

Movie Derivatives Market Development Research

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Abstract. This paper takes movie derivatives as object of research, which puts forward corresponding suggestions on their development with a aim to provide reference for the relevant research in the academic circles and the industry development. In the era of aesthetic economy, the value of movie derivatives is based on their aesthetic value whose consumption can be categorized as a symbolic consumption. On the one hand, their development is guided by consumer demand, and it strengthens consumers identity and enhances the aesthetic value; on the other hand, we must pay close attention to their integration with culture and technology, meanwhile we should enhance their fashion experience, and hence reinforce its consumer experience. The Chinese movie derivatives market is still in its infancy. Although the current development is not quite satisfactory, the Chinese movie derivatives market will surely be bigger and stronger in the near future with the ever-growing Chinese film box office market and the extensive attention and joint efforts of the academic and industry fields.

1. The Concept of Movie Derivatives and the Significance of the Development of Movie Derivatives

Movie derivatives are the products of the development of the film industry at a certain stage[1]. It is generally believed that the concept of "movie derivatives" originates from the United States which refers to various entertainment products that are related to films and derived from the films. The contents include various types of derivative novels, books, music, comics, etc., as well as DVDs, records, toys, stationery, electronic games, costumes, props, souvenirs, software, etc. which are produced based on the original contents of the films. In addition, the theme park , filming sites, etc. are also included in the concept. In short, in terms of their shape or contents, products which can instantly remind others of the characters, scenes, background music, storyline, and other forms of the original films are regarded as movie derivatives. The development of movie derivatives can be defined as the development of various forms of related value of the above related contents in the film.

The development of movie derivatives is a key part of the film industry chain and an important factor in the increase of the output value of the film industry. It is at the advanced stage of film fund recovery. The real value of the development of film derivatives is not only to increase the profits of the films, but more importantly, the film has formed a link and interaction with its related industrial fields in the process of developing derivatives. Such inter-industry communication can provide multiple business development opportunities and employment opportunities[2]. The bundled marketing of films with products in other fields can achieve mutually beneficial effects. On the one hand, they can contribute to the publicity of films, on the other hand, they can save the costs which invested in the development of their respective markets. Aside from these benefits, the development of movie derivatives also has a strong influence on cultural promotion and expansion which can exert great social value and economic value.

2. Features of Movie Derivatives

Movie derivatives have three characteristics: dependence, entertainment, and cultural radiation.

Movie derivatives are formed by drawing elements from the film and need to be attached to the film itself. Thus it can be seen that the quality of the film itself can directly affect the quality and sales of film-related derivative products. The dependency mentioned here is discussed from several levels. The form, content, and connotation of movie derivatives depend on the film. Besides, the popularity of the film itself that can be cohesion through the film release has become the main reference for the sales of movie derivatives. Film fans are an important group that has a strong purchasing power of movie derivatives.

Movie derivatives are entertaining. The purchase or collection of movie derivatives can be a form of entertainment and interest in life. Film audiences can use film derivatives to obtain a sense of pleasure through films. The existence of movie derivatives is a continuation of film entertainment and the transformation of film obsession. Movie derivatives can make viewers enhance their authenticity through the tangibility of specific tangible goods. This perceived physical presence can bring audience satisfaction.

Movie derivatives have a strong cultural radiance in that it concretizes the film motion pictures, characters, and even the theme of film in order to form a meaningful symbolic product. Excellent movie derivatives need to derive more essential and personalized things in the film, and it should bear cultural and artistic connotations so that the core values of the film can not only reach audience's heart, but also exert a huge dissemination of energy.

3. Development of Movie Derivatives

3.1 Create a typical film boutique

The movie derivatives rely on the original film. They are products which are developed based on the successful images of the original film. Based on the artistic conception created by the film, they can be seen as the cultural consumer products in the process of development of the artistic conception of the original film.

On the surface, consumers are consuming consumer movie derivatives. They are essentially consuming the original artistic conception of the film through the consumption of typical images. Therefore, a good original film is the basis for the successful development of movie derivatives. First of all, a good film should be able to embody the values of truth, goodness, and beauty[3]. And it can represent a universal human desire for a better life. Only in this way, as major consumers, the public will be inspired by this positive power after watching the film. They intentionally or unintentionally take the pursuit of truth, goodness, and beauty in the film as their own pursuit of life. They hope to imitate and pursue the beautiful lifestyle depicted in the film though the further consumption of movie derivative. Secondly, a good film should be create one or a few high-quality typical images which show the values of truth, good, and beauty and ultimately convey the messages to the mass consumers[4].

In fact, in the process of production and consumption of movie derivatives, it is these typical images that form the bridge between developers and consumers. The developers of film derivatives need to develop a series of derivative products closely related to the typical images, while consumers can only obtain the aesthetic experience of the artistic conception in the recollection of the original film by consuming typical images that have already been derived. Therefore, it is vital to create the typical images in the original film and excavate and extract typical images before the development of movie derivatives. Generally speaking, the successful creation of a typical image should have at least the following characteristics: uniqueness, novelty, depth, and aesthetics. Whether the typical image can be successfully created in the original film, whether these typical images can effectively condense the artistic conception and aesthetic value of the film, and whether the typical image can be accurately and completely explored and refined before the development of movie derivatives, all these factors directly affect the success of the development of movie derivatives.

