

Research on the development of animation IP resources in digital industry

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Abstract: In recent years, with the rise of Chinese animation films and animation, related industries are also developing rapidly, and gradually breaking down industrial barriers, showing a trend of industrial integration. However, compared with the relatively mature operation mode of animation IP industry in the United States and Japan, there is still a big gap in the resource integration of animation IP industry and the development and maintenance of new animation IP in China. In the context of industrial integration, how to coordinate digital cultural resources with economic models to promote the sustainable development of the overall industrial chain has become a problem that needs to be solved at present.

Keywords: Industrial integration; Animation IP; Digital cinema; Culture industry

1. Introduction

In the era of digital technology changing with each passing day, the production of animation has undergone great changes in various fields such as creation, publishing, distribution, etc., and thus the concept of "IP" has emerged, bringing the integration of cultural industry and technological revolution. "IP" refers to intellectual property, including intellectual property rights composed of copyright, patent right and trademark right. It often comes from a character image or concept in some animation, novels, film and television works, and even online games. In addition, with the technological innovation, it also brings the development of industrial integration. The concept of industrial integration mainly refers to: "due to technological progress and deregulation, technological integration at industrial boundaries and intersections has changed the characteristics and market demand of the original industrial products, resulting in changes in the competitive and cooperative relationship between enterprises in the industry, leading to the blurring and even redrawing of industrial boundaries." [1] Although China, as a cultural power, has its own cultural heritage, there are still some problems in the development and utilization of animation IP. Therefore, in the context of industrial integration, the integration of animation IP digital resources with other industries to promote the sustainable development of China's animation industry chain is the focus of the current development of China's animation IP.

2. Development status of domestic animation IP

Since 2006, the state issued several opinions on promoting the development of China's animation industry, which proposed systematic policies on the development of China's animation industry. The central Ministry of Finance set up a special fund to support China's animation industry, which laid a solid foundation for the development of China's animation industry. Chinese animation has sprung up in recent years, with the emergence of a number of excellent domestic animation, such as Douluo continent, Wushan five elements, Tianguan blessing and so on. With the increasing popularity of these animation, a series of games, clothing, hand-made and so on have been derived according to the relevant character images or stories, which have obtained rich commercial profits and made people gradually realize the commercial value of animation IP. In the business model, core resources often play a key role, and the share of core resources often determines an enterprise's position in the market. And high-quality IP resources often come from literature, animation, film and television and other content products, which can be integrated and developed with different forms of industries, making it a special core resource. Many companies led by Disney took the lead in discovering the commercial value of animation IP and the possibility of industrial integration. By authorizing IP, we can integrate our own animation resources to maximize commercial value, play a good demonstration effect, and trigger a rush for many domestic

industries to seize the animation IP market. However, China's animation IP market is in chaos, lacking in-depth development and follow-up maintenance. Although China's animation IP has made good profits at present, most of the cash realization mode is not mature, and there are problems such as IP development eager for quick success and instant benefits. In order to promote the development of China's animation industry into an important pillar industry of the national economy and enhance China's cultural soft power and competitiveness, we should thoroughly analyze the development mode and existing problems of China's animation industry, actively learn from the experience of advanced countries in the animation industry, innovate the development mode and path of China's animation industry, and make China a real power in the animation industry.^[2]

3. Domestic animation IP in trouble

Although in recent years, China's animation production level and economic profits are constantly improving. However, compared with other major animation industry countries, we still have a lot of room for development. At present, most of the advantages of China's animation industry benefit from the national policy protection and the optimization of economic structure, which is bound to expose some problems in the rapid development of China's animation industry.

3.1. Market order is chaotic and supervision is insufficient

The animation industry in China has developed rapidly through policies. Because of this, many regions rely on policies to enclose land everywhere, resulting in a waste of resources, and some pirated or unauthorized toys, books, audio-visual products and other products continue to fill the entire animation market. The production cycle of an excellent animation IP is very long. The derivatives of genuine animation IP often take too long to produce and develop, which leads to the organic availability of pirated products and the plundering of product market share. When genuine animation IP products enter the market, they lose their market advantage due to the high price, which will attack the original enthusiasm of animation personnel.

3.2. Animation IP originality is not enough, and the output mode is single

China's animation IP has always remained in the development of some classic IP, as well as a single content output mode. So far, China is still a large country with a deficit in animation trade, and the proportion of animation imports is far greater than that of exports. China's local animation research and development lacks international language and cannot export Chinese culture. Repeated development of some Chinese classic IP, such as monkey king and Nezha, can achieve certain results, but in the long run, it will inevitably cause people's aesthetic fatigue. In addition, most of the main profits of China's animation industry come from the mode of online broadcasting and offline box office, and the development of animation IP derivatives is often ignored. In fact, in the development channels of the animation industry, the profits of animation IP derivatives and brand licensing account for 70% of the overall profits. In contrast, the animation industry in Japan and the United States, whether the United States first makes animated films, then related theme parks and animation derivatives, or Japanese comics start, then animation is broadcast on television, and then animation related derivatives. The common ground of the animation industry of these two countries is that they finally return to animation IP derivatives, and rely on derivatives to make their animation industry achieve sustainable and upward development. According to the general law of market economy, input and output are normally distributed. In the derivatives sector, where the profits of the entire animation industry can account for 70%, it is reasonable to invest more human and material resources to ensure the smooth realization of industrial benefits.^[3] In China, the development of animation IP tends to focus on the early research and development content, but we have never thought about how to deeply integrate the animation IP image brand with other industries in the future.

