

Research on Internet Music Operation Mode from the Perspective of Chinese Culture

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Abstract: With the rapid development of China's economy after the reform and opening up, people's demand for spiritual culture is growing. This paper focuses on the analysis several means that Music. Migu, the internet music platform as a state-owned enterprise, applies to combine new technologies and new ideas with Chinese traditional culture to bring content loved by the people.

Keywords: New technology; Content aggregation; Internet thinking; Music. Migu

1. Background information

With the rapid development of China's economy after the reform and opening up, China's GDP reached 40 trillion yuan in 2010, becoming the world's second largest economy. In 2021, China's GDP reached 114 trillion yuan. China has become an important force in the steady growth of the world economy. In the process of China's rapid economic growth, Chinese traditional culture is the fundamental creativity of the achievements of Chinese civilization and the moral inheritance of the nation. General Secretary Xi Jinping emphasizes on cultural confidence in several occasions and claims that China's current state governance system is the result of gradual improvement of endogenous evolution based on China's historical heritage, cultural tradition, economic and social development.^[1] How to continuously carry forward the excellent traditional Chinese culture in the construction of spiritual culture is a problem for Music. Migu, which is a new national media as well as a subsidiary of China Mobile, to solve. With 120 million registered users and more than 35 million genuine copyrights^[2], Music. Migu must shoulder the responsibility not only to provides high-quality music products and services, but also to integrate new technologies into content and operation through music, spreading China's excellent traditional culture innovatively.

2. The spread of traditional drama through new technology

The application of 5G, AI, big data, ultra-high definition (UHD) and other new technologies and applications accelerate the pace of traditional culture, especially traditional drama, towards drama lovers and ordinary audiences.

2.1 Cooperating with the Ministry of Culture and Tourism, the National Centre for the Performing Arts (NCPA) and other government departments and institutions, applying 4K + VR and other advanced live broadcasting technologies, Music. Migu provides quintessence classics through the high-tech for people staying home, such as drama "Lin Zexu", which was co-broadcast with NCPA, and the traditional Peking Opera "Prosperity Brought by the Dragon and the Phoenix", which was broadcast continuously during the lunar new year in the year of the Tiger.

2.2 Music. Migu innovatively cooperates with video Color Ring Back Tone (CRBT) which is a characteristic service of VoLTE. When users make voice calls or video calls under VoLTE network, they can watch a video before the call is connected. Personalized short video can be customized and set as telephone CRBT to share the good times of life. With young people developing an interest in new national style and national tide, the programs integrating tradition and fashion are frequently brought into the public eye. In the cooperation between Music. Migu's video CRBT and "The Most Beautiful Chinese Opera", the 9-second and 15-second video CRBT freeze the wonderful opera time, so that users can show excellent quintessence when they make phone calls. The 45-second derivative program video CRBT leads users to further understand and experience opera culture, so as to meet users' one-stop audio-visual entertainment full scene experience from watching to showing, shorten the distance between opera and the younger generation, and let more people understand and fall in love with traditional culture. According to statistics, the video CRBT zone of "The Most Beautiful Chinese Opera" covers nearly 65 million users, with a cumulative exposure of 180 million times.

3. The spread of traditional festivals through content aggregation

Chinese traditional festivals with their diverse forms and rich contents, are an essential part of the long history and culture of the Chinese nation. The formation of traditional festivals is a process of long-term accumulation and cohesion of the history and culture of a nation or a country. What Music. Migu has been exploring is to find the coincidence point between music and Chinese traditional

festivals, and to explore its broad and profound historical and cultural connotation.

