

The Development Trends and Challenges of the Movie Industry in the New Media Era

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Abstract. Movies have been a huge part of people's lives since its creation. As society progresses, the industry of movies has evolved in a number of ways throughout the years. Beginning with the traditional movies where equipment was simple, scenes to be black and white, and a lack of presence of sound, movies nowadays are often displayed worldwide with fascinating special effects and costly budget and time during the production process. Why are films evolving at such a rapid pace and how are these changes possible? Entering the new media era, where technologies get advanced and information starts to dominate in people's everyday lives, the impacts of new media play a significant role regarding the changes in the movie industry. The study scrutinized statistics of detailed changes of new media that bring about the immense effects to films; while also evaluating the positives and challenges being faced by the movie industry and providing potential solutions in the future. Ultimately, the problem arises regarding the true values people place on different entertainments, especially movies. It is concluded that the existence of movies ought not to be neglected nor replaced by any sorts.

Keywords: New media era, values, challenges, evolve.

1. Introduction

The emergence of the movie industry in the 19th century marked a significant step in the history of civilization. Its existence has done more than just simple entertainment, but more of a milestone towards the future digital era. The production of a film consists of a variety of factors and combinations of efforts before its release. Including but not limited to the cohesion of a strong crew, an interesting logline, enough sponsors and budgets, well-established distributions, etc. The final work of a film is always a combination of immense efforts, but would the outcome be worth the cost? Entering into the new media era where electronic devices and social media are prevailing, the movie industry is starting to face numerous changes and challenges. These influences can be both positive and negative. On one hand, easier access to the internet for the most population helps in movie predictions and promotions; in fact, the existence of new media itself invented a more convenient way of accessing and interpreting information in all fields. Nonetheless, on the other hand, this fast-paced generation triggered by the emergence of new media has created a totally different society where people only extract fragmented information and place their focus on the fake identities and illusions being shown online. Thus, such changes are indirectly shaping the generation's perception of this world as well as their mental healthiness in activities which faded people's interest and patience to truly appreciate a movie. The trend of the future movie industry is undergoing a period of essential turning point. This article presents all effects and challenges brought to the movie industry by the new media era, explains changes of human behavior in such a phenomenon, while also evaluates any potential solutions and trends in the future.

2. Analysis and Discussion

2.1. Positives

New media changed almost everything, the way people live and perceive this world. This generation is entering a fast-paced lifestyle where all information is fragments and instant. Movies, which often portray long stories, seem to be incompatible with the situation. Nevertheless, it is no

doubt worth acknowledging how much benefits the film industry had taken from this new media era. Most notably, filmmakers get to enjoy the convenience of movie promotion and distribution. The internet has no doubt acted as an important carrier of online word of mouth which largely affects traditional market decisions [1]. With the rise of social media such as TikTok and YouTube, it creates a platform which allows any individuals to become influencers and generate their own contents. Film companies start to collaborate with influencers online in order to create a win-win situation where movies get popularized and individuals get a profit from the companies. Social media-driven personal engagement facilitates positive movie word-of-mouth, and their public awareness often increases the probability a customer receives movie information [2]. Usually, it is always way easier for the audiences to accept information received from the third-party, since this is information that is objective and neutral; accepting its recommendations and evaluation upon movie suggestions hence becomes easier for the public [3].

As shown in Figure 1 below, the process of a movie production is undergoing a line of procedures before publishing [2]. Furthermore, the movie industry is becoming more cost effective as online streaming services provide an alternative channel of viewing choice. Another mutually beneficial situation is hence created with films getting to be displayed on a wider scale, sometimes even internationally, achieving cross-culture influence; while audiences get to enjoy more movie options just by staying at home. Some scholars believe that compared with old media, the first feature of new media is its dissolving power—it dissolves the boundaries between traditional media (TV, radio, newspaper and communication), between countries, between communities and industries, and between information senders and receivers, etc. [4]. Other than that, streaming services possess other apparent benefits during special circumstances. Take the COVID-19 as an example, streaming services acted as rescues during the period of pandemic where everyone was staying indoors for quarantine [5]. On the other hand, technological advancements marked an epic improvement in the movie industry. Before or during the production process, filmmakers are able to collect market statistics and data from online surveys regarding viewer's preferences and opinions on a variety of topics. Including but not limited to: criticisms on a specific genre, reputation of actors and actresses, current trends of viewers' preferences, etc. With more information presented online, filmmakers get to adjust their work and decisions accordingly, allowing the production process to be smoother and easier. Moreover, with the invention of Virtual Reality (VR) and 4D on one hand, audiences gained the opportunity of a better viewing experience with feeling on the five senses. While on the other hand, technology advancements also helped in enhancing the quality of films in terms of special effects and improved visual feast. From the last century, a series of new digital technologies have brought the audience incredible three-dimensional enjoyment and new audio-visual experiences [6]. Most significantly, the creation of editing software on our phones and laptops lowers the barrier of entry into the movie industry, attracting more individuals who are interested in being able to express their ideas freely and develop their basic skills in the production process. This has made it a reality that independent filmmakers could produce high-quality films with less cost of traditional film production [7].

