

Research on the Development of Financing Mode of China's Film Industry Based on Supply Chain

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Abstract: China's Film Industry is an Important Part of the Cultural Field. It is of Great Practical Significance to Innovate the Financing Mode of the Film Industry Based on the Supply Chain. on This Basis, This Paper Briefly Analyzes the Development Process of the Financing Mode of the Film Industry in China, and Improves Its Development Level by Optimizing the Copyright Pledge Mode of the Film Industry, Strengthening the Effect of Advertising Implantation in the Film Industry, Implementing the Crowdfunding Means of the Film Industry, Setting Up the Film Industry Structure of the Supply Chain, and So on.

1. Introduction

Since the reform and opening up, China's film industry has been adjusted for a period of time. In order to improve people's living standards, the government began to promote television, which led to the development of the film industry, and then there was a downward trend. Many small-cost films affected the overall development quality of the film industry, people limited to the traditional cognitive level, and with the progress of the times, The financing mode of the film industry is also facing major reforms.

2. The Development Process of Financing Mode of Film Industry in China

2.1 “Worry-Free” Financing

After the baptism of the Cultural Revolution, the film industry of our country finally returned to the normal production track, and the film industry should follow a certain artistic rule as the type of the art industry. in that early stage, the time required for the production of the film in our country is long and the cost is high, and in the earlier stage, the financing way of the Chinese film industry is mainly to establish the “Worry” financing above the financial appropriation, and each film producer will receive the financial subsidy of the government department, This led to an appropriate reduction in the cost of the film, which led to the boom in the film industry, and some of the young directors did not have to take too much of the cost problem to take the film. specific operation flow The process is as follows:the local government will make the cost budget according to the content of the film, and allocate funds to the local producers, and then the producer shall organize the personnel to set up the shooting team, and make the budget cost as the film cost, so as to complete the film shooting work.

2.2 “Spelling” Financing

In order to avoid being influenced by the times and to restrict the development of the film industry, many producers began to carry out “self-help actions “, such as” urging the development of the film industry by sideline “, which is actually a “subsidiary product “, such as recording the songs of celebrities such as Cai Qin in the studio, or opening hotels in the film factory, so as to provide sufficient financial support for the development of the film industry. These forms of financing can be referred to as “platter” financing. According to the study, films such as “The Big Fight” are based on the equity structure of the “platter” approach to financing. It specifically refers to the film industry as a distribution can be. Multiple equity resources, and reasonable distribution

of film income according to the proportion of equity, in order to promote the brilliant development of the film industry [1].

2.3 “Innovation” Financing

“innovation” financing is a new way of financing in the era of Internet. In particular, the concept of “Internet +” is put forward at the third meeting of the Second National People's Congress, which causes the film industry to become one of the investment projects of investors, such as the “a ticket for a ticket” process involved in the Alipay, so as to promote the efficient development of the film industry and the economic benefit of the film industry. The “innovation” financing is the financial type of financing formed on the industrial chain. Although it does provide a great power for the development of the film industry, the reliability is poor. Financial products tend to confuse the investor's line of sight in order to influence the quality of the investment. Therefore, it is necessary to adopt the method of avoiding the risk to view the film investment.

3. The Optimization of the Financing Mode of China's Film Industry Based on the Supply Chain

3.1 Optimizing the Copyright Pledge Mode of Film Industry

In a literal sense, supply chain refers to the network chain structure with overall functions formed by delivering products to consumers, suppliers and manufacturers from parts allocation, product production, product sales and other aspects around core enterprises. In the film industry, it means: in order to meet the needs of the public to watch the film, a new film viewing mode is adopted to achieve the purpose of watching by means of “on demand, continuous broadcast, sharing”. Now 89.3% of the audience are willing to choose the online movie watching mode, which is based on the supply chain development mode of the film industry is bound to bring innovative vitality to its financing mode. Generally, under the supply chain, the film industry needs the process of production company, distribution company, video website and consumer to achieve effective communication.

