



Research on the Support System of China's Cultural Industry Financial Services

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Abstract. The rapid development of the cultural industry is of great significance to the continuous upgrading of the cultural consumption demand of the people and to speed up the upgrading of the industrial structure. At the same time, the cultural property right transaction provides a platform for the realization of the relevant product value of the cultural industry, and creates an opportunity for the cultural enterprise to interface with the capital market. This paper analyzes the current situation of financial service support in China's cultural industry, analyzes the supporting factors of the financial service of the cultural industry in China, and defines the main body of the support system of the cultural industry financial service, and constructs the support system of the cultural industry financial service.

Keywords: chinese culture · financial service support · system

1 Introduction

Without strong financial support, there will be no innovation and development of the cultural industry. In the wave of the great development of the cultural industry, whether the financial industry can seize the opportunity to develop hand in hand with the cultural industry is not only related to the development of the cultural industry, but also to whether it can expand its business scope, cultivate new profit growth points, and whether it can be sustainable. Development and other issues. Therefore, how to increase the financial support for the innovation of my country's cultural industry and build a matching cultural financial service system is very important. There are ten existing business models in the field of cultural finance in my country. How to sum up experience in this business model, explore the influencing factors of my country's cultural financial service system, and then build a financial support system framework for the cultural industry is the focus of this paper.

2 The Present Situation of Financial Service Support for Chinese Cultural Industry

2.1 Analysis of the Present Situation of Chinese Cultural Industry

Reform and opening up have brought new opportunities for cultural development, and cultural construction has entered a new historical period. Especially since the 18th National Congress of the Communist Party of China (CPC), with the deepening of the reform of the cultural system, cultural productive forces have been greatly liberated and developed, cultural undertakings have flourished, public cultural investment has continued to increase, public cultural service facilities have been constantly improved, and service capacity and service level have been obviously improved.

The total investment in cultural affairs was 497 million yuan from 1953 to 1957 and 92.833 billion yuan by 2018. From 1979 to 2018, the average annual increase in cultural expenses was 14.3 percent, and that in 2018 was 93.4 percent higher than that in 2012.

Cultural service facilities have been continuously improved. at the end of 2018, there were 3176 public libraries, 57.7 times as many as in 1949, 44464 cultural museum stations, 49.6 times as many as 1949, and 4918 museums, 234.2 times as much as 1949.

The capacity of radio, film and television production and broadcasting has been significantly enhanced. At the end of 2018, there were 2647 radio broadcasting organizations at all levels in the country, 54 times as many as in 1949. At present, the scale of radio, film and television in our country has leapt to the forefront of the world. The comprehensive population coverage of national radio and television programs reached 98.94 percent and 99.25 percent. From 1979 to 2018, the broadcasting time of radio and television programs increased by 14.1 percent and 26.5 percent, respectively. The broadcast time of radio and television programs has been greatly increased, the brand advantages are prominent, and the program styles are becoming more and more rich, which can meet the needs of the audience for the diversity of program forms.

The publication and development of the press and publication. In 2018, the number of books is 51.9 million, the total number of printing is 100.1 million copies (Zhang), which is 34.6 times and 2.7 times in 1978, the total number of the periodicals is 10139, the total number of printing is 2.29 billion copies, and the newspaper variety is 1871, and the total number of printing is 337.3 million copies.

2.2 Analysis of the Financial Support Status of China's Cultural Industry

Through the models of "copyright pledge and professional evaluation", charging right pledge and guarantee or guarantee, listing financing and asset securitization, bond financing and project financing, etc., to meet the diversified financing needs of the cultural industry, opening up a new channel for the capitalization operation of culture.

2.2.1 Government Policy

The Chinese government has formulated a series of financial policies to meet the development needs of the cultural industry. From "culture, economic drama", to "culture is also productive forces", to "cultural industry is the engine of economic transformation

and upgrading”, to “cultural industry becomes a pillar industry”, the status of cultural industry from the edge to the center. Fiscal expenditure on the cultural sector increased from 189.336 billion yuan in 2011 to 316.308 billion yuan in 2016, 2.16 times the amount during the 11th Five-Year Plan period.