3.1 Planning on Chinese traditional festivals

During Chinese traditional festivals such as 24 solar terms, Mid-Autumn Festival, Dragon Boat Festival and Qixi Festival, Music. Migu planned relevant activities. During the Dragon Boat Festival, active users on Music. Migu gathered together to create topics related to the Dragon Boat Festival around the theme of “one Dragon Boat Festival a year, one year’s well-being”. During the Mid-Autumn Festival, the 100-million-yuan subsidy plan for platinum members was carried out through free exchange of popular albums and limited time red envelopes. At the same time, the full moon starry sky skin was made to send care. On the days of the 24 solar terms, after signing in, users received a carefully selected song with a traditional Chinese picture. The combined appreciation of music and painting moved a large number of users, with their sharing and collection.

3.2 Song lists bringing together traditional music

Traditional cultural song lists are created in various dimensions through official or guided user creation, such as a list of “Chinese traditional folk music, playing the voice of China” which integrates and promotes Chinese traditional songs such as Jasmine, Three Stanzas of Plum-blossoms and The Moon over a Fountain, with the audition number of 570,000.

4. Joint operation to create traditional characteristic IP

For a long time, animation film and television IP from Europe, America and Japan has occupied a dominant position in the domestic IP market and has long formed a complete and mature IP industry chain. However, under the background of the revival of Chinese traditional culture, the good times of domestic IP has come.

4.1 Magnificent folk music leading Chinese fad

With the theme of “Between Sky and Earth”, Music. Migu has set up a special ethnic area, established cooperation with ethnic musicians and institutions, set up ethnic music lists, ethnic music albums, ethnic short videos, etc., involving dozens of ethnic music such as Yi, Tibetan, Mongolian, etc. For example, the special topic “Deep in the Clouds” showed the characteristics of Yunnan’s ethnic minorities in marriage, festivals, clothing, food, etc. in the form of music and video.

4.2 IP cooperation with China’s national treasure panda

Cooperating with Chengdu Giant Panda Breeding Research Base to jointly create the national treasure panda IP, Music. Migu combines its own copyright advantages to create the panda related children’s song “Naughty Kid in Axe Mountain”. The online collection of users’ good wishes for the national treasure panda and the offline landing of the Chengdu Giant Panda Breeding Base aroused people’s attention to the national treasure panda and cultivated children’s enthusiasm for the protection of endangered animals in the natural environment.

5. Fast propagation inducing fission

With the highly developed Internet and mobile Internet, traditional culture has also been built on the existing fast track of diversified communication. Users are matched to appropriate traditional music through big data technology. At the same time, planned activities and special topics are broadcast through social media, forming a fission of users’ reputation.

5.1 Finding the custom-made traditional music

With the continuous content expansion of Music. Migu, it is essential for users to find their favorite Chinese excellent traditional songs from a large amount through the accurate recommendation permitted by users. In addition to filling in music preferences: when registering platform information, such as jazz, country, rock, pop and many other music forms, users will also receive recommendations suitable for their preferences: and carefully planned by Music. Migu according to their listening habits when browsing or listening to music through songs, song lists, videos and other forms, so as to expand users’ preference circle for Chinese excellent traditional works.

5.2 Matrix social communication

Music. Migu makes full use of the existing network media favored by users to carry out matrix communication. For example, it covers social media such as microblog, wechat, Tiktok, Toutiao, Zhihu, Bilibili and even Facebook overseas. It covers most of the old, middle-aged and young user groups who are interested in traditional culture through short videos, pictures, words and other forms, increasing the number of auditions, views and comments and also making the public understand and love Chinese traditional culture more.

6. Conclusion

Lu Xun once said that “Of a nation, of the world”. Traditional culture is the symbol of the spiritual civilization of the Chinese nation, the key for a country to shape its external image and establish its national self-esteem and also one of the communication ways to show country’s own style to the outside world. Music. Migu makes use of its own technology development ability, content integration ability, operation planning ability and communication and promotion ability to carry forward and spread traditional festivals, ancient poems and traditional dramas, so that the young generation can accept the edification of Chinese traditional culture and strengthen their recognition of traditional culture and their cultural confidence. In order to obtain more long-term vitality for Chinese traditional culture, Music. Migu has undertaken the social responsibility and explored some effective means.

References:

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