Discussion on the Research Progress and Development of Digital Cultural Industry in China

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Abstract
The "14th Five-Year Plan" and the long-term goal of the "2030 Five-Year Plan" put forward the "implementation of the digital strategy of cultural industry". Subsequently, the Ministry of Culture and Tourism and various provinces and cities have issued their respective cultural industry digital development plans. This paper expounds the development status of digital cultural industry, discusses in detail the research on key industries of digital cultural industry, and puts forward specific solutions and Countermeasures for the development dilemma of digital cultural industry, in order to improve the quality of China's cultural industry, enhance China's cultural influence and promote the high-quality development of digital cultural industry.

Keywords
Digital cultural industry; Cultural industry; Development dilemma; Development countermeasures

Introduction

In the digital environment of the new era, digital technology enables the cultural industry, which has brought great power to the digital cultural industry. The content creativity of digital culture, the consumption mode of digital culture, the business mode of digital culture and other fields are developing to a high-quality stage. As a cutting-edge high-end technology field in the world, Internet technology plays an important role in the innovation and development of cultural industry. Although the development of China's digital culture industry is getting better and better, and has made good achievements in various fields, and the digital economy has become an important economic pillar in China, there is still a certain gap compared with developed countries. Therefore, it is of practical significance to strengthen the research in related fields of digital cultural industry and

help the development of digital cultural industry.

Research Status of Digital Culture Industry

The concept of digital cultural industry has different definitions in different countries. According to the different definitions in different countries, Chinese scholars have sorted out the development situation of cultural industry in their own country. Wang Xueqin and Chen Ya (2014) mentioned that there is no unified standard for the definition of digital cultural industry and the research in related fields in various countries. Through comparative analysis, they believe that digital cultural industry is an industry based on culture and integrated with digital technology and information technology. The Netherlands (2018) through the analysis of the literature at home and abroad were reviewed and detailed comparison, discovered that the digital industry in China started relatively late, and get the influence of national macro policy, scholars in the study of more tend to policies, guidelines, such as macro level, have certain research in the aspect of construction, operation, but the lack of standardized system research system; Foreign researches started earlier, mainly focused on technical methods and case studies, paying attention to details, and having a high guiding significance in specific application. In view of China's huge cultural resources and cultural industry system, foreign research results can not be directly used for reference, put forward that China's lack of cost control of cultural industry in related research, combined with the development of cultural industry and digital process to carry out all-round planning and construction research, establish the development goals of digital cultural industry.

Secondly, culture is the symbol of civilization of a nation, a country and even a human being, which is of great significance to human society. The traditional physical culture has been unable to meet people's demand for cultural services fast-paced age, with the realization of the three nets fusion, digital culture industry has provided people with different experiences, such as cloud publishing, cloud data map, cloud tourism and other published public culture of cloud services, which laid the digital age, the new foundation of human civilization, digital culture industry bear the multiple mission of cultural development, Is of great significance. Qing xin Lan, Dou kai growingly opened (2019) through the analysis of digital cultural market impact on our economy, put forward on the premise of ensuring economic security, to continue increasing open of digital culture industry, reduce the limitation of cross-border data flows, formulate corresponding digital culture enterprise market management standards, perfect the corresponding laws and regulations system, In order to attract international enterprises to enter China's digital culture market, strengthen market competitiveness and activity, and lay a foundation for the economic development of China's digital culture field.

Key Industries of Digital Culture Industry

In CNKI database, “digital cultural industry” is searched as the subject word, sorted and analyzed, and it is concluded that the current key industries of China’s digital cultural industry include digital publishing, digital video, digital animation, smart tourism and so on. The following is a summary of the research on these four industries.

Digital Publishing

According to the traditional theory, digital publishing is the extension of traditional publishing and the transformation of traditional publishing units dominated by publishing houses, newspapers and magazines, which limits the concept of digital publishing (Zhang, 2019). In the field of digital publishing, Yuan Lin (2012) analyzed the situation of digital consumption and believed that digital publishing is a supplement to traditional books, can not replace the role of traditional books, and is a fragmented reading. Xiao Yang (2013) believes that the digital publishing industry is in the formative stage and there are many difficulties, but he affirms the reading mode of digital publishing. He believes that the fragmented reading of digital reading and online paid reading solve the problems of inconvenient carrying of traditional books, and open up a new mode for reading. At the same time, he puts forward that with the continuous maturity of digital technology, There will be huge development space in the field of digital publishing. Xiao Yu and Xia Jiechang (2018) found that China has established a key demonstration unit of digital publishing industry by studying the planning of the State Press and publication administration. After a comprehensive evaluation and analysis of digital publishing units, it is found that China’s digital cultural publishing industry has become an important part of the digital economy.

