

IP Ecosystem Formation Based on Media Convergence Theory

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Abstract. In the Internet age, the emerging media promotes the multi-channel linkage communication of content with strong integration ability, and the development of technology brings new business possibilities. Majority internet enterprises have transferred to the internet literature area. Based on the perspective of media convergence, this paper analyzes the characteristics and components of IP ecosystem, defines the connotation of IP ecosystem of internet literature, and constructs the model of IP ecosystem from the four levels of technology, economy, organization and social culture of media convergence.

Introduction

In today's era, technological progress is inseparable from innovation. Innovation is no longer a single level breakthrough, but the integration and penetration of technologies in different fields. Enterprises break through the organizational boundary and industrial boundary in an all-round way, and integrate with the innovation ecosystem environment, changing the nature, mode and content of modern enterprise competition. However, experts and scholars have different opinions on the connotation, elements and characteristics of innovation ecosystem, but they have not formed a unified definition. Therefore, driven by the sustainable development of innovation ecosystem, in order to accelerate the development of internet literature IP, realize the integration of resource advantages and the linkage of policy supporting, the research on the formation mechanism of IP ecosystem becomes the key problem and important path for the rapid development of internet literature IP. Based on the theory of media convergence, this paper analyzes the characteristics and components of IP ecosystem of internet literature, and constructs the model of IP ecosystem.

Theoretical Overview and Related Research

IP Ecosystem

IP (intellectual property right) in the perspective of China's entertainment cultural industry chain, the narrow concept refers to copyright and neighboring right (the right to disseminate works, including broadcasting right, adaptation right, performance right, etc.), while the broad concept represents the content that has a certain number of fans and can be disseminated in multi-media. This study believes that IP has two characteristics: one is the user's emotional bearing verified by the market, which takes literary works, film and television works, game material copyright as the carrier, and has long-term vitality and commercial value; the other is the cross media content operation. IP with internet literature as its source connects and cooperates with multiple platforms to change the IP industry chain quickly for value flow and horizontal cooperation and linkage.

Moore (1993) first proposed the concept of ecosystem into the pioneer of management. Subsequently, the US president's Council of scientific and technological advisors (2004) proposed the concept of innovation ecosystem for the first time. Adner (2006) clearly put forward the enterprise innovation ecosystem, pointing out that the innovation success of an enterprise not only depends on its own technological breakthrough, but also requires the ability, willingness and possibility of success of relevant partners, and quickly provides customer-oriented solutions through innovation chain collaboration and adoption of chain integration [1]. Some scholars have applied the theory of innovation ecology to the level of industry, region and national. For example, Huang Lucheng (2003) and other scholars have explained the connotation and composition of

regional technology innovation ecosystem earlier [2]. Gawer et al. (2014) defined the industry innovation ecosystem as a collection of products, services and technologies that play a fundamental role [3]. Wang Na and Wang Yi (2013) believed that the industry innovation ecosystem includes five elements: external environment, industrial system, hardware condition, software condition and talents [4]. Judy estrin (2010) pointed out that the national innovation ecosystem mainly includes three communities: research, development and application [5].

In the age of Internet, the internet literature IP gradually flourishes with the help of media integration. In the future, it will avoid the disordered development and value consumption of internet literature IP. The integrated development of internet literature IP from the perspective of innovation ecosystem will help to maximize the value of IP. This research will build the model of IP ecosystem from the perspective of media convergence later.

Media Integration

With the support of digital network technology, new media and traditional media are gradually converging. The change and development of media has a profound impact on the production and consumption of literature. Internet literature has shown a trend of shifting from the edge of literature field to the center. The innovation of information communication technology has promoted the transformation of media. Media reform includes two aspects: the birth of new media and the integration of traditional media and new media. As far as mass media are concerned, newspapers, radio and television are generally referred to as the first medium, the second medium and the third medium. In May 1998, the "Internet" was officially proposed as the fourth media on the UN Information Committee. Compared with the first three traditional media, multimedia, hypertext, real-time, interactivity and so on become the characteristics of the Internet.

The concept of "media convergence" originates from the theory of "the convergence of modes" put forward by Ithiel de sola pool (1983). The scholar thinks that the development of electronic technology has changed the state of traditional media's isolation from each other. Cui Baoguo (1999) introduced the concept of "media integration" into China. He believed that the motivation of media reform is the continuous innovation of information technology, with the remarkable feature of media integration and penetration, and the emergence of new media [6]. Xu Qin (2009) believes that media convergence is the process and result of media convergence in terms of form, function, communication mode, ownership, organization and structure [7]. To sum up, I believe that in the context of the Internet, "media convergence" refers to the integration and coordination of the main body, content, channel and other aspects of all resources related to the Internet platform. The rise and prosperity of Internet Literature IP is precisely by the force of vertical and horizontal development of media integration.

