

Study on the Financing Channels of Cultural Industry under the “Internet Plus”

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Abstract: Cultural industry mainly refers to spiritual and cultural products, is a soft symbol of a country's social development, but also known as sunrise industry, has a very great potential for development. However, due to various factors such as financing channels and cultural development, the cultural industry of China still has financing difficulties in the development process, which limits the sustainable development of cultural industry to a certain extent. Under the background of the Internet, how to use new technologies to explore the financing mode matching the development of China's cultural industry and solve the problem of financing difficulties in the process of cultural industry development is of paramount importance for promoting the sustainable development of the industry. Accordingly, this work discussed the financing channels of cultural industry under the background of Internet.

1. Introduction

Cultural industry has the characteristics of low resource consumption and high added value, so it has a good sustainable development. In recent years, China has paid great attention to the development of cultural industry and introduced various policies to support it. Under the background of the further development of the Internet, China is facing economic transformation, and growingly pulling effect on the economy as a cultural industry. Therefore, people pay extensive attention to the financing of cultural industry.

2. The Financing Situation of Cultural Industry under the Internet Plus

At present, China has issued a series of policies and guidelines to support the sustainable development of cultural industries. However, in the cultural industry, many enterprises are small and medium-sized enterprises, which always have difficulties in financing. In addition, many enterprises can't improve their financial management system by applying its characteristics, and their profit methods are not clear, so that they have a high non-performing loan ratio, which leads to some financial enterprises having less confidence in the financing of the cultural industry. In addition, due to the tedious operation process of some intangible assets financing and the lack of innovative awareness in the process of risk identification, the cultural industry has difficulty in financing. At present, China is in a critical period of economic transformation. It is easy for a cultural industry with traditional system color to embark on the situation of non-industrialization in the process of innovation. In the process of industrial capital expansion, due to the defects of investment and financing system, it is bound to hinder the process of sustainable development of cultural industry. As there are some unstable factors in the cultural industry itself, the state has no clear purpose after the investment of funds and policies, which makes the investment not proportional to the final profit, and does not realize marketization in the process of financing the cultural industry. Therefore, the policy support has become powerless.

In the process of participating in cultural industry investment, some private capitals generally invest directly in enterprises without going through the capital market, which will fundamentally reduce the cost of industrial expansion. Cultural enterprises listed in China are relatively limited and few in number compared with some developing cities, so some cultural enterprises simply cannot meet the conditions of direct financing and lose the opportunity of financing. In addition, cultural enterprises are restricted by many conditions in the process of listing, which also leads to the

unsmooth financing channels. At present, loans from commercial banks are the main financing channel in the development of China's cultural industry. However, many products are intangible assets, so they can't be mortgaged and are refused to loan by banks, which is also an important reason for the financing difficulties of cultural enterprises. Therefore, a single financing model can no longer meet the funding needs for the development of cultural industries.

3. Financing Suggestions of Cultural Industry under the Internet Plus

Under the background of Internet development, the development of cultural industry should also gradually change its financing ecology, so as to promote the innovation of financing mode of cultural industry and bring new opportunities to the development of cultural industry, which is conducive to solving the financing difficulty of cultural enterprises in the development process. However, under the background of Internet development, it brings opportunities to cultural industry, but it also brings certain risks. The financing of cultural industry through the use of the Internet requires the relevant departments to further improve the corresponding policy guarantee mechanism, and the cultural industry should make corresponding adjustments. Only in this way can the standardization and legalization of Internet finance be promoted, so that cultural enterprises can effectively identify information under the financing mode, strengthen the corresponding risk management, improve the credit system construction, and finally promote the sustainable development of cultural industry [1].

3.1. Improve the Legal System

First of all, the government should build a financing platform for cultural industries and improve the corresponding laws and regulations. By building a financing platform, more people can rely on the Internet to absorb social costs, and constantly broaden the financing channels of cultural industries under the Internet background, so that enterprises can rely on their own strength to carry out financing, and, by building an Internet financing platform for cultural industries, they can also build an Internet-based cultural financing guarantee system and an integrated service system [2]. In addition, one country can formulate corresponding laws and regulations for the financing activities of cultural industries under the background of the Internet, which can effectively restrain the behaviors of different stakeholders and clarify the responsibilities and rights.

3.2. Expand Financing Channels

As a cultural enterprise, the factors of capital production play a very important role in its development. Cultural Street should choose the corresponding financing methods, not only the scientific and reasonable financing mode, but also a variety of financing modes to complement each other, so that finally promote the development and growth of cultural industry. As a cultural enterprise, if it wants to achieve sustainable development, it cannot just rely on policy support and bank credit. It should break the traditional borrowing mode, explore the financing methods and channels that are in line with the development of cultural industry at this stage by understanding the dynamics and development mode of the financial field under the background of the Internet and according to its own stage characteristics, and overcome the blind and passive way in the financing process [3]. At the same time, enterprises should pay attention to the importance of creativity in the development of cultural enterprises. An industry lacking creativity has no future, and it is difficult to achieve sustainable development even with sufficient financial guarantee.