Digital Video and Audio

As a hot industry in recent years, digital video has a huge development space. In recent years, the economic benefits of digital video have gradually increased. With regard to the development of digital audio-visual field, Yi Shaohua (2009) studied the development of TV media and network platform, and put forward several scientific development paths for the development of digital audio-visual industry: building a new website based on the platform, a new digital channel, expanding video business, and seeking a new breakthrough point for the development of digital audio-visual field. Xiao Yu and Xia Jiechang (2018) believe that with the upgrading of national demand for digital audio-visual technology, the requirements for transmission picture definition, content innovation and independent selection are becoming higher and higher. Domestic video service providers are competing to be listed, strive for better development space, and use digital technology to study the new development mode of digital audio-visual.

Digital Animation

China's digital animation has developed well since entering the 20th century. Especially in recent years, there are more and more works in the field of digital animation, including excellent animation works. With regard to the creative form of digital animation, Wang Chaojie (2012) proposed that under the background of the new era, with the maturity of computer technology and online software platform and its application in the field of digital animation, it has brought new technologies and forms to the creation of digital animation and new possibilities to the content innovation of digital animation, At the same time, it brings a new digital animation viewing experience to the audience. With regard to the development of the digital animation industry, Xiao Yu and Xia Jiechang (2018) believe that with the young generation of the post-90s having the ability to consume independently, the economic benefits of digital animation have increased sharply " The 13th five year plan puts forward the development guidance and requirements for the new format of digital animation. At present, the user population of the animation industry is expanding. In order to standardize and promote the development of the industry, China has issued many documents. As a cultural carrier, digital animation industry has become an important means of cultural output and plays an important role in improving China's cultural influence.

Smart Tourism

Smart tourism refers to the use of cloud technology, Internet of things technology, wireless network technology and sensing technology to realize the intelligent acquisition and perception of tourism information, provide smart services for passengers' food, housing, transportation, travel, shopping, entertainment and other activities during the journey, and provide users with more than expected travel experience. On the development trend of China's smart tourism, Yuan Bo (2008) analyzed China's online tourism market and believed that with the continuous maturity of digital technology and Internet technology, smart tourism will derive more development directions, and smart tourism will become an important development trend of tourism in the future. Xiao Yu and Xia Jiechang (2018) expounded the significance of smart tourism according to the concept of smart tourism, and obtained the feasibility of smart tourism through the research and analysis of corresponding practical cases of smart tourism. At present, China's "tourism + Internet" development strategy and infrastructure have been mature, the digitization process of tourism resources is progressing steadily, and there is a huge space for development in the future.

Development Dilemma of Digital Culture Industry

Although China's digital culture industry has developed rapidly in recent years, there are also many problems. For example, there are many problems in urban and rural development, such as huge dif-

ferences, small enterprise scale, inability to produce cluster driving effect, imperfect system, small reserve of professionals, lack of content innovation ability and so on.

Imbalance between Urban and Rural Development

The main reasons for the differences between urban and rural digital culture industry in China are as follows: first, the popularity and use of the Internet. The urban Internet is widely popularized, and residents have a high awareness and willingness to use the Internet for daily life, entertainment and consumption; On the contrary, the popularization time of rural Internet is late, the coverage lags behind that of cities, and the consumption consciousness of residents has not yet been formed. Second, in terms of infrastructure construction, the city's hardware terminals are relatively advanced, the update iteration speed is fast, and the acquisition and cost of traffic are relatively low; On the contrary, the rural hardware foundation is relatively backward and old, the update speed can not keep pace with the development of the Internet, and the traffic cost in rural areas is high. Third, in terms of education level, urban residents have a relatively high education level and have high digital cultural literacy and digital cultural consumption habits; On the contrary, due to poverty and backwardness in rural areas, residents' digital culture consumption habits and willingness are relatively low. The above factors lead to the imbalance of urban and rural development of China's digital culture industry.

