

A Preliminary Study for Public Service and Commercial Operations of Digital Culture Resources in Parallel Mutually Beneficial Operating Mode

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Abstract:

Now with the rapid development of internet and information technology, the cultural resources of digitization is more and more attention, however, the construction is a long-term process, just rely on national investment is difficult to realize the development of sustainable. This paper studied the relationship between cultural undertakings and culture industry, their different characteristics and operation mode, introduced the idea of digital culture resources for public service and commercial operation in parallel mode, offer discriminating services to users. The implementation of the studied help the integration of digital culture resources, restructuring, and use of the high and new technology, to satisfy the people's growing spiritual and cultural needs.

Keywords: Cultural undertakings, Culture industry, Digital culture, Business mode, Business cooperation

1. Non - profit cultural undertakings and Culture industries

1) Properties are obviously different: cultural undertaking is public welfare, but cultural industry is not. 2) Pursue different goals: the former is not

for-profit, give top priority to social benefits; the latter has to attach importance to social benefits, but it must always be to make profits for the purpose. 3) The basic functions is different: the former is culture construction and providing cultural services, is free generally; While the latter is product of culture production and provide cultural consumption, its funds completely on self-raised, it must pay for the cultural consumption¹. 4) Operating mechanism and regulation in a different way. Cultural undertakings is career management, all by the organizer, Cultural industry needs to be implemented by a legal person of enterprise management, independent accounting, self-financing, market-oriented, follow the economic laws, and take the road of industrial development. They both belong to the same cultural construction category, correlation dependence.

2. Business Model

a. The definitions of business model

The business model objectively reflect the corporate with customers, suppliers, collaborator, and other shareholders structured and interdependent business relationships, reflects the internal relationships between units or departments; subjectively reflect how

companies understand their environment and demonstrate the relationship between business and the environment of mechanisms.

b. The methods of business model construction

At present the methods of business model construction have the following five categories:

Method	Theoretical support	Applicable industry	Development purposes
FBBM	The core is value creation	Information, communication	Improve the industry's overall
BMO	The core is the enterprises	E-commerce, Enterprise	Improve collaboration within the enterprise
E ³ value	The core is the value	E-commerce, Services	Improve collaboration within the enterprise
CBM	Focus in specialization	Enterprise, E-commerce	Achieve enterprise specialization
I*	The target for value network	E-commerce, Services	Enhance corporate value

Figure.1 Compare the five methods

BMO and CBM are based on enterprise-centric business model, the former focusing on value creation process, while focusing on individual and overall corporate business unit optimization. FBBM business model is more applicable to the construction industry, E³value, BMO and CBM are applies to service industry enterprise-level business model. Because the particularity of digital cultural resources, this paper combined BMO and E³value, the elements of the business model fit into the commercial elements of digital cultural resources.

c. Business Model of Digital Culture Industry

Domestic point of view is that cultural industry is the

profit-making industries engaged in cultural products and providing cultural services. The figure 2 as following:

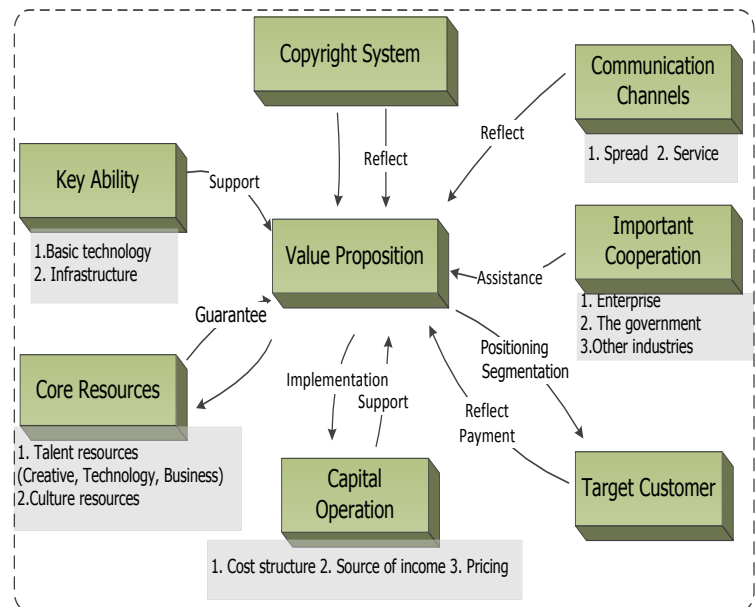


Figure.2 The Business model of Culture industry

The value proposition is the industry brings to the customer as well as all the social benefits resulting value, including economic and social value; core resources are an efficiently important factor to run the business, including talent resources and cultural resources; critical capability refers to the enterprise owned by the cultural resources of digital technology and related infrastructure; communication channels is the enterprises will be the production of digital products and related services such as the way of values convey to consumers as well as ways to channel; Important cooperation is a partnership network of an enterprise of the same industry and various industry, government; Target customer is the consumer and market segmentation; Copyright system (digitization) is intellectual property rights of cultural enterprises, and other works of art and literature refers to the rights

of the relevant system; Capital operation is to describe the normal operation of the entire enterprise capital operation, including cost structure, revenue sources, pricing. With dual regulation of competition in the market and government intervention, achieve fundamentals of unity for economic and social values. These critical elements supplement each other between the various elements and indispensable.

d. Public Service Model of Digital Cultural Resources

Culture undertaking is to meet the people spiritual needs and learning needs such as entertainment, leisure, fitness, knowledge, aesthetic, communication and so on, providing funds, sites, equipment, and various services of social public welfare and non-profit work. The figure 3 is a business model of public service, it can be seen from business model of public service is the National Library and other institutions of public cultural services to meet the needs of the public and government oversight of dual regulation, achieve the basic principles of social value.