According to the current financing mode of copyright pledge loan, the following methods should be adopted to optimize it: (1) to establish a third-party guarantee mechanism, in order to prevent the person in charge of the film company from assuming unlimited joint and several responsibilities, the government department can set up a credit guarantee system and provide double protection for the producer and the loan bank. Once one party has the problem of breach of contract, it will implement the right to repay the debt, so as to lay the foundation for the future financing work of the film industry; (2) to establish a market-oriented insurance system, the film industry will often encounter all kinds of risks in its development stage, such as film remaking, props damage, personnel injury and so on. Through insurance, the investment cost during film shooting can be reduced. . Such as film completion insurance and film master insurance, which are often used in the film industry, can provide important protection for film copyright pledge loans and ensure the future benefits of copyright.

3.2 Strengthening the Effect of Advertising in Film Industry

The advertising has always been the main investment project of the major industries, and the film industry, as the best publicity effect and the broad-based industry of the audience, should strengthen the advertisement implantation effect according to its own advantages, so as to widen the financing channel of the film industry.

First of all, advertising placement needs to have a professional agency market. Because the producers and advertisers belong to two different organizations, they are often limited by professional knowledge, resulting in the effect of advertising integration is inconsistent with the expected goal. Therefore, it is necessary to complete the task of advertisement implantation with the help of intermediary to promote the friendly cooperation between the two sides, so as to improve the film shooting quality and make it have sufficient funds; secondly, it is necessary to build a team

with strong professional skills for advertisement implantation, and properly cultivate professional brand marketing planners, so that the advertisement implanted in the film can not only achieve good publicity effect, but also enrich the connotation of the film. Finally, it is necessary to set up an evaluation mechanism for the effect of advertising implantation, and the amount of film advertising should be combined with the number of people watching movies in the cinema, so as to improve the awareness of advertising.

3.3 To Implement the Film Industry's Financing Means

Based on the supply chain, China's film industry needs to implement the public financing means, so as to attract more investors to the film industry financing link. The crowdfunding is a new type of financial model in the new era, which can be divided into four types: the crowdfunding of the creditor's rights, the donation of the crowdfunding, the crowdfunding of the equity and the return of the crowdfunding. For example, the success of the crowdfunding of our country in 2015 is more than 100,000 cold-chuckle> and so on.

At present, China's crowdfunding is still in the initial stage of development, especially the use of equity and creditor's rights crowdfunding model is less. Nowadays, what is often used is to return crowdfunding, using crowdfunding platform to shoot micro-film, can effectively promote the further development of the film industry. Crowdfunding mode can reduce transaction cost and low financing risk to a certain extent, and can also make full use of idle private funds to develop cultural industry, and promote the film industry to a new charter. Therefore, in the context of the new era, the film industry can deeply tap the value of crowdfunding mode, so as to achieve the best financing purpose [2].

3.4 Setting Up the Structure of Film Industry in Supply Chain

The financing mode of the film industry based on the supply chain should set up the corresponding industrial structure to ensure that the film industry can achieve greater achievements in the Internet era. On the whole, the supply chain structure of the film industry can be divided into the following three stages: the first stage is the upstream content stage [3]. Through the reasonable control of the logistics and capital flow around the network platform, films that meet the public aesthetic standards, such as “lost in Thailand”, “Bailuyuan” and so on, are produced [4]. Once released, they have aroused great repercussions; The second is the value-added stage of midstream, which includes the costs of advertising implantation and royalty, such as mobile value-added services, With the development of smart phones, value-added services have been adopted by major operating websites to ensure their own interests, or to increase profits by selecting premium films as additional charges; The third is the downstream user experience stage. User demand is the most important link in the supply chain. Each platform should provide users with high-quality viewing experience to realize the long-term development of the film industry [5].

4. Conclusion

To sum up, the financing mode of China's film industry based on the supply chain will usher in new development momentum. However, in terms of the current trend, there are also some concerns. Therefore, in order to achieve the best financing effect, the relevant personnel should not only consider the cost and quality of the film, but also adhere to the performance of investment responsibilities to ensure that the invested projects can ensure their own economic benefits, and implement fine investment in the film link.

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