Small Enterprise Scale

At this stage, the scale of China's digital culture enterprises is relatively small, the scale of relevant digital culture industrial parks is limited, and the leading enterprises with core competitiveness have not been formed. Therefore, it is unable to play the leading role of agglomeration and radiation of large enterprises. At the same time, the nature of digital culture industry determines that enterprise development needs multi field industrial cooperation. However, due to the lack of cross-border integration of related industries of digital culture industry in China, the structure of digital culture industry is weak, so it is difficult to form a digital culture enterprise brand with brand effect and a perfect industrial chain.

Imperfect System of Laws and Regulations

At present, China has issued a large number of laws and regulations on mutual management, but these laws and regulations lack integrity and have not formed a standardized legal system. They mainly focus on administrative regulations, such as industrial management regulations related to digital publishing, digital audio-visual, radio and television, Internet information services, casinos, etc., such as electronic publishing, Internet management online game management regulations, etc.

due to the differences in various fields, there are contradictions and certain conflicts between some regulations. Today, with the increasingly mature digital technology, the existing laws and regulations can no longer deal with the complex problems in the new media environment, It has brought many difficulties to the development of China's digital culture industry and the entry of foreign high-end digital culture enterprises into China's market, and brought greater challenges to the development of digital culture industry and the integration of related industries.

Shortage of Professional Talents

The development of any industry depends on the work of professional talents, and the development of digital cultural industry is inseparable from compound professional talents who master digital technology, have profound cultural connotation and master the development technology of cultural products. Professional talents are an important part of the development of digital cultural industry. At present, China's digital culture industry has a small reserve of complex professionals, the training mode of professionals is not perfect, and the training of professionals in theoretical research and innovative practice is not systematic. Digital culture industry is an interdisciplinary and multi-field industry. Due to the long-term lack of horizontal knowledge span specialized in talents in digital culture industry, the existing talents in digital culture industry are not professional enough, which brings hidden dangers to the healthy and steady development of China's digital culture industry.

Lack of Content Innovation

After thousands of years of development, the Chinese nation has rich traditional cultural resources. For the protection of traditional cultural resources in our country at present stage is still in its infancy, the digital protection of traditional cultural resources is relatively single, existing museum and part of the intangible cultural heritage are using digital means such as video, audio, image, but the rich resources of traditional culture in China and complex technology intangible cultural heritage, There are still some problems in the existing digital protection and inheritance methods. In terms of technology inheritance, there are errors when the inheritors learn the details or experience of technology through video, audio, image and other means, which brings some difficulties to the inheritance of intangible cultural heritage. In terms of content innovation and development, traditional cultural resources, as an important source of the development of digital culture industry, can be derived from the combination of traditional cultural resources and digital technology can be a splendid and talented cultural phenomenon. At present, China's research in this area is insufficient.

Strategies for the Development of Digital Culture Industry

Strengthen the Development of Rural Market and Realize the Balanced Development of

Digital Cultural Industry between Urban and Rural Areas

The development environment and trend of digital culture industry in cities are developing in a positive direction, but the development degree of digital culture industry in rural China is relatively low. In order to realize the balanced development of urban and rural areas, the active development of digital culture industry in rural areas is of great significance to the comprehensive building of a moderately prosperous society and the realization of comprehensive poverty alleviation. To solve the problem of unbalanced development of digital culture industry between urban and rural areas: to build a resource allocation system conducive to rural economic development, to provide power for the development of digital culture industry in rural areas; Enlarging the research and development of rural digital culture market, implementing favorable economic development system in rural areas; Promote the cultural and artistic quality education in rural areas, and provide backup power for the content innovation of rural digital culture industry; To guide rural residents to digital cultural consumption; Increase the publicity and popularization of digital cultural industry in rural areas, so that residents in rural areas have better access to and cognition of digital cultural products. So as to provide a good development environment for the development of digital cultural industry in rural areas, provide power for the balanced development of digital cultural industry in urban and rural areas, and provide a new path for the development of digital cultural industry in China.

