

## Some Discussion on China's animation industry profit model

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**Abstract.** With the advent of large number of domestic anime, China's animation industry has reached an unprecedented degree of prosperity, but may not realize is unclear animation industry in our country there is still a lack of profitability, lack of innovation, industry chain imperfect. From our current major animation industry profit model and its characteristics start to the current profit model animation based on the existing problems, propose appropriate countermeasures and suggestions for the improvement of China's animation profit model.

### Introduction

In recent years, he appeared on the outstanding domestic animation market works, including "Kung Fu Panda", "Pleasant Goat and Big Big Wolf", "bear-infested" and "Return of the King" have achieved a good reputation and effectiveness. After China's animation industry experienced a long period of development, the strength has been a huge increase, the advent of a large number of high quality works will inevitably be more conducive to promote the development of China's animation industry, animation market to expand and make greater contribution. Countries with Japan and Europe and other mature animation industry compared to China's animation industry profit model also slightly single, profit space is quite limited, the lack of strong market competitiveness. In addition, the animation industry in recent years appears to unprecedented prosperity, but in the creation of some basic aspects of its design is still a lack of adequate technical and financial support, and thus the development of the animation industry formed a huge constraint. In the future course of development, only the current animation profit model problems of continuous improvement, the animation industry can be more healthy and rapid development.

### Animation industry profit model and animation Introduction

The word is the word from the original animation cartoon evolved, today's animation and cartoon animation is short, compared with the more extensive Cartoons its audience, facing has not only children, but also includes all adults. The current definition of the animation industry is roughly: animation and animation as the basis, through the production of books, television, theater, film, and derivatives and other ways to achieve the ultimate profitability. China's current animation industry core products mainly include three categories of products, ancillary products and derivatives. Generally speaking, China's animation industry profit model is still highly dependent on the core product, and in the ancillary products and derivative product development and investment slightly less, which is less than the maximum current profit model animation exists.

### The current major domestic profit model animation and Characteristics

**The traditional mode.** Most of the current domestic animation industry is still using the traditional profit model, the model is highly dependent on television and cinema broadcast platform and animation products brought after the broadcast advertising in return. Quite popular in recent years, "radiant and the Wolf" in the early is used in this mode, through frequent play to capture the market. But in the process of development of the drawbacks of this mode are constantly emerging, due to the lack of innovation, industry chain imperfect, its profit margins in the subsequent

development process has not been improved, the lack of development potential, the kind of profit model has can not meet the current needs of the development of the animation industry, was abandoned more and more animation business.

**Emerging mode.** Emerging animation industry profit model mainly include the following types: 1. Derivatives development model. This is the traditional pattern of lack of sustainability and developed a new profit model, which pay more attention to the development of cartoon derivative products, for example, the avatar for the content of toys, clothing, food, theme parks, mobile games, etc. which greatly improved the original animation industry chain. According to relevant statistics shows that the image of the authority to bring derivative products accounted for about 8% of sales in royalties for the animation creators, so that it can be significantly improved profit margins. 2. Brand first mode. The model is a derivative of a typical development model type, compared with derivatives development model which pay more attention to the formation of brand image, the model in a number of developing countries to improve the animation industry has been widely used, such as Donald Duck, HELLO KITTY other familiar cartoon characters are a typical product of the kind of pattern. Brand first mode is selected by can provide a more powerful guarantee for the creation and development of animation products, but also to increase the additional revenue brought animation products.

### **The main problem of the existence of the current profit model animation**

**Market positioning is not accurate positioning and audiences.** Market positioning is not accurate positioning and audience is mainly reflected in the following two aspects: 1 failed to shake off the shackles of traditional concepts, the animation industry is still considered only suitable for children, so that its location too younger age, severely limits the development of space industry. But in fact a lot of the animation industry in developed countries, whose works had not only the face of the child, but for the general public, in adult society also has a good market, which is the gap, and also China's current level of profitability has been not to mention animation a one of the main up. 2. The lack of innovation, a single image, the content is too similar. Although animation products currently on the market many domestic animation, but many anime are derived from traditional Chinese classic image and story, or foreign animation products be adapted so that the products lack originality, content and many have a lot of work there is a certain degree of similarity, which makes its lack market appeal, should be difficult to bring economic benefits.

**Single channel, the lack of interaction and cooperation online and offline.** For a long time it has been the major broadcast platform television anime, which is over a single channel, so that the investment cost of a long recovery period, extremely difficult. Development of Internet technology for the development of animation industry has brought new opportunities, but there are still some animation companies without a clear recognition of this, the new media platforms of investment is still insufficient attention. There are some animation companies, although it will show through the new media platform of their products, but because of lack of cooperation online and offline, its role is still quite limited, which is urgently needed in the future development process improvement.

**The failure to form a complete industrial chain.** Theoretically, a complete animation industry chain should include comic creation, animation, derivative product development, product sales and other services several major areas, but also the domestic animation industry is extremely imperfect, many aspects of the animation industry to invest more in animation but the cartoon derivative product development and design aspects did not attract enough attention. Incomplete industry chain, product development, lack of continuity makes animation, unable to maximize profitability, long-term order, their only form of development of animation industry greater harm.

**Lack of funds, lack of talent.** Animation industry has a large amount of investment, capital recovery period is characterized by long, although the current rapid development of the animation industry, animation industry but still has a great deal of uncertainty, capital investment still has some risks, these features make its financing in always at a disadvantage. Lack of funds, so many technical aspects need high investment lack the required support, another aspect of the animation market in

recent years due to the rapid development of technical personnel but also there is a clear demand. Lack of adequate financial support, so that the animation industry profit model can not get enough support, lack of talent makes this problem becomes more apparent in the next period of time it is difficult to improve the nature of nature.

### **Perfecting Animation profit model countermeasures and suggestions**

**Strengthening Innovation and Intellectual Property Protection.** To the current profit model perfect cartoon, first from the fundamental start, we must strive to enhance the level of innovation to create animation, to innovation throughout the entire production process animation products were to go, so the final animation product only to have a stronger market competitiveness in order to provide the most reliable guarantee for the investment in the pre-funding. Animation industry, lack of innovation, numerous works similar content is a major cause of domestic intellectual property rights protection system is still not in the evening, in the future development process of animation companies must pay more attention to intellectual property protection products, so only their own interests to get protection of the law, which also helps to maintain market image of their products.

**To strengthen cooperation and exchanges, accelerate the formation of the industrial chain.** The current animation market competition, many companies often have for their own development companies crowding, lack of cooperation and exchange within the industry, this "closed door" policy is not only detrimental to its own development, is not conducive to the whole industry development of. Only by strengthening the role between the internal trade and exchange between the various departments responsible for the animation industry chain also strengthen cooperation and exchanges, the current animation industry as soon as possible to get perfect, but also help solve the major problems existing in the current profit model animation for animation the future development of the industry and lay a solid foundation.

**To increase technical support and government support.** Level of domestic animation products have been a huge improvement in these years, such as recently created a box-office success of "Return of the King", it uses a lot of technology have reached international advanced level. In the future course of development, animation companies still need to increase investment in research and development of technology, in addition the Government should continue to provide more support for the development of animation industry, so that the animation industry to promote the development of China's cultural industry to make greater contribution.

### **Conclusion**

All in all, a series of problems the current domestic animation industry still exist, when it is as long as the timely response measures, its future is still bright, the future will be more rapid development.

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