3.2 Incorporate creativity and build a new aesthetic carrier

The process of movie derivatives development is a process in which a film art language is integrated and developed with other art languages in a comprehensive manner. This process is not merely a mechanical copy of the typical images extracted from the film to other different art carriers or artistic products, but it is a synthesis of different kinds of artistic languages which are based on different applications, different environments and materials as well as specific expectations and other purposes and other requirements of an artistic recreation. This art recreating process relies on the typical images of the original film, but the key is to rely on a new creative integration.

Therefore, in the process of developing movie derivatives, for one thing, we must properly retain the original images of the original conception and emotional aesthetic value without destroying the "conception" and "implication" it already contains; for another, we need to use other artistic languages of art forms to rationalize the typical images and to create a brand-new emotional aesthetic carrier based on the typical images of the film but above the typical images of the film.

This is a process of artistic creation from representation to imagery and to representational imagery. Namely, in the process of movie derivative development, developers first need to enumerate images which are related to the theme of the creation (i.e, typical images), and then integrate creative thinking, summarizes and recreate the artistic features according to different situations, environments, materials, expectations and other situations in which these images are to be applied, and then create new, optimal and most attractive derivatives images.

3.3 Enhancing the Consumer Experience of Movie Derivatives

With the development of aesthetic economy, the society has entered the era of experience economy. Cross-border integration of traditional industries and cultural industries has become an indisputable fact. Almost all industrial activities emphasize the personal involvement and emotional integration of consumers. Among the multiple cultural consumption activities, the consumption of films and movie derivatives is becoming one of the most popular forms of cultural consumption. The public's desire and demand for films and movie derivatives are increasing. In particular, as movie derivatives, the needs of different consumers are different, and their forms of existence are ever-changing. Therefore, developers are required to take the consumer's demand as a starting point, and the developed movie derivatives must also be based on consumer aesthetic needs. Meanwhile, the consumer demand should run through all stages of the development of movie derivatives and the development process is closely integrated with and directed at the consumer's needs. Only in this way can we ensure that movie derivatives ultimately developed can be favored by consumers.

In fact, quite often there can be a problem with the derivative products market for the hit films. The ultimate reason can be attributed to the neglect of the true needs of consumers. Some developers often don't know how to do systemic considerations and planning when they develop, but simply collage the typical images of the film onto some daily necessities, thus producing the movie derivatives that they think will sell well. In fact, movie derivatives are not only mass consumer products, but also cultural and consumer products that are highly artistic and creative. Therefore, though their consumer groups are relatively extensive, they have great differences in consumer demand. For this reason, the development of movie derivatives should fully analyze the potential different aesthetic consumption demands of different consumer groups. In general, the cultural identities that consumers derive from the movie derivatives are their main consumer motive. When consumers consume movie derivatives, they are essentially consuming the film artistic concept behind the consumer derivatives and content of the films.

Different consumer groups prefer different story content and film artistic conception, and their consumption identities pursuits are also different; and the same consumer groups have different consumption methods and consumption purposes when faced with different forms of derivative products of the same film[5]. Consumers either declare their own similar cultural identity and highlight their own unique identity through movie derivatives, collection, and display; or use movie derivatives to satisfy their role-playing needs and gain a unique aesthetic experience in the process of

mimicking the plot of a film character; or fill in psychological vacancies that still exist after the viewing through film derivatives which are more realistic than the film scenes; or gain a sentimental and emotional catharsis through the use and consumption of their own favorite movie derivatives containing film elements; or even be used to decorate one's daily life merely because of the beautiful artistic styling of certain film derivatives.

The development of movie derivatives which are based on consumer demand requires developers to take the film content and the different consumer needs of consumer segments into account. To carry out a comprehensive analysis of these two aspects, the developers need to clarify the different characteristics of the objects to be developed so that a more accurate market positioning analysis and development planning and further development and production activities are implemented. To be specific, we must first clear that people's psychological needs are far greater than the actual needs when consuming movie derivatives, and that the pursuit for cultural identity is greater than practical needs of the goods; Secondly, we must clearly understand the specific characteristics of movie derivatives consumption, for it can bring consumer's aesthetic experience in correspondence with the film's artistic conception and it also corresponds to a specific consumer group. Once it is separated from the film conception or the corresponding consumer group, movie derivatives lose their meaning; in addition, the potential consumer groups should also be classified according to the values, age range, education level and other criteria. Only in this way can we truly develop film derivative products that can meet the aesthetic needs of different consumers and only in this way can different consumer groups successfully obtain their consumer identity and make sure that rich and diverse film derivatives with distinct characteristics be developed to meet various consumer demands.

3.4 Cultural and technological integration to enhance the fashion experience

The integration of culture and technology has become the new norm in the development of cultural and creative industries. Technological innovation has become a very important factor in the cultural consumption experience. The current movie derivative market mainly concentrates on books, doll toys, clothing and other simple daily necessities with low technological content. The variety and the market size are still far from the ideal scale. In the development of the film derivatives industry, it is necessary to strengthen "science and technology consciousness" and actively apply the latest scientific and technological achievements to the production, dissemination, and consumption of movie derivatives[6].

