cultural industry economy, lower entry barriers, strengthen financial services, encourage private capital and foreign investment to enter the cultural field, accelerate the integration and development of culture and technology, and use modern science and technology to generate new cultural formats. And projects to further promote the upgrading and transformation of the industrial structure. Cultural industry enterprises should actively use the existing cultural system, constantly innovate financing channels and models, and introduce multiple methods such as equity financing and bonds. In addition, under the background of the Internet, a new model of "Internet + Industrial Finance" has been formed, and new financing methods such as crowdfunding have emerged, which effectively compensated for the current shortcomings in the development of cultural industry enterprises and realized the innovation of investment and financing models. .

4. Conclusion

The development of "Internet +" triggered a huge change in China's new cultural industry. The social structural changes brought about by the "Internet +" era are unprecedented. The cultural industry must use Internet thinking to reinterpret the communication structure and industrial structure, rethink the new business format of the cultural industry, and reconstruct the cultural value chain and the strategic upgrade of the new cultural business format. This has certain research value for the development of new cultural formats under the "Internet +" perspective.

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