

Heilongjiang's Pop Music Industry and Economic Development

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Abstract: At present, the pop music industry in Heilongjiang is still in its infancy, but we can't just learn and imitate foreign music and abandon China's local music culture. The ideal way is to actively absorb the outstanding achievements of other nationalities, activate Heilongjiang's 5000-year culture, and let the new and the old collide with the original sparks, to add fresh vitality for the Chinese music content, so that Heilongjiang pop music industry can be better developed.

1. Introduction

The external environment of Heilongjiang pop music industry can be analyzed from two aspects, one is from the perspective of general environment, the other is from the perspective of industry environment. These two aspects have played a role in different aspects of Heilongjiang's pop music industry, but also restrict and promote the development of pop music industry.

2. Analysis of the External Environment of Heilongjiang's Pop Music Industry

The first population environment analysis shows that Heilongjiang is a populous_ with a huge population base, which means a huge pop music consumption market. Our pop music industry will have a huge consumer base on China's demographic dividend, so our pop music industry personnel should fully realize this point and make use of it.

2.1. General Environmental Analysis of Heilongjiang's Pop Music Industry

This huge advantage makes a feasible strategy for enterprise development. The second is economic analysis. Since the reform and opening up, the living standards of the people in Heilongjiang have been improving continuously, and the GDP has maintained a high-speed development for many years. People's material aspects have been greatly satisfied, they are willing to enhance their spiritual pleasure, so in the foreseeable future, the pop music industry in Heilongjiang will have a major play, as the relevant music industry experts said, the pop music industry is the rising industry in China today. Thirdly, the era of technology, information and network has come. Facing the trend of world development, the pop music industry is facing enormous market challenges. The traditional operation mode and organizational structure of music enterprises need to be greatly adjusted. With the rapid development of technology, the speed of pop

music transmission has exploded geometrically, and huge commercial profits are attracting the pop music industry.

2.2. Industry Environment Analysis of Heilongjiang Pop Music Industry

The industry environment analysis of Heilongjiang pop music industry can be viewed from five factors. Potential entrants: Because of China's huge population base, the music market is also huge, which is an indisputable fact, so many foreign music companies regard the Chinese market as one of their main battlefields. However, due to the late start of the pop music industry in Heilongjiang, the market mechanism is not perfect, relevant laws and regulations have not been established, and some foreign music companies are still in a wait-and-see state. Vendor bargaining power: In the pop music industry chain, the most important suppliers are songwriters and singers, and their relationship is based on contract interests first. Generally speaking, as songwriters and singers become more and more popular, their bargaining power will also be improved. Nowadays, star singers are constantly changing jobs. This is not a good phenomenon, because it will discourage the former from investing in the latter and easily lead to investors' pursuit of shortcomings. We should ignore the long-term development of the pop music industry. Buyer's bargaining power: With the emergence of network technology, consumers have great freedom in choosing products. People can not only get the desired music products through the network, but also free access to music products. Under the attack of the convenience and rapidity of network music reproduction, the value of traditional records has been greatly beaten. Discount, such as music's self-esteem, collectible and treasure. Competition intensity between competitors: Actually, the competition in the music industry is very fierce, and many domestic and foreign companies are out of a loss situation. With the impact of the new mode of network music on the traditional music industry structure, some old music companies are overwhelmed by the new mode of music consumption. Faced with the impact of new technologies, new models and fierce market competition, some musicians in China are beginning to worry that China's music industry will face a crisis of collapse.

2.3. A Comprehensive Analysis of Heilongjiang's Pop Music Industry

A comprehensive analysis of the pop music industry can be made in terms of Strength, Weakness, Opportunity and Threat, which is a common method used to analyze the pop music industry. Advantages: Heilongjiang's rapid economic development, people's living standards continue to improve, after the material needs are gradually met, which leads to the people have a huge spiritual needs, which is a huge market for the pop music industry, while Heilongjiang has enough economic strength to support its development. Weak: Heilongjiang music market present situation development situation presents the good situation, but the country in this aspect intervention is still many, this will hinder the healthy development of Heilongjiang music market; First of all, the content of pop music is not innovative enough, repetition, plagiarism phenomenon occurs from time to time, at the same time, the country to pop music. The law enforcement of the music industry is inadequate, such as serious piracy, serious network infringement, less efforts to rectify and special activities, which are very unfavorable for the long-term development of the pop music industry, coupled with the number of practitioners of the pop music industry is small, lack of professionalism, professional ability is relatively lacking. Opportunities: We are aware of the shortcomings of our music industry. To catch up with them, we need to learn from the excellent music companies abroad. Their developed music industry and perfect enterprise operation mechanism give us a lot of inspiration. Now in the context of the network society, China has a large number of smartphone users and Internet users, we can "catch up later." Threat: Because China's music market is big enough, it is undoubtedly a huge attraction for foreign capital. Therefore, the

huge amount of capital rushed into China's music market is bound to cause the possibility of being divided into domestic markets; again, such as the characteristics of music - borderless dissemination, relatively low cost price, can quickly enter the domestic market, quickly occupy the domestic music product market. At the same time, with the change of the value chain of the music industry, the domestic music enterprises need a process to adapt to the changes. Combined with these factors, Heilongjiang music products may lose the opportunity to occupy the market.

3. Ways to Develop Heilongjiang's Pop Music Industry in the Future

3.1. Strengthen Macro Regulation and Control and Standardize Market Operation

The healthy development of any industry is inseparable from a good, healthy and orderly market environment to run, so is the music industry. It is an indispensable means for the future healthy development of the domestic music industry to strengthen the macro-control by means of law, economy and morality and reduce the interference of administrative means. In particular, Heilongjiang should strengthen the legal protection of the music industry, promote the legal protection of the copyright of music works, resolutely eliminate and ban illegal acts of piracy, plagiarism and copyright infringement, and provide an open, transparent and fair competition environment and platform for music products, and even reduce the administrative means of the music industry. We should crack down on and punish those illegal and criminal acts that cause confusion to the music industry, increase the intensity of punishment and increase the cost of their crimes, establish a healthy and orderly market order, consolidate the achievements of the music industry, and pay more attention to the analysis of the advantages and disadvantages of music under the vigorous development of the Internet. Adapt to the trend of the times, let music roam in the sea of the Internet; play the basic role of the market in the effective allocation of music resources.

3.2. Speed up Personnel Training and Promote Professionalism

As for the training of music talents in Heilongjiang, it is obvious that there is no perfect training mechanism for music talents in Heilongjiang music education. Although efforts have been made in higher education, the effect is still not obvious. Not many, which is far from meeting the needs of music talent, so the healthy development of the pop music industry is very unfavorable

4. Conclusions

Therefore, it is necessary for the country to increase the investment in music, strengthen the theoretical research of music, train professional music talents, occupy the commanding heights of the development of the music industry, explore and study the laws of the pop music industry, so that the pop music industry in Heilongjiang can develop better and healthier with the international community.

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