Encourage the Development and Expansion of Digital Culture Enterprises and Realize the Leading Role of Enterprise Clusters

In the process of high-quality development of digital culture industry, leading and leading role of leading enterprises and high-end brand enterprises can not be separated. In view of the current China's digital culture industry related enterprises have not yet formed a larger leading enterprises. The following suggestions are put forward: accelerate the integration of digital culture with tourism, leisure, manufacturing and other national economic industries, and derive a perfect digital culture industry chain and industrial cluster; Attach importance to and encourage the development of high-end brand enterprises, guide them to innovate the business model of digital culture industry, encourage and support enterprises to conduct independent research and development of related technologies; To guide traditional cultural enterprises to digital upgrading transformation, help the developing small and medium-sized digital cultural enterprises, encourage them to produce distinctive brand products, create a good market environment, and bring vitality to the development and growth of digital cultural industry; Build large industrial clusters, integrate national free trade zones, high-tech zones and digital culture industry chains, so that digital culture enterprises can gather; The development and expansion of digital culture enterprises is conducive to the emergence of leading enterprises and the realization of the radiation and driving role of industrial clusters.

Improve the Construction of Legal and Regulatory Systems to Provide a High-Quality Development Environment for the Digital Culture Industry

The development of digital culture industry needs a good market environment. At present, the relevant laws and regulations of digital culture industry in China are not perfect, and the digital culture market should not be outside the law. In order to bring a good environment for the development of digital culture industry, it is urgent to accelerate the improvement of the construction of the legal and regulatory system of digital culture industry. To be specific, it is necessary to accelerate the improvement of the legislation covering all fields of the digital culture industry, strengthen the awareness of the protection of digital cultural intellectual property rights, so as to promote the healthy development of the digital culture market; We should pay attention to the operation of the market in time and use digital supervision technology to monitor the market. Strengthen the law enforcement of digital culture industry, for illegal acts to be severely punished, for the violation of social ethics of the network culture to vigorously punish; Establish a market access system for digital culture enterprises that meets the needs of international development, and attract high-end international digital culture enterprises to enter the Chinese market. In a word, the construction of laws and regulations should be accelerated to provide a good environment for the development of digital culture industry.

Vigorously Train Special Talents for Digital Culture Industry to Promote Steady Progress of Digital Culture Industry

The high-quality development of digital culture industry depends on the synergistic effect of Internet technology, information technology, professional talents and other aspects. As the source of development, professional talents are the important foundation of digital culture industry. In view of the current problems in China's digital culture industry, such as a small professional talent reserve, imperfect talent training mode, and lack of systematic talent theoretical research and innovative practice training, it is proposed to improve the talent training mode and system to provide sufficient backup talents for the high-quality development of digital culture industry; Reform the traditional talent training mode to realize the maximum use of educational resources; Introduce foreign high-end digital culture enterprises and top talents, give play to the leading and radiating role of top talents, and provide models and learning opportunities for domestic digital culture enterprises and learners (Zhang, 2019); Encourage universities, technical schools and relevant training institutions to cultivate more talents in the digital culture industry, so as to improve the digital culture talent system; Encourage the comprehensive combination of industry, university and research, create conditions for talents and scholars in different disciplines and professional fields to conduct interdisciplinary research on the digital cultural industry, promote the development of the number of talents in the digital cultural industry, and help the steady development of the digital cultural industry.

Strengthen Content Innovation and Design Digital Cultural Products with Chinese Characteristics

Content innovation is the core strength of digital culture industry. Based on China's rich traditional cultural resources, digital innovation of traditional cultural resources should be strengthened, and digital technology and traditional cultural resources should be integrated and reinvented to design digital cultural products with Chinese characteristics. Specifically, it is necessary to innovate the content of traditional cultural resources, combine digital cultural technology, and produce new digital consumer goods; Digital technology and Internet technology can empower cultural resources to realize high-quality development of digital cultural industry. Digital technology can empower cultural industry to make the development of digital cultural industry more dynamic, and bring new consumption content of digital cultural industry to realize the sustainable growth of digital cultural industry (Huang, 2020).

Conclusion

In short, domestic scholars have conducted comprehensive and in-depth research on the digital culture industry, and have achieved fruitful results, which has laid a foundation for further research and development of the digital culture industry. However, we should also be aware that people in the new era have higher demand for the services of the digital culture industry, The international development environment also puts forward more stringent requirements for China's cultural industry. In addition to the shortcomings, we should strengthen relevant research on the digital cultural industry, help the steady development of the digital cultural industry, promote the high-quality and rapid development of the digital cultural industry, enhance China's cultural influence, and improve cultural soft power and cultural self-confidence.

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