3.3. Improve the Internet Financial System

Under the background of Internet, in the process of broadening financing channels, the cultural industry should also improve the Internet financial system and realize the standardization and legalization of the financial system. How to carry out risk management and information identification and strengthen the deep integration with financing channels in the process of cultural industry financing is an urgent problem to be solved in the process of industrial development. Under the background of Internet, the development of financial industry is still in a state of sharp growth.

Only by actively exploring the financing mechanism and mode suitable for cultural industry and cultivating a healthy development ecosystem can we promote the healthy and sustainable development of cultural industry financing under the background of Internet.

4. Financing Channels of Cultural Industry under the Internet Plus

Under the background of the Internet, the development of e-commerce is very rapid. At present, China has initially formed a comprehensive cultural industry system, and various types of investment cultural industries are gradually emerging according to market demand and policies, and the cultural industry has met unprecedented opportunities. Through the financing channels of cultural industries based on the Internet, more and more institutions can develop more financing methods [4] by using the Internet channels.

4.1. Trading Platform of Cultural Property Rights

Cultural enterprises can also innovate the financing channels of cultural industries by financing through the property rights trading platform, which is a more favorable financing way. By integrating policy resources and support, a comprehensive service platform that is conducive to promoting the development of enterprises can be finally constructed to ensure the market effect and the integration ability of enterprises. At the same time, it is also possible to use the business model of cultural finance under the background of the Internet to connect financial capital with cultural industries, and build an information exchange platform composed of trust companies, banks and funds by creating a platform for cultural property rights exchanges, sharing information in the process of cultural industry development in time and evaluating suitable enterprises.

4.2. Crowdfunding Platform

Under the background of Internet, crowdfunding mode has also injected new energy into the development of cultural industry. First of all, the threshold of crowdfunding platform is low, and the limited scope is small. Secondly, the crowdfunding platform has the characteristics of diversification, which will involve different types of projects, so it has a large space for participation. Finally, the crowdfunding platform has a high penetration rate and high participation of the masses. At the same time, according to the characteristics of cultural projects, imitative innovation can be adopted, thus providing more opportunities for enterprise development, developing enterprise advantages in the process of innovation, and gathering it as an important basis for public investment. The public plays a very important role in promoting the development of China's cultural industry, which virtually improves the public's recognition of the cultural industry and improves the success rate of crowdfunding. Under such financing platform, it can also give full play to the long tail effect of the network, thus laying the foundation for promoting the development of the cultural industry [6].

4.3. Financial Products

Financial wealth management products have the same utility as traditional insurance products, and also have certain guarantees. Financial wealth management products also have an annual rate of return, which means that investors can use it as investment income. This is a new financial product proposed by insurance companies. It can adopt the personal-to-business credit model, connect trust funds with insurance, and finally raise funds and invest them in the development of cultural industries, so that form certain investment profits [7].

4.4. VE/PE Investment and Financing Platform

Enterprises can use the existing financing platform to communicate and exchange with investors, use Internet technology to recommend to investors through online operation, and introduce the outstanding project features to investors. Works of cultural industries different from other products can be viewed directly, so as to meet people's spiritual and cultural needs and attract more venture capital as a condition. This is also the innovation of financing mode in the development of cultural

industries [8]. Capitalists usually have rich experience, which can not only bring the necessary investment funds for the cultural industry, but also improve the overall management level of enterprises and promote the sustainable development of enterprises.

4.5. Investment Fund of Culture Industry

Investment fund of cultural industry is a new financing mode formed under the background of system reform of China's cultural industry. As an industrial investment, cultural industry investment fund can provide investment direction and information sharing for enterprises. As an integrated investment system, it is an investment fund needed in the development of cultural industry, and professional staff is needed to operate the investment fund in this aspect. In addition, relevant experts can be invited to take the position of company management, so as to use reasonable investment methods to ensure the effective operation of the cultural industry.

5. Conclusion

To sum up, the cultural industry with words and images as spiritual products is a soft symbol of national economic development, which has great potential. Under the new normal economy, the financing mode matching with Chinese cultural enterprises is constantly explored by Internet technology. Under the background of rapid development of Internet, it also provides more commercial forms for financing channels of cultural industries, which ultimately promotes the growth and transformation of cultural industries, and seeks suitable financing platforms. Under the background of promoting diversified financing and multi-level development, it continuously broadens the financing scope of cultural industries, and finally ensures the scientific development of cultural industries.

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