

Analysis of Export of Animation Products in China

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Abstract : With the advocacy of cultural self-confidence in the 19th National Congress of the Communist Party of China, the cultural industry has become the focus of a new strategic industry. In the cultural industry, animation, as a carrier of culture, is increasingly showing its own unique value in the world of Wanzhong Entertainment. The article concluded that China's animation industry has experienced relatively large fluctuations in exports in recent years. Generally speaking, exports the quantity is constantly increasing, but the export income is showing wavy changes. It predicts its future development trends and puts forward countermeasures and suggestions.

Keywords: Animation industry export; Industrial chain; Development trend; Countermeasures and suggestions.

1. Introduction

1.1 Background

Beginning in 2015, China's online animation industry has entered a period of rapid growth brought about by the early development of the industry, maintaining a relatively high growth rate. Our country's emphasis on animation is also gradually increasing. The integrated development of animation + Internet + related industries will inevitably make the animation industry the future pattern will undergo fundamental changes.

1.2 Research purpose and significance

For our country's animation industry, in the context of industrial transformation and the strategy of "cultural outreach", as an important cultural soft power industry of the country, the animation industry has already played a pivotal role in the cultural industry, so it is urgent to vigorously develop the animation industry.

At present, the goal of my country's animation industry is not only to be big but also to be strong. In the process of rapid development, how to match the growth quality of the animation industry with its growth rate and achieve longer and more sustainable development in the future is the focus of this article. research problem.

1.3 Literature review and theoretical basis

1.3.1 Industry chain

Through economic or technological links, many industries have formed a state of close integration, which is the industrial chain.

In the research process of the industrial chain, not only the industry is involved, but also the information flow and other aspects. Therefore, we should not only consider the industrial chain and products without ignoring the information, but also comprehensively consider all aspects, such as analyzing all aspects of the industry and the enterprise. Product production, structure and other aspects are the main directions of domestic research on the industrial chain. It is generally believed that the industrial chain describes the value-added process from raw materials or natural resources to consumers.

1.3.2 Diamond model

The diamond model is the first proposed by Michael Porter to explain the way a country enhances the country's international influence through the improvement of its overall comprehensive national strength. He believes that the factors affecting the international competitive advantage of a country and an industry are as follows: point:

- a. Production requirements: infrastructure, production funds, and various resources required for production.
- b. Demand situation: Based on the country's market demand in this industry.
- c. Relevant supporting enterprises: refers to whether the industry has corresponding supporting enterprises to assist in the construction of the entire industrial chain.

2. The export status of China's animation industry

Although the number of China's animation industry has grown rapidly in recent years, the overall supply is characterized by structural surplus and insufficient effective supply. At the same time, similar products appeared in groups, leading to excessive competition in the small children's market.

Due to the wide variety of animation derivatives, the industry involved is also relatively large, and there is no specific statistics

on the import and export of derivatives. Therefore, this article is mainly based on the analysis of the export situation of animated TV.

Issues

In the wave of China's cultural and creative industries, the animation industries are booming, and the environment of economic globalization is more important for China Animation products going into the international market. However, there are some problems in China's overseas animation industry:

3.1 Poor product quality and serious homogenization

On one hand, the survey found that the annual Top Ten animation bases released by the State Administration of radio only pursue "high yield" instead of "high quality". On the other hand, the base flooding also caused the homogeneity effects of products.

3.2 The policy environment to encourage exports needs to be improved

Most of the policies on animation export are based on the national framework of software export, high-tech enterprises, cultural export and service outsourcing. Few policies directly aim at animation export. Although the existing policies have a certain role in enhancing the export awareness of Chinese animation enterprises and promoting Chinese animation brands to enter the international market. However, there is still a blank in the policy of animation outsourcing, and the policy measures lack of specific maneuverability.

4. Solutions

4.1 Establish an animation product export management system

(1) The government should strengthen the coordination of the animation industry and other industries' administrative departments, and promote the establishment of a working mechanism with the animation industry and other cultural and creative industry competent departments as the core and the close cooperation of the relevant departments;

(2) The government should speed up the cultivation of socialized, professional, standardized and self-disciplined animation product trade industry associations, build a high-quality national "animation and game industry demonstration area", promote the export-oriented development of China's animation industry, and encourage the export of relevant products.

4.2 Policy

The state should formulate relevant policies to support the "going out" of animation products, expand the development space of animation industry, and establish and improve the overseas service support system of animation industry.

We should support Chinese animation enterprises to develop overseas markets, appropriately subsidize the export translation funds of animation products, and actively encourage and support excellent domestic animation works to participate in overseas exhibitions.

4.3 Personnel training

Financial funds should support the development of teaching materials and teacher training, and strengthen on-the-job education and on-the-job training.

Establish a corresponding incentive mechanism to reward those who have made outstanding contributions to the development of animation industry and export promotion.

Change the mode of higher education, from training single operational talents to focusing on training compound, innovative and skilled operational talents.

5. Summary

5.1 Make anime film products drive the export of the entire product chain

The particularity of cultural products makes us realize the importance of "influence". The export of animation products has always been a defect of China's cultural film and television industry. Once a Chinese specific cartoon image is accepted, the development and export of its derivatives are expected to bring very fat profits for the enterprises. Therefore, China should not only have its own original animation ideas, but also put them into practice, conceive mission images perfectly, and do well in derivative design and production at the same time.

5.2 Let the Chinese culture to the world

The excellent animes are not only the basis of communication, but also the root of the export. While Chinese high-quality culture goods are facing the barriers to trade, it has better coping skills. If China's anime products want to succeed in International market, producing the better animation works might as well be a good choice. In the meanwhile, let the culture out of China, out of the influence, out of cultural communication, to the world, and this, is the best option to break the cultural barriers to trade.

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