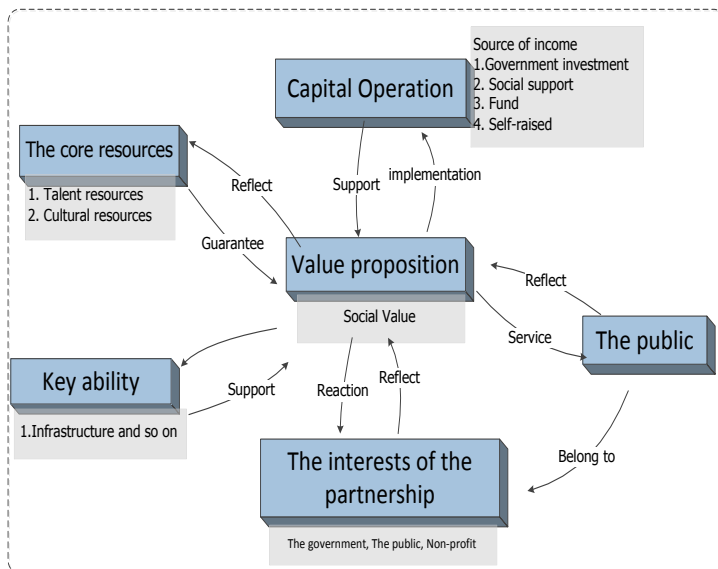


Figure.3 The business model of culture undertakings

The value proposition is digital public cultural undertakings through to the public dissemination of digital culture and generated social value, namely social value; Core resources refers to public have internal resources that the important factors for enable the conduct of public service orderly, including talent resources and cultural resources; critical capabilities is the public's ability to smoothly culture undertaking, the public is the major public servicer, is the production of digital products and related services to pass the values of the recipient; interests partner Network refers to the same public undertakings and cultural institutions, government and public partners to form networks of relationships; while capital operation mainly refers to public sources of income, including government donations, social contributions, funds, self-support.

3. Public service and commercial operations in parallel

a. The reason

Due to the importance of the development of culture, based on described the above two kinds of cultural similarities and differences, summed digital cultural resources of public service and commercial operations in parallel, because of the following points:

Firstly, the trends of resource demand. Because some cultural resources of representative and authoritative remain deposited in the National Museum, the National Library and other institutions, the general channels of communication is rely on visitors by themselves, the publicity of digital culture is inadequate, so not known by the public. And like culture industry which rely on broadcast communication, the emerging internet industry and

new media, that spread wide, fast, multi-audience crowd, but they involved in cultural resources are limited. But also in order to make up for the both of shortcomings.

Secondly, it is driven by the market forces. Income of public service in addition to national funding, other income derived from the market directly or indirectly, a strong market economy can put any organization and individuals involved in them; it is impossible that cultural institutions and profit behavior completely isolated by the leading producer of market economy and lifestyle.

Thirdly, the fund guarantee for sustainable development of public service organization. Cultural resources building is a long process, it is difficult to achieve a sustainable healthy development for simply relying on country's investment. To achieve sustainable development of the organization, must seek diversified funding sources in order to prevent a source of income to reduce or disappear, income from the market are more independence.

Fourthly, Profit organization involved in bringing a threat, once funds of profit charitable organization into the field, the non-profit organizations simply cannot compete, earnings involved in the organization poses a threat to non-profit organizations, forcing engaged in commercial operations, want to get more money to compete with profit organization, would like to express their existence and value. The companies choose to sponsor artistic of motivations: perform social responsibility, enhance company's reputation, encourage employee creativity, promote products and services, increase sales, as well as Increase media coverage.

4. Case

The strategic cooperation of China Network Television and Xi'an Qujiang YuDong media company: mainly the following aspects²: 1.In content production, China Network Television will play its own advantages in the communication of medium, explore the depth of the content of the automotive industry.2.In the communication channels, it will further develop advantages of China Network Television globalization, multi-terminal, multi-channel of communication, rich and timely video allows customers free viewing at any time.3.In the marketing model, in the content, use every part of the program to obtain the number of audience, and then use the advantages of multi-platform, broadcast a program by the most suitable platform, so as to achieve accurate results. Now the advantage of it is sent different content to different platforms, so that can get more audience, better dissemination of results.

5. Summary

From the above analysis can see that the cooperation not only can complement the disadvantages of each other, so that can sharing the audience and the resources, but also cooperate with each other develop the culture of the country at the same time, the better for the masses to provide a variety of cultural spiritual life, so that the nature of China's cultural and cultural spirit to flourish, to promote Chinese culture to the world.

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