

Title: Business Model of The Film & Television Enterprise Industry
from The Financial Perspective, Huace Group Case

By: Zhang Haiquan **Identification** 64AB986012

Degree: Master of Business Administration

ABSTRACT

In recent years, the Chinese government has put forward the "Internet +" strategy, hoping to promote industrial transformation, create a new development ecology, and promote economic development through the deep integration of using Internet technology and traditional industries. The film industry, which has a natural fit with the Internet, has developed rapidly in the "Internet +" boom. The deep integration of the Internet and the film industry has stimulated the vitality of the film market. The scale of film production has been continuously expanding, and the film box office revenue has been continuously creating new highs, making China the second largest film market in the world. Under the "Internet +" model, the production and operation of China's film industry are undergoing profound changes. The bottleneck of the development of the traditional film industry and the development characteristics of the Internet, promote the film industry's comprehensive "melt network", the prosperity of Internet finance brings new opportunities for the film industry investment and financing, and the major Internet financial platforms enable a large number of social capital to gather the film industry; "Internet +" brings new ideas of film production, the widespread use of big data makes the film production to the customized direction, high-quality IP has widened the source of film theme and

type, fan economy catalyzes the emergence of "cross-border director"; the intervention of the Internet breaks the traditional film industry distribution mode, online ticketing gradually penetrates the film distribution link, diversify the distribution channels. The ever-increasing of new film marketing methods, such as the network word- of- mouth marketing during the period of the "Next generation" , fan management in the mode of crowdfunding, online ticketing marketing, and the combination of barrage and screen. The development of the Internet brings convenient to production and sales and drives the development of film derivatives. However, the Internet transformation of the film industry is not perfect, and the profit-seeking of the Internet capital appears from time to time. The fan economy ignores the original ability of film production, box office fraud during the distribution link, false screening, value marketing over quality and other problems have become barriers to film development. The integration of the Internet and the film industry still needs further improvement, establishing and improving the laws and regulations, strengthening the film market supervision, paying more attention to the connotation of the film art instead of overemphasizing the commercial value; reflecting on the phenomenon of high box office and low reputation, and improve the film content and artistic quality. Through the comprehensive combing and summary of the production and operation reform of the film industry under the "Internet +" mode, it is expected to make a meaningful theoretical and practical exploration of the healthy development of China's film industry.

Keywords: Huace film and television; problem; countermeasures