2.2.2 Banking

Most cultural enterprises are in the growth stage, the internal system is not sound, small scale, low scientific and technological content, and weak ability to resist risks. Banks are cautious about credit for cultural enterprises, and some banking institutions have insufficient authority on credit operations. If the intellectual property pledge loan for cultural enterprises is carried out, it needs to be reported to the head office for approval, which restricts the investment of cultural credit to a certain extent.

2.2.3 Direct Financing

For emerging cultural industries, access to the capital market is too high, although there are small and medium-sized boards, GEM, but for most small and medium-sized cultural enterprises are still difficult to meet the requirements. Financial innovative products are few types and low technology, and for some modern financing instruments such as convertible bonds, long-term notes, investment funds, asset securitization, etc. are in the initial stage of the embarrassing situation.

3 China’s Cultural Industry Financial Services Support Constraints Analysis

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3.1 The Uneven Types of Financial Institutions and the Lack of Initiative

First, the lack of guarantee system for financing cultural enterprises has become the main factor hindering the indirect financing of cultural enterprises. Secondly, the imperfection of the profit model of commercial banks restricts the financing of some cultural enterprises. For special enterprises such as cultural enterprises, there is a lack of special loan procedures and credit products.

3.2 The Public Service of the Government is not Perfect

In the development of cultural industry, only by legal means can we guarantee the normal operation of its development. So far, China has not worked out a comprehensive set of policies and regulations that can guide the development of the entire cultural industry [1]. Therefore, in many respects, there is no policy to follow, law enforcement without legal basis of the phenomenon, policy formulation lags behind the development of cultural industry.

3.3 Lack of Valuation (value) System, Single Valuation (value) Varieties

China currently has no uniform standard for the evaluation of intangible assets, assessment methods are not scientific, it is difficult to provide accurate objective data, and assessment errors often exceed the internationally recognized 20% red line. Therefore, people have some doubts about the fairness and objectivity of the assessment, which increases the difficulty of bank credit innovation and credit delivery.

3.4 Single Trading System Variety

The main way to support the development of cultural industry in China is bank credit. The rapid development of cultural tourism industry has promoted the increase of financial institutions near the attractions. Financial institutions have not been able to play their own network advantages, to provide cultural enterprises with market dynamics, industry trends, financial instruments and other information advisory services.

3.5 Lack of Product Development

China's product development work is still in its infancy, the next step is to develop according to different characteristics, or according to the integration of resources product development, or according to the cooperative way of development is still to be clarified.

4 The Main Body of the Financial Support System of China's Cultural Industry

4.1 Pure Government

No matter what kind of cultural management system is pure government, there is a very close relationship between the policy finance and culture of various countries and their related industries. As far as the scope of policy financial support is concerned, the more centralized the cultural management system is, the wider the scope of support. Therefore, our country adopts the government-led model.

4.2 Institutions Under the Authority of the Secondary Government

Financial institutions and cultural enterprises can't understand and use the government-related many preferential policies for the first time, relying solely on financial enterprises to find that the investment value of cultural enterprises have higher costs. In this case, it is particularly important to use the credibility of the government as a guarantee to establish an official integrated service platform.

4.3 Financial Institutions

4.3.1 Investment Fund

The establishment of the National Cultural Industry Investment Fund is late. But the huge leverage is conducive to prying, guiding social capital into the cultural industry. A large number of enterprises and individuals to join the social capital not only alleviated the financial pressure of the government, the large number of social capital also activated the market investment enthusiasm.

4.3.2 Trust and Investment

The trust industry has two ways of supporting cultural enterprises in two ways, setting up cultural trust funds or introducing multi-investors in a structured model. To promote the risk prevention and control mechanism of the innovative cultural trust in China's trust industry, reduce the risk of cultural trust, make the trust industry smoothly migrate to the financial support of the cultural industry with its own advantages, and enrich the financing channels of cultural enterprises.