Theoretical Framework and Research Design

Connotation of IP Ecosystem

Innovation ecosystem is an open, complex, dynamic and changeable system, which promotes the flow of material, energy, information, knowledge and other resources through the cooperation of internal innovation subjects and innovation elements. Based on this, the study gives the definition of IP ecosystem of internet literature: IP ecosystem is composed of technology, economy, organization and social culture subsystems, based on IP of internet literature, with entertainment ecosystem of Internet enterprise platform as the core and supported by big data Internet technology, Around the market demand, through the value co creation activities of various stakeholders, the innovative resource elements are organically combined and strategically matched to form a symbiotic, competitive, complex and open innovation ecosystem with dynamic and balanced evolution. Yuewen group, a leading domestic Internet Literature IP cultivation platform, points out that "the real value of IP lies in its derivative development and utilization", while Internet literature, entity publishing, game adaptation, animation and film and television and other industries all have their own operation rules. When these different industry rules are connected in series, an IP innovation ecosystem will be constructed.

Characteristics of IP Ecosystem of Internet Literature

Innovation ecosystem generally drives innovation activities through three dimensions: symbiotic evolution, open collaboration and self-organized growth, mainly emphasizing the synergy, endogeneity, openness and innovation environment characteristics of the system. Therefore, based on the connotation of IP innovation ecosystem of internet literature, combined with the essence of value co creation and innovation drive, this paper summarizes the following three characteristics of IP innovation ecosystem of internet literature:

(1) linkage of content production. It is reflected in two aspects: first, the richness of IP source of internet literature. The traditional IP development of internet literature is mainly aimed at a large number of fans. The valuable IP verified by the market has a single and passive IP source. In the Internet era, with the entry of Internet platform enterprises and the creation of entertainment ecosystem strategy, its talent reserve strategy includes platform registration, self created IP by the contracted authors, acquisition of IP copyright for development, etc. The second is the sharing and linkage of content creation. Open sharing based user collaborative content production activities are based on individual creation, and IP content production emphasizes "mass creation". IP content production no longer relies on a single organization or a fixed organization, but on the power of content fans. From the beginning of the novel serialization, it is necessary to meet the needs of later stage animation, film and video, game adaptation, increase the highlights of later stage adaptation, reduce the technical difficulty of novel scene restoration, and pave the way for later stage adaptation from the content.

(2) diversity of content dissemination. It is mainly reflected in the following aspects: first, the integration of network infrastructure and terminal equipment enables users to meet the needs of receiving various forms of content anytime and anywhere; second, the media (words, sounds, pictures, etc.) of internet literature IP can be put into multiple broadcast platforms in a unified way, and the content resources realize the flow and interworking across media and platforms, especially it is the integration of telecommunication network, radio and television network and Internet. Third, various links of Internet Literature IP operation cooperate with each other to carry out various forms of publicity activities, including online red, star, big V, etc.; simultaneous promotion of various social platforms, such as live broadcast, e-Competition, online interpretation, etc.; public praise marketing, such as fan interaction, community operation, etc., to promote the overall attention of IP.

(3) the legitimacy of ecological environment. On the one hand, users have strong recognition of the emergence of Internet Literature IP in different forms, and their dependence on various media is growing; on the other hand, multiple separate rules and regulations are merged into a set of independent industrial laws and regulations, so that the entire industry can operate in a fair and transparent legal environment.

Composition of IP Ecosystem of Internet Literature

Innovation ecosystem is similar to natural ecosystem, which is composed of innovation ecosystem community and internal and external environment. The innovation ecological community includes two main actors: Internet enterprise platform and user, and two kinds of innovation activities: content production and content dissemination. Innovation ecological environment refers to the things related to innovation activities in the innovation ecosystem, including information resources, human resources and energy resources environment, economic environment such as investment and production, market environment such as market structure and industrial status, and policy environment such as systems, regulations and laws. Therefore, based on the composition of innovation ecosystem, this study deconstructs the IP innovation ecosystem of internet literature, which mainly includes the following subsystems:

(1) Technology research and development system. It mainly consists of three levels: first, network infrastructure such as telecommunication platform and mobile platform. The integration of infrastructure provides the underlying technical support for internet literature IP; Second, the function integration of intelligent terminals based on IOS and Android system. A single terminal device has a variety of new media functions such as communication, data, audio and video, which is

convenient for focusing traffic; Third, text, sound and picture can be repeated in multiple platforms, such as iqqi, Youku, and other communication platforms.

(2) Operation system. The system is originated from the innovative economic activities based on technology research and development, including many actors of internet literature IP operation, such as advertisers, publishers, game developers, film and television entertainment companies, derivatives producers, etc. In the process of internet literature IP development, all operations are changing the operation mode of the platform with forward-looking ideas, from unique to full cooperation, taking the story content of internet literature IP as the core driving force, facing the market mainstream and even subculture market demand, and realizing the transformation of various forms of internet literature IP.

