

# On the Transformation and Development of the Traditional Film Industry in the Era of Digital Economy

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**Abstract:** The rapid development and transformation of the digital economy era is an opportunity for the development of various industries in the market, and it is also an excellent opportunity for the transformation and development of the traditional film industry. To achieve the high-quality development of China's film industry, we must not only seek solutions from the current situation of the traditional film industry, but also seek transformation opportunities from the development trend of the digital economy. Based on this, this paper discusses the transformation and development of the traditional film industry in the era of digital economy, and further puts forward feasible development strategies for reference.

**Keywords:** Digital Economy Era; Film Industry; Transformation; Development

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## Introduction

In recent years, the per capita consumption level has been growing, which is reflected in the overall increase in the sales of the film industry, the consumer market of the film industry is expanding, and its traditional production methods, production technology and other aspects need to be further optimized and adjusted in the era of digital economy, seize the development opportunity to achieve digital and scientific and technological transformation, and carry out high-quality development in market competition.

## 1. The development status of the traditional film industry in the era of digital economy

### 1.1 Development opportunities of the traditional film industry under the background of digital economy

First, digital technology has driven continuous breakthroughs in film technology. In film production, through computers, software, etc. with digital as an intermediate medium, not only can the production time of the film be shortened, but also the picture quality of the film can be improved. For example, the advancement of digital technology has revolutionized the production of films, and digital technology has made the set of the film more flexible, thereby breaking through the limitations of time and space and saving a lot of manpower and material resources. Take "The Butterfly Effect", for example, which uses a combination of real and unreal, giving the audience the illusion of traveling through time and space, which is a feeling of memory confusion.

Second, the development of network technology provides a broad space for the development of the film market and a new opportunity for the development of the film industry. The spread of the network has become a new way of communication, but also a new way of communication. This makes online movies seize the opportunity of Internet development and have a huge space for development. Various ancient films, such as "The Shawshank Redemption", "The Godfather", "The Last Emperor", etc., have achieved classic releases on the Internet, not only received a lot of praise, but also gained a lot of traffic. Online movies meet the diversified and differentiated consumption needs of audiences, supplement offline films, and expand the original limited film market to a broader scale.

Third, network big data can provide a lot of reference information and new directions for the creation, production and investment of the film industry. Through big data, films can make more scientific decisions on every link and continue to promote the development of the film industry. In terms of film content creation, big data technology can be used to carry out accurate data analysis

on the past viewing reviews of moviegoers and the viewing records of online movie style types, so as to predict future film consumption preferences, so as to achieve accurate positioning and boutique creation in content creation <sup>[1]</sup>.

## **1.2 Challenges in the development of the traditional film industry in the era of digital economy**

The first is the investment imbalance. The problem of "investment imbalance" in China's film market has become a bottleneck restricting the development of domestic films to high quality and high efficiency. Because of the lack of sufficient funds, it does not have advantages in content creation, production technology, professional talents and other aspects, which also leads to the overall quality of local films declining. Blind investment in the film market will make bad films become more, thereby reducing the audience's desire to watch and consume, causing the reputation of domestic films to plummet, and then leading to the tragedy of the box office crash. In the process of digital transformation of the traditional film industry, unbalanced and unreasonable investment has become an obstacle to the digital transformation of the film industry to some extent.

The second is the lag in the development of key digital technologies. A high-quality film work, in addition to high-quality content, also relies more on the help of advanced digital technology. China's special effects technology level is still relatively low, still in the early stage of development, and has not really reached the advanced special effects level of foreign high-scoring films. In the key technology of digital audio and video equipment, it is not mature enough, professional-grade digital imaging devices and digital displays lack core technology and independent chips, need to rely on imports for a long time, and technical standards are monopolized by foreign countries.

Finally, there is an insufficient reserve of professionals. In the process of digital transformation, the traditional film industry still lacks a professional talent team and has not established a corresponding talent training mechanism. In the process of industrial digital transformation, independent innovation and effective application of many technical fields are required at different levels, but due to the lack of specialized talents, digital transformation is difficult.

## **2. Countermeasures and suggestions for the digital transformation of the traditional film industry**

### **2.1 The state should guide reasonable investment and support the development of small and medium-sized films**

When capital is reasonably invested in the film and television industry, it will play a huge role in promoting the development of the film and television industry and the development of digital technology; When capital is unreasonably invested in the film industry, it will cause great interference to the normal development of the film industry. The state should actively make reasonable investment in social capital, so that capital can help the film industry achieve the transformation and development of digital technology. At the same time, the state should appropriately improve the review and approval standards for film quality, reduce the investment risks caused by low film quality and dismal box office, and continue to standardize the investment behavior of the film industry. In the future development process, traditional films must take the road of diversification. For high-quality, high-quality small and medium-cost films that meet the requirements of mainstream development, the state should give appropriate digital technical support and give certain preferential policies. Through the development of diversified small and medium-sized films, we will continue to meet the personalized and diversified consumption needs of the audience, so as to improve the aesthetic level of the nation and enhance the cultural self-confidence of the nation <sup>[2]</sup>.

### **2.2 The government should increase policy support**

Good film industry development can effectively promote the development of a country's economy. Under the impact of the new crown epidemic, it is difficult for traditional brick-and-mortar theaters to maintain normal operations, which poses a huge challenge to the development of the film industry. The state should increase tax incentives for the film industry to support the development of the film industry, alleviate the difficulties of the film industry, and provide a more favorable environment and fair competition opportunities for the development of the film industry. At the same time, it provides corresponding technical support for digital

technology innovation in film and television creation.

## **2.3 Establish a digital talent training system**

To start the digital and intelligent transformation of traditional films, the first thing to do is to train professionals. Digital transformation of the film industry includes the digital transformation of talents who can rely on and apply modern advanced technology to work effectively. First, based on industrial data and technology, cultivate innovative talents with script writing ability and script writing ability; The second is to cultivate and master virtual reality technology, shooting technology and special effects production technology, etc., to provide technical support for digital production and special effects production in film post-production; The third is to be proficient in the use of big data and cloud computing technology to conduct in-depth analysis of industry data and provide decision-making basis for every link in the production and distribution process of films. The state should strengthen the quality and professional training of film and television talents, improve the training system for artistic talents, and strengthen the joint cultivation of composite and innovative talents in the film and television industry; The company should follow the development direction of film and television industrialization, actively build a high-quality, high-efficiency, multi-level and multi-level talent team, and gradually reduce the dependence on foreign professional teams.

## **2.4 Strengthen the application and innovation of digital technology in the film and television industry**

The effective use of digital technology can enhance the quality and reputation of the film. On the one hand, because the digital technology of domestic films is not mature enough, the traditional film industry must keep up with the development speed of the digital economy era, strengthen the research and talent training of the current advanced three-dimensional digital technology, virtual shooting technology and special effects technology, and use the application of digital technology to reduce the risk of accidents in the film production process, reduce film production costs, and improve the level and efficiency of film production. On the other hand, continue to increase the technical improvement of the LED display used in China's new film projection system, promote the in-depth development of digital technology, and formulate relevant technical standards and projection standards to improve the quality of China's new film projection technology.

## **Conclusion**

In summary, in the context of the digital economy, the traditional film industry can get more development opportunities, such as developing digital production technology and expanding market space; However, at the same time, it also faces some problems, such as the backwardness of key technologies, the lack of professional talents, the dilemma of industrial transformation, etc., development opportunities and challenges coexist, the traditional film industry needs to be deeply integrated with the digital economy, in order to adapt to the new era development market, further meet the needs of consumer groups, in order to achieve its own perfect transformation and good development.

## **References**

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