Firstly, the development of science and technology has brought about new changes in consumer demand in the movie derivatives market. With the development of the latest technology and the deepening of cultural and technological integration, the public has changed greatly in the form of consumption of movie derivatives. The era of product-centered consumption has passed by, and the new user-centered consumer experience model is forming at full speed. The traditional consumer goods of movie derivative products which are based on simple books, cartoons, toys or clothing can no longer meet the new needs of consumers in the digital age. The novel elements brought about by the development of science and technology are becoming more and more important in the consumer experience of movie derivatives. As a result, developers of film derivatives should fully understand the characteristics of cross-border integration, high-tech content, and high added-value that the film industry itself has, and consciously apply modern scientific and technological achievements to the development and production of movie derivatives to create a creative, cultural, quality and innovative film derivative.

Secondly, the application of technology in the R&D of film derivatives can not only effectively increase the added value of the products, but also make the movie derivatives more fashionable and more able to satisfy the consumer experience of the new generation of consumers. For example, in the process of designing movie derivatives, we must pay attention to the effective application of the latest computer-aided design, including graphics workstations, and Maya, Mast CAM, 3D MAX, Alias, Light Wave and other 2D graphics and 3D modeling software. At the same time, it also includes the application of some of the latest cutting-edge technology features, such as artificial intelligence

technology, virtual reality technology, engineering simulation technology, 3D scanning technology, holographic phantom imaging technology.

Thirdly, in the process of marketing and distribution of movie derivatives, we must pay attention to the application of Internet technology. The "Internet+" mode has led to a major change in traditional marketing communication approaches[7]. Online communication marketing has become the most important commodity communication marketing method in the new era, including e-commerce, self-media, real-time transmission technology, computer cluster technology, social tools, and so on. As a result, the marketing of film derivatives must actively adapt to the continuous development of Internet technology and keep pace with the times.

In addition, through the integrated application of crowdfunding websites, instant messaging, and live broadcast, the film can be deeply aggregated to achieve accurate marketing of consumer objects.

4. Conclusion

When we see a product and immediately determine that it is a derivative of a certain film, we base our judgments on the specific film elements attached to the product. Therefore, these attached film elements are an important part of movie derivatives. And these elements are not collaged at will, but they are carefully selected from the films by the developers of the derivatives. They are all representative elements and pictures. These representative elements and pictures can be defined as the film art model. Why must we use these typical representative elements to develop movie derivatives? That's because art model has the characteristic of expressing universalities with individuality. Only through these typical individual images or individual scenes can we further associate them with the story content and artistic conception of the film. Therefore, the development based on the artistic characteristics of films is the first step in the realization of the value of movie derivatives.

However, the development based on art model is not accomplished by copying those typical elements directly on the products. Instead, it is to create a new artistic creation based on its material selection. This new process relies on the integration of new ideas and the final output of the film's derivatives is also a brand-new artistic form, a brand-new aesthetic carrier based on but higher than the art mode.

So what exactly is this brand new aesthetic carrier for consumers? When we admire a movie derivative, it seems that we are appreciating its product. In fact, we can't help but to associate it with the film story behind it unintentionally, which include the scenes that lingering around one's mind, some touching film clips, and so on. Therefore, the story content and artistic conception of the film itself become the source of the connotation of the movie derivatives. When we appreciate movie derivatives, we mainly rely on the product carrier of derivatives to review and recollect the story content and artistic mood that have been created in the film. This process of reviewing and recollecting will bring about a unique aesthetic experience.

First of all, most movie derivatives will enter people's lives in a variety of ways after the film is shown, allowing people to continue their aesthetic emotions after watching films. Secondly, though this aesthetic experience is intuitively expressed as the continual memory of the film, it is especially characterized by the specificity behind it, which takes into full account the correspondence relationship between the different film contents and separate consumer groups of derivatives and takes the consumer demand as the direction for the market positioning and product development of movie derivatives. At the same time, in the era of cross-border integration of culture and technology, the production, dissemination, and consumption of movie derivatives cannot be separated from the application of the latest scientific and technological achievements. Recognizing these basic characteristics of movie derivatives and making related development work based on these characteristics is a prerequisite for the successful development of movie derivatives, as well as a condition for making the movie derivatives market bigger and stronger.

Movie derivatives market is still in its infancy, and its related practitioners are still in the minority. There are also few successful development cases, coupled with the public's cultural consumption

levels need to be improved, and there are insufficient copyright protection and many other unfavorable factors. All these factors result in movie derivatives consumer market being not quite satisfactory at present. However, in recent years, as the potential values hidden in market have been continuously disclosed, the attention of the academic community and the industry has also on the rise correspondingly. The number of experts and scholars who study in this field have increased significantly, so has the exploratory development of the industry. Coupled with the fact that huge film consumption is gradually maturing, it is believed that the movie derivatives market will become bigger and stronger in the near future, and it can occupy an important position in the global movie derivatives market share.

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