3.3. Animation IP type is single, and the marketing force is insufficient

The reason why the development of China's animation industry is not ideal lies in the lack of the concept of industry and marketing.^[4] In China, the audience of animation products has always been considered to be children, so the content and character setting of animation IP inevitably show the characteristics of "juvenile" in order to cater to children, including the publicity audience and the research and development of animation derivatives, which are also aimed at the children's market. Although in

recent years, animated films such as the return of the great sage, the origin of the White Snake and the birth of Nezha demon boy have gradually gotten rid of the tendency of "being young", only a handful of animated films are released every year for adults, and most animated films and related animation IP products are for children, such as the pleasant goat and grey wolf series, the bear haunt series, and so on. However, the mainstream consumer groups in China are mainly adults, especially the young people aged 18-25. They are usually the generation under the influence of Japanese anime and Disney animation, so they will not pay for the "juvenile" animation IP image and products. When young people's entertainment demands and artistic requirements for animation are increasing, while domestic animation IP products are still in the childhood stage, which will inevitably lead to the backwardness of China's animation industry. In addition, the marketing mode of animation works in China also lags behind and dislocation, and there is also a state of neglect and no operation for the IP operation of animation works in the later stage. Relying on emotional marketing, after a wave of gold absorption under the banner of "Chinese animation conscience", I immediately go to the next animation, but I have no time to take into account the deep operation and secondary marketing of animation IP. This will inevitably lead to the insufficient development of China's animation IP follow-up force and the inability to achieve the long-term sustainable development of the animation industry.

4. Integrated development of domestic animation IP

Although there are many problems in China's animation IP industry, China's animation industry is still in the early stage, and the domestic animation market has not been fully developed. In the context of industrial integration, the integration of animation IP resources and the correction of problems in development are bound to get rid of the current difficulties and realize the take-off of China's animation industry.

4.1. Create an "Internet +" animation IP industry model.

By the end of 2020, China had 989 million Internet users, and the Internet penetration rate had reached 70.4%. With the development of the Internet and the popularity of 5G, streaming media animation in China is developing rapidly, and animation has also changed from physical publishing to online consumption, relying on network recharge and advertising traffic to realize cash. Rely on the Internet big data model to analyze the data of animation IP users, timely change the content according to user needs, reduce the blindness of the opening of original animation IP, and accumulate the fan base to prepare for the subsequent development of animation IP. For example, the domestic first-line cartoon platform "quick look comics" has gathered a large number of fans through high-quality animation, and built an interest culture community platform for its fans, creating an interest atmosphere through interactive topics, so as to increase user stickiness and improve user experience. For animation characters with high popularity and good response, we can take advantage of the virtuality of the Internet to establish social media and communication and interaction platforms for them, assign special personnel to operate account content, and turn animation characters into high-quality IP resources through long-term maintenance. In the "Internet +" era, brand community operation is the driving force to maintain brand awareness and activity.^[5] In addition, establish a cross media industry group to break the media boundaries according to the Internet connectivity, and timely adjust the animation IP operation content according to the user preferences under different media channels, so as to achieve the maximum dissemination of the animation IP online mode. For example, according to the online drama "take my brother away" adapted from the ghost sisters cartoon, the cartoon elements are filmed in the process of adaptation, which retains the story of the original cartoon and increases the drama conflict of the film and television. Once it is released, it will receive unanimous praise. Integrate animation IP online resources, promote the production and later operation of high-quality IP, create characteristic Chinese animation IP, and carry out cultural output.

4.2. Break industrial barriers and build the whole animation IP industry chain

The commercial value of animation IP depends not only on box office revenue or traffic payment, but also on the R & D and sales of its derivatives. The animation industry itself has a strong comprehensiveness, including publishing, Internet, games and advertising, which can play a good role in connecting related industries. For example, the cartoon "I am Jiang Xiaobai" jointly produced by Baijiu brand Jiang Xiaobai United animation production company at 20:10 conveys the youthful and enterprising spirit of young people through the story of the protagonist Jiang Xiaobai. Promoting the

influence of brand marketing through animation content not only solves the limitation of advertising communication, but also captures the interests of young people at present and reduces the negative resistance to advertising. In addition, we will open up the whole industry chain of IP and promote high-quality IP to give full play to its commercial value. In the past, China's animation IP tended to focus on the research and development and delivery of content, while ignoring the later operation of animation IP. With more and more industries and industries involved in this process, IP operation has got rid of the single and one-way market development mode. Through collaborative co creation and pan entertainment symbiosis strategy, it not only provides the audience with high-quality content and story, image needs, but also provides the audience with products and services that meet their cultural and psychological needs, so that cultural appreciation and product consumption are organically combined, and the appreciation process becomes the value realization process.^[6]

4.3. Pay attention to property rights protection and innovate talent training mode

The problem of piracy still exists in China, and China's intellectual property protection system is still under construction. In this case, China's animation IP industry should set up special departments for classification and integration in publishing, licensing and the development of related derivatives from its own perspective, improve the publicity supporting the concept of genuine products, and improve the recognition and non replicability of genuine products. At the same time, we should take advantage of the popularity of animation in time to realize the seamless connection between online and offline, and seize the market share first. In addition, as a talent intensive industry, the cultivation of talents, especially high-end talents, is the top priority for the development of animation industry in the future. Although China's colleges and universities have successively opened animation related majors since 2000, the development of China's animation industry has always lagged behind other countries due to the lag of teaching mode and the disconnection of the development practice of the animation industry. Therefore, we must strengthen the concept of innovative talent training, unify the planning of universities, enterprises, markets and the international environment, and establish a talent incentive mechanism to cultivate high-end animation technical talents in China.

5. Conclusions

As the second largest economy in the world, China has made remarkable achievements in science and technology, economy, manufacturing and other fields. By systematically analyzing the problems in the development of the animation industry and adjusting strategic measures in time, China's animation IP industry is bound to make China become a "powerful animation country" from a "big animation country" and realize the economic take-off of the animation IP industry.

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