4.3.3 Insurance Institutions

China's insurance services are relatively lagging behind, on the one hand, to establish a sense of support for the development of cultural enterprises, the comprehensive development of suitable for cultural enterprises insurance products, to determine the rationalization of insurance rates. On the other hand, strengthen cooperation with other financial institutions, reduce the financing risk of other financial institutions, seek to promote the integration of cultural industry financing, and jointly build a financial support system.

4.3.4 Securities Institutions

In securities institutions equipped with investment bank persons familiar with the cultural industry, research and development of financial products suitable for the financing needs of the vast number of cultural enterprises, through the design of related innovative products, so that enterprises' cultural resources asset assets, facilitate cultural enterprises to carry out intangible assets of the financialization, promote cultural enterprises to carry out various types of direct financing activities.

4.4 Corporate Participation

4.4.1 Cultural Enterprise Groups to Establish Mutual Guarantee System on the One Hand

Mutual guarantee can reduce the financing risk of the overall cultural enterprise; increase the financial institutions' financing enthusiasm. On the other hand, cultural enterprises use each other's credit survey quickly, the investigation efficiency is high, shorten the docking cycle between cultural resources and financial capital, and promote the cultural enterprises to get financial support efficiently.

4.4.2 Cultural Crowdfunding

Cultural crowdfunding is good to avoid the traditional financing channels of the problem, cultural enterprises put their product research and development projects on the crowdfunding platform, the use of the platform's communication advantages to attract the greatest range of attention, play a dual role in financing, marketing and promotion.

4.5 Third-Party Institutions

In the financial services support system of cultural industry, if the lack of talent, it will make the development of all links difficult, reduce the efficiency of financial services support. Colleges and universities can provide talent protection for the development of financial services support system for China's cultural industry. Take advantage of research and development, combine production, research and development, and provide scientific and technological support for the cultural industry.

5 Building a Cultural Financial Services Support System

5.1 Valuation (Value) Support System

Cultural asset transactions can be divided into right-to-use transactions and ownership transactions from a broad category. The valuation and pricing of cultural asset transactions can be used by cost method, market method and income method.

5.1.1 Cost Method

Cost method refers to the cost of investing in the development or replacement of a cultural asset as its assessment criteria. In general, all quantifiable expenses necessary are included in the cost of corporate culture assets. For intangible assets, it is measured by replacement costs and new rates.

5.1.2 Market Law

Market law refers to the method of evaluating cultural assets, first understanding that the price of the transaction can be successfully realized by the reference subject in the open asset market that is basically the same as its situation, and then making appropriate adjustments according to its own specific circumstances to obtain the evaluation value.

5.1.3 The Income Method

The income method refers to the assessment of the income obtained by cultural assets in the coming year of production and operation activities. First choose the appropriate discount rate for discounting, and then summarize the method of adding. According to the particularity of cultural assets, on the basis of income method, the method of real option pricing can be adopted: ① Through option pricing, we overcome the uncertainty and subjectivity of the future cash flow and discount rate of cultural enterprises, and reflect the value of cultural assets objectively. ② Incremental revenue method. By estimating the difference between the total future benefits of a business having a cultural asset and the present value of future income of an enterprise that assumes that it does not have that cultural asset in its day-to-day operations; it is now assessed as the value of the cultural asset. ③ The excess income method is also known as the difference method. The profit of a business that exceeds the industry average by owning a cultural asset is the value of that cultural asset [2].

5.2 Cultural Industry Trading Support System

5.2.1 Compliance Design

① Model of physical property transactions for cultural consumer goods. For example, Hunan Cultural Property Exchange carried out baishaxi “non-residual tea rhyme” black tea set products transactions, designed after the subscription of products can be picked up, can be stored, tradable three options. ② The common equity model of cultural enterprises (projects). For example, Hunan Cultural Property Exchange shares an equity business—“Glamorous Xiangxi” ticket revenue rights project, the cultural enterprises (or projects) of a specific period of certain income rights listed for sale. ③ Art Fund model. Typical is Minsheng Bank launched the “art investment plan” fund product No. 1 product, greatly active art transactions.

