

Research on the Innovation and Development of China's Animation

Industry in the Internet Age

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Abstract: As a product of the common development of network technology and modern information technology, new media not only changed the way of traditional media, reduced the cost of communication, improved the efficiency of communication, and promoted the further development of China's animation industry. Based on the perspective of new media, combined with the animation industry and its characteristics, the article analyzes the development advantages of China's animation industry, and proposes the development strategy of China's animation industry in the new media platform to realize the effective dissemination of animation in the new media platform and promote the Chinese animation industry. Continue to develop.

Keywords: Internet age, animation industry, innovation and development.

1. INTRODUCTION

With the continuous development of the animation industry, the economic value generated by the animation industry has gradually received widespread attention and attention. As a product of the common development of network technology and modern information technology, new media plays an important role and influence on the development of China's animation industry, making the communication of animation more rapid and efficient, and promoting the development of new technologies, thus making Chinese animation the industry has achieved sustained and steady development [1].

2. ANIMATION INDUSTRY AND ITS CHARACTERISTICS

"Cartoon" refers to the form of animation generated by comics or corresponding image graphics processing technology, mainly including comics and animation, referred to as anime,

including animated TV and animated movies. The animation industry mainly includes the development of two-dimensional animation, three-dimensional animation, film and television animation, game animation, network animation and related derivative products, and has a relatively complete animation industry chain with design, development, production, production, sales and animation talent training. It is also a new type of industry that combines art, culture and modern science and technology. In the past, the animation industry mainly referred to the animation industry. However, with the continuous development of the animation industry, the current animation industry mainly includes animation, comics and games, and through television, movies, audio and video, games, online platforms and various related industries. The animation derivative products form a mutual integration, which makes it form a complete industrial chain. Moreover, with the continuous development of the animation industry, there are more and more derivative products, and gradually penetrate into people's daily life. From this point of view, the animation industry has gradually become a considerable industry, and as a component of industrial culture. In part, the animation industry has the following characteristics [2].

(1) Close integration with advanced technology

As a product of the joint development of network technology and digital information technology, the animation creation process naturally needs to use advanced digital information technology to make the content of the work more effective, and the effect and sound processing make the work more vivid. Reality, thus substituting the audience's emotions into the anime works, and resonating with the works. With the continuous development of the animation industry, animation-related technologies have been promoted, and more excellent animation works have been presented to the public to promote the continued development of the animation industry [3].

(2) Drive the development of related industries

The development of the animation industry has promoted the effective development of network technology and digital information technology to a certain extent. At the same time, with the continuous development of surrounding industries, its rapid growth rate and strong industrial relevance have also emerged. The speed is fast and the range of communication is wide. It has a certain influence on books, games, movies, clothing, toys, food and other industries, so that it has a strong traction effect [4].

(3) The need for talent is more urgent

Compared with the general film and television drama creation industry, animation belongs to an industry integrating technology, knowledge and labor-intensive. Its works are difficult to create and the human resources cost is high. Therefore, for the talents engaged in animation creation. Need to have certain technical and artistic. The related operation of the animation industry is also one of its important work contents, so a large number of operational talents are needed to ensure the stable operation and sustainable development of the industry, and provide effective protection for the sound development of the animation industry [5].

3. CHINA'S ANIMATION INDUSTRY DEVELOPMENT ADVANTAGES

(1) Market advantage

Due to China's large population base, China's animation industry has broad consumer market potential, which facilitates the effective development of the animation industry and effectively transforms the value of animation works into consumer products for the broad market. Especially in the era of the increasing popularity of mobile devices and mobile media, the value of animation works has become easier to realize, and the market profit model of content payment has been effectively realized. As the country with the largest population in the world, it is naturally decided that China has a huge animation consumer market. With the continuous development of the animation industry, this market demand will gradually increase.

(2) Cultural advantage

As a country with a history of 5,000 years of civilization, China has a very rich cultural resources, which provides a good environment for the development of Chinese animation and provides a wealth of cultural resources for animation materials. In the long-term development of Chinese culture, on the basis of maintaining its independence, it constantly absorbs the essence of foreign culture, promotes the effective development of its own culture, and forms a unique cultural type, which also has a certain impact on foreign culture and on the world culture. Make a contribution. Among them, the country most affected by Chinese culture is Japan. In Japan, the animation industry is not only an important industry in Japan, but also a cultural representative of Japan. People who have seen Japanese anime can also find out the influence of Chinese culture on Japanese culture. In the process of development of Chinese animation, it has also tried to combine Chinese folk art with American animation production technology to form a new and unique Chinese animation, which has brought the development of Chinese animation to a certain peak.

(3) Advantages of latecomer

The main reason why we have a late-comer advantage is that we can rationally think about and cope with the current international animation market development trend. The common development of network technology and media technology has brought huge opportunities for the development of the animation industry. At the same time, the increasing demand for content media has prompted the upgrading of media technology to create a new high-efficiency, low-cost technology for the animation industry. The business and development model has brought about tremendous changes. As far as the current development of China's animation industry is concerned, in the course of its development, it constantly absorbs and draws on the development experience of others, and combines with its own advantages, while using the current advanced animation technology to form an animation industry development model with unique Chinese characteristics. .