(3) Content creation and development system. The system includes IP authors and content providers of internet literature. In the environment of innovation ecosystem, IP creation is no longer independent, but should form a unified and coordinated whole with derivative copyright development such as games. On the basis of unified and coordinated creation and development, Internet platform enterprises also began to find new IP sources and create IP in new forms.

(4) Ecological environment system. The system consists of the following parts: first, the policy environment, standardized and transparent policy environment provides good guidance for the development of IP innovation system of internet literature, including government policies, systems, laws and regulations and systems at the enterprise level; second, the cultural environment, innovative IP Culture of internet literature can help innovation subjects open organizational boundaries and open resumes Network system. Users' recognition of IP Culture and dependence on new media promote the healthy development of IP innovation ecosystem of internet literature. Third, market environment, including economic environment, industrial environment and service environment, is the basis of economic prosperity.

Based on the analysis of the connotation, characteristics and composition of the internet literature IP innovation ecosystem, this study constructs a model of the internet literature IP innovation ecosystem from the perspective of media integration theory, as shown below.

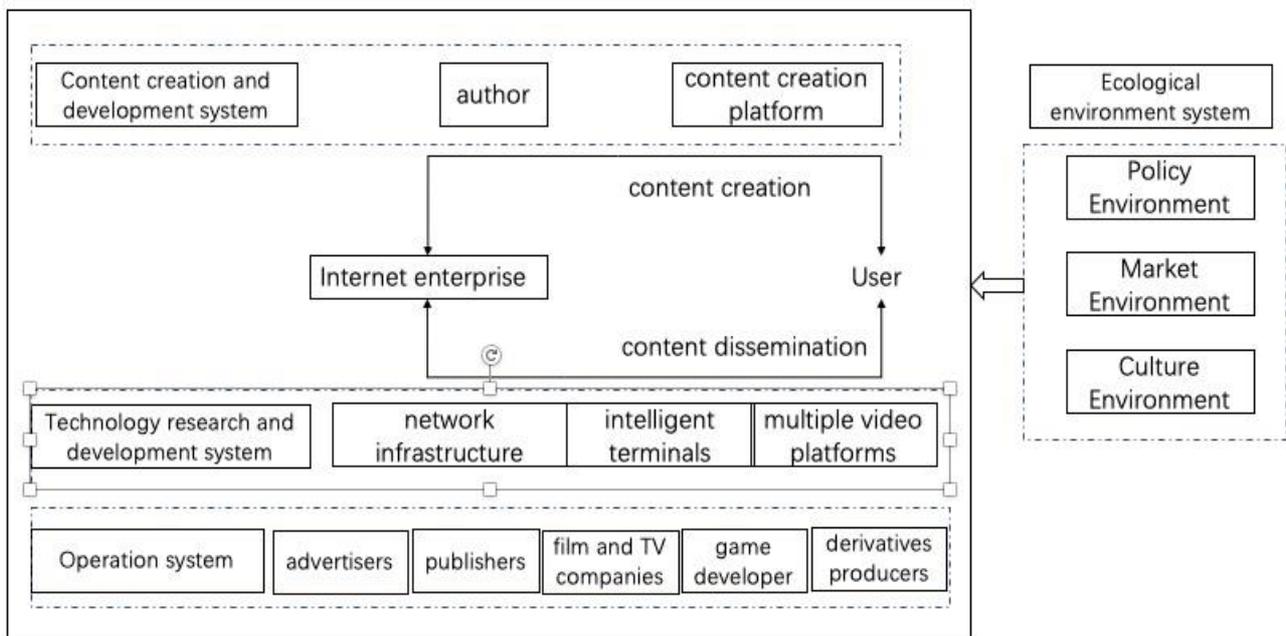


Fig. 1 IP ecosystem of internet literature

Summary

This study focuses on the connotation, characteristics and elements of the internet literature IP innovation ecosystem. According to the four levels of media integration theory, namely, technology integration, economic integration, organization integration and social and cultural integration, it

constructs the theoretical model of the internet literature IP innovation ecosystem, and obtains the internet literature IP through combing the formation process of the selective IP innovation ecosystem. Innovation ecosystem consists of four subsystems: technology research and development system, content creation and development system, operation system and ecological environment system. The content and formation of each subsystem are analyzed in detail.

As a case study, the limitation of this paper is only to discuss the connotation characteristics and model construction of IP innovation ecosystem of internet literature, lack of detailed discussion on the operation mechanism of innovation ecosystem, and how the internal structure and path of each subsystem evolves has become the content to be discussed later.

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