5.2.2 Trading Innovation

Explore the various ways of innovative cultural property rights transactions, and deeply tap the potential of cultural property rights trading market. For example, launched by the Shenzhen Cultural Exchange, the joint cultural development company, cultural heritage foundation, intellectual property investment consulting company, merger and acquisition investment fund, performing arts company and other joint operation - four boards of culture [3]. These “cultural sectors” focus on serving the cultural industry, providing incubation and capital docking for all IP and non-property cultural products, and exploring the financial services such as building multi-level cultural property rights trading platform, innovative cultural enterprise equity transactions, equity transfer and financing.

5.3 Support Systems for Financial Institutions

5.3.1 Credit Policy for Banks’ Innovative Cultural Enterprises

As the main channel of indirect financing of cultural enterprises, the development of personalized credit policy for cultural enterprises is helpful to stabilize the indirect financing support system [4]. Design the credit threshold for cultural enterprises. Work with the guarantee company to promote the loan.

5.3.2 To Vigorously Guide Social Capital to Invest in Cultural Industry Funds

The industrial funds that guide the investment of social capital are concentrated in the sub-cultural areas of China’s advantages and increase the financing attractiveness of enterprises. This kind of social capital not only relieves the financial pressure of the government, but also activates the enthusiasm of the market. In particular, angel funds and venture capital funds bring not only capital to cultural enterprises, but also advanced business management experience.

5.3.3 Trusts Increase Investment in Culture

There are two ways for the trust industry to support the financial services of cultural enterprises, either to set up cultural trust funds or to introduce multi-investors with a

structured model. Promote the risk prevention and control mechanism of cultural trust, reduce the risk of cultural trust, and make the trust industry smoothly migrate to the financial support of cultural industry with its own advantages.

5.3.4 Insurance Development Culture-Related Insurance

On the one hand, we should establish the overall awareness of supporting the development of cultural enterprises, comprehensively develop insurance products suitable for cultural enterprises, and determine the rational insurance rates [5]. On the other hand, strengthen cooperation with other financial institutions, seek to promote the integration of cultural industry financing, and jointly build a financial support system [6].

5.3.5 Securities Institutions to Provide Targeted Financing Services to Cultural Enterprises

On the one hand, actively from the listed and listed enterprises reserve resourcepool to find the corresponding can provide financial services for high-quality cultural enterprises. Priority support for these cultural enterprises not only reduces the potential financial support risk of the organization itself, but also expands its business scope. On the other hand, in the securities institutions equipped with investment bank persons familiar with the cultural industry, research and development design suitable for the financing needs of the vast number of cultural enterprises financial products, so that enterprises' cultural resources asset-based assets, facilitate cultural enterprises to carry out intangible assets of the financialization, promote cultural enterprises to carry out various types of direct financing activities.

5.4 Support System for Cultural Consumption

Cultivating the cultural needs of consumers, so that consumers actively participate in cultural consumption, help the development of cultural enterprises, help financial capital to support cultural enterprises.

Government consumers focus on the field of cultural public services, increase the implementation of cultural projects for the benefit of the people, promote the integration of cultural consumption between urban and rural areas, and expand the total capacity of China's cultural consumption market. Corporate culture consumers actively seek the corresponding cultural consumption incentive policies. For example, joint financial institutions set up corresponding functions of cultural credit cards to meet the different levels of diverse cultural consumption needs. Personal cultural consumers from small areas to participate in cultural consumption, improve self-participation awareness. Cultural consumers actively link up, seeking new growth points and breakthrough points of cultural consumption.

6 Conclusions

Through systematic research, this paper establishes a financial service support system for China's cultural industry, and puts forward specific and targeted countermeasures

and suggestions to improve the system. It is hoped that it can help relevant governments to continuously improve and improve the guidance and management of financial support for the cultural industry; continuously promote the improvement and upgrading of the financial system in my country; improve the quality of financial market services, prevent and resolve financial market risks; Development provides a better financial support environment.

Acknowledgments. Fundamental scientific research fees for colleges and universities in Heilongjiang Province, 2019. (Item Number: 2018-KYYWF-E019).

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