In summary, in the new media environment, the development of China's animation industry still has certain advantages. I believe that in the future, China's animation industry will have a fairly broad market and bright prospects for development.

4. DEVELOPMENT STRATEGY OF CHINESE ANIMATION INDUSTRY IN NEW MEDIA PLATFORM

(1) Strengthening intellectual property protection

In order to effectively protect the intellectual property rights of new media animation, it is necessary to establish and improve relevant laws and regulations on information network publishing and the Internet, so as to achieve effective centralized management of copyright authorization and transfer of works. By promoting the voluntary registration system for copyrights of works, the creators' own rights and interests are effectively protected, thus promoting the benign development of original works. In order to ensure the sustainable development of the new media animation industry, it is necessary to further strengthen the brand building of new media animation, and also have an effective copyright protection mechanism for animation works and a sufficient number of animation works. In order to realize the sustainable development of the animation industry, strengthening brand building is an effective means and fundamental for its development. To this end, it is necessary to develop and produce corresponding online animation and mobile animation short films, and must continue to maintain the high quality output of the works to ensure the brand's popularity. At the same time, effectively utilize the strong interaction between the network and the mobile platform, and combine the actual needs of the audience to adopt corresponding adjustment measures for the animation works with better audience evaluation and higher popularity to extend the life cycle of the works and increase the viscosity of the users, thereby further Enhance the brand influence and make outstanding new media animation works continue to develop.

(2) Introducing animation professionals

Since the new media animation is still in the development stage, quite a lot of animation professionals and related technical support are needed. In order to attract more people to join the creation of new media animation, you can organize animation competitions with a certain scale, excellent mobile animation short film selection and other activities through the online platform, and reward those who create excellent works. So that more people can see their development space in the field of new media animation, and are willing to contribute their own strength to the development of the animation industry.

(3) Strengthening the construction of network animation and mobile animation platform

In the process of building a platform for online animation and mobile animation, it is necessary to further strengthen the technical strength. In order to make mobile phone animations spread quickly and widely, we should further strengthen the development and investment of technology. In the process of building mobile phone animation platform, we adopt a unified and compatible mobile phone animation format to effectively adapt to different models and effectively solve the problem. Limitations caused by inadequate configuration or model compatibility issues, effectively improve the speed and spread of mobile animation, reduce the cost of mobile animation, and improve its communication efficiency. The construction of a perfect mobile phone animation interactive platform and animation creation platform will

enable mobile animation to be effectively disseminated while reducing its creative threshold. Through this platform, it is possible to enjoy or download animations, and also to create animations and share works. Through this form, the animation industry will form a virtuous circle and promote the sustainable development of the animation industry. At the same time, maximizing the sharing of animation resources will help the number of animation users. The construction of a more professional online animation platform is not achieved by the strength of individuals or small groups. It requires a large number of professional animation creators and network technicians to work together to make the animation website continue to have a large number of excellent online animation works. With stable technical support, the output of high-quality content of the network animation platform is guaranteed and its normal and stable operation, and a professional animation website platform is gradually formed, which ultimately realizes survival and profitability, and promotes the further development of online animation.

(4) Broaden the channels for animation communication

With the popularity of network technology, people's daily entertainment methods have changed. More and more people will spend their free time on the Internet and gradually exceed the time of watching TV. This has led to the development of new media platforms such as the Internet. The improvement of the technology and the continuous development of technology will enable the new media animation works to gradually become compatible and close to the TV platform, making it a new new media animation platform. At the same time, with the development of the new media animation industry, it is not only an instant consumer product belonging to the network platform and mobile terminal, but also appears in traditional media. In order to extend the life cycle of the works in the new media animation, relevant parties should broaden their communication channels, help the new media animation to solve the crisis of low-end and marginalization, and ensure that the animation works have a longer-lasting impact among users.

(5) Establish a mature business model

Promote the continuous and stable development of the new media animation industry by establishing a mature and clear animation business model. In the process of formulating the profit sharing of mobile animation, in order to effectively improve the enthusiasm of content innovation and the quality of the content of the work, it is necessary to appropriately increase the proportion of content providers. For example, in Japan, 60% of the actual revenue of mobile animation should be allocated to content providers, and 10% and 30% of them are allocated to operators and platform supporters respectively. This is the distribution model of mobile animation in Japan. Therefore, in order to enable the content providers and operators to cooperate well and jointly promote the sustainable development of the animation industry, it is necessary to effectively formulate the interest distribution system in light of China's national conditions. At the same time, changing the traditional model of relying on popularity and clicks to sell advertisements to obtain profit should combine the works with the advertisements, and integrate the advertising elements into the animation creation stage, thus effectively reducing the audience's resistance and solving the hard planting. The negative consequences of entering

the advertisement, while harvesting a large number of clicks, also obtained the corresponding advertising revenue.

5. CONCLUSION

The continuous development of the animation industry and the rapid update of network technology have enabled the animation communication channels to gradually shift from TV and journals in traditional media to new platforms such as networks and mobile phones in new media, and effectively reduce the cost of animation transmission. Great gains have been made to further increase the speed and spread of animation, thus enabling the effective dissemination of animation in new media platforms and promoting the sustained and steady development of the Chinese animation industry.

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