

CHAPTER 1

INTRODUCTION

1.1 The research background

The research of Sino-us film industry analysis is based on the following three backgrounds:

1.1.1 The strategic transformation of the global film industry.

In recent years, the global industrial structure transformation. Many developed countries have vigorously developed the tertiary industry. The proportion of primary and secondary industries has declined, and the social pattern has gradually shifted from industrial to service-oriented society. Under the background of economic globalization and multi-polarization of the world, cultural competitiveness becomes an important content to measure the comprehensive national strength of a country. In the United States, Europe, Japan and other developed countries, the cultural industry GDP has accounted for 25% of the country's GDP, or even 30%, cultural industries in many countries has become the dominant of economy of scale and the pillar industry, the combination of culture and economy will produce an irreplaceable competitive.

As an art form, the film has existed for a hundred years, and it has already become an indispensable part of human life from the original novelty. Film industry refers to film production as the core, through film production, distribution and projection and audio and video production, film derivatives, movie theaters and on site for the construction of the related industries such as economic form. The development of film industry is of great significance for improving the quality of economic development of a country and expanding the influence of a country's politics and culture. As the core of the cultural industry, the film industry is an industry with great potential for development in the 21st century. It is also the leading industry leading the development of the cultural industry.

1.1.2 The rapid growth of China's film industry.

The development of the film industry cannot be separated from the strong economic development of a country, and the development of a country's economy needs the support of its cultural industry. Since China's reform and opening, China has maintained high-speed economic growth, especially in the film industry in recent years the development of present a spurt of growth, in film production, investment and financing, the respect such as theaters cinemas construction has achieved great development. Overtaking Japan in 2012, becoming "the world's second-largest film market", the movie box office increasing year by year, in 2017 China's film market total box office has amounted to 55.911 billion yuan, an increase of 13.45% over the previous year. China is

expected to overtake the us as the world's largest film market in the next five years.

After the boom, however, we should also see that in 2017 China film overseas sales income is 4 billion yuan only, in contrast, the United States, film output was only about 6% of the world's film production, the U.S. market share in the global film market is as high as 80%.In 2017, the total output value of the U.S. film industry accounts for about 3.5% of the total GDP of the United States, among which the overseas sales revenue accounts for nearly half of the total output value of the film industry. Due to China's film industry development time is not long enough, the film industry reform slow, too much government control of the film products and cultural distance influence, caused the international competitiveness of China's film products is still very weak. Therefore, it is very urgent to enhance the international competitiveness of China's film industry.

1.1.3 It is urgent to promote China's soft power.

Under the background of globalization, the soft power of culture becomes an important aspect to measure a country's comprehensive national strength. In a sense, if a country occupied the commanding heights of the cultural development, has a strong cultural soft power, can to transmit their own values and ideology to other countries in the world, and at the same time to keep the national culture is not subject to erosion. Therefore, enhancing the soft power of culture is an important way to enhance the international influence of a country.

Unlike other industrial products, in the circulation of film products, it is not only the output value of the product itself, but also the output of life style and value idea. In the United States, for example, the country produces only 6 percent of the world's film production, but its share of the global film market is 80 percent. Hollywood, with its strong economic strength of science and technology, to transfer his movie products all over the world, more important is the American way of life, values, ideology to all over the world, affecting the consumers. At the same time, the circulation and dissemination of film and television products can help to eliminate cross-cultural frictions with the international mainstream society, cultivate the consensus between countries and build trust relationship with other countries.

1.2. Research objectives

This paper is based on the following research purposes:

1. Discuss the development trend of film industry and industrial model. Combined with the latest statistics of film industry, this paper discusses the development trend and industry pattern of the film industry.
2. Analyze the international competitiveness of film products.
3. Analyze the competition structure and trend of the film industry.
4. Put forward practical Suggestions according to the research results.

This paper analyzes the competition structure of Sino American film industry and concludes the targeted strategic development path and countermeasures.

1.3 Research significance

Go out engineering power of China's national implementation of "culture", facilitate the export of cultural products and services, further supporting the cultural exports of key enterprises and key projects, cultivating a batch of internationally competitive export-oriented cultural enterprises and intermediary agencies, formed a group of powerful cultural multinational enterprises and famous brands.

From the film industry, the film industry size and economic aggregate have been greatly improved. At the same time, the film industry policy is improving. Office of the state council issued "on guidance to promote the development of film industry prosperity", which explicitly "actively promote movies go out, have the international competition and the influence of the movie international communication enterprises, to develop the international market demand of domestically produced films; Held by overseas Chinese title of commonweal, the overseas promotion took part in the international film festival and organization of commercial marketing activities, improve the international influence of the domestic film, competitiveness and market share, continued strong national cultural soft power." As a strategic goal, all these indicate that the development of the film industry and the promotion of international competitiveness of the film products have become a national strategy.

But the macro strategy still exists many problems in the specific implementation, the current Chinese movie is difficult to enter the international mainstream market, many Chinese even if on the international award-winning film, but because the subject matter is difficult to conform to the European and American audience's aesthetic orientation, in the beautiful courtyard line is still hard. At the same time, the national communication ability and marketing concept of Chinese films are relatively backward, and they have not yet formed a global network of film distribution, which has become an obstacle for Chinese films to go out. At this time, the analysis and comparison of the film industry between China and the United States can make the development of Chinese films better, so that the Chinese film industry can develop faster and more comprehensively.

Though political reform has not been showing much progress, the Hu-Wen leadership is still making insistent efforts to improve the quality of governance. It has also demonstrated to the world its strong state capacity by successfully mobilizing resources to cope with natural and man-made disasters, and to pull off spectacular events like the Beijing Olympics and the Shanghai Expo. Besides, the CCP has seemingly

institutionalized its crucial leadership succession first with the change of leadership from Jiang Zemin to Hu Jintao and now with the fifth generation of leaders coming on board at the coming 18th Party Congress scheduled in the later part of 2012. To expand “intra-Party democracy” through combining the mechanisms of election and consultation, the CCP Central Organization Department for the first time held a tentative polling in 2007 to vote for candidates to the Politburo Standing Committee among provincial/ministerial-level-and-above officials. Xi Jinping got the most votes, followed by Li Keqiang, He Guiyang and Zhou Longkang. This kind of internal polling, despite being opaque and lacking in supervision, is an important step towards “intra-Party democracy” proposed by the 17th Party Congress in 2007. The four generations of PRC leaders illustrate a consistent trend towards a more collective leadership, away from “strong-man” politics.² It is foreseeable that for the fifth generation of leaders led by Xi and Li, all the Politburo Standing Committee members will be vested with equal political authority, so more power-sharing with checks and balances, and more pluralistic decision-making processes can be expected. (Chen,2012)