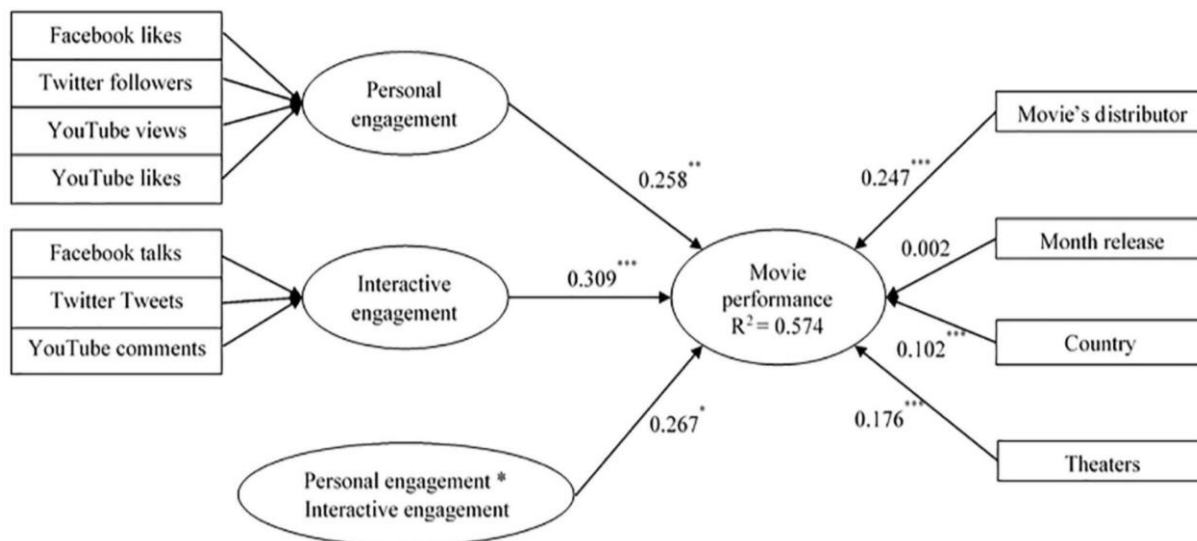


Figure 1. A conceptual model [2]

2.2. Challenges

Nonetheless, while the new media era had indeed brought numerous benefits to the movie industry, it is also remarkable how many challenges and drawbacks it had brought about. Shifting the focus from how technologies had brought the film producers with countless unexpected conveniences, it as well raises the barrier of entry to the industry. The invention of advanced technologies only becomes more complex over time, requiring completely new capabilities and the need for more IT expertise rather than art and handicraft [8]. On the other hand, the existence of new media itself had diminished a number of movie-related fields. Movie theaters are becoming obsolete to many people. The trade-off in this circumstance is obvious, since why would anyone spend a whole afternoon going to a movie theater and actually pay to watch a movie when they could just relax at home and choose to watch a free film on their streaming services. What is also worth noticing is the increase in movie-related unemployment rate. Including but not limited to: film projectionists, translation jobs, film colorists, lab technicians, etc. Furthermore, the concern regarding copyright as well raises public attention. With the growing ease of accessing online resources, it makes it easier for people to enact illegal transactions such as copying movie contents and displaying movies on illegal platforms. While these services benefit the audiences who are unwilling to pay for the movies, it no doubt violated the copyright of filmmakers. Other than works being exposed to many people with unwanted intentions, films as well suffer from regulations of online platforms which greatly limits the creativity of contents. For instance, in many countries, topics relating to governmental issues and sexual scenes might be sensitive topics that cannot be portrayed with much detail. With such limitations, movies lost its nature in demonstrating stories reflecting societal problems. All the big movie studios worldwide would have to be forced to respond to the uncertainty and possible profit-promoted actions with the help from new digital platforms [9].

2.3. Rising Societal Phenomenon

The most considerate challenge, however, the new media era has brought to the movie industry, raises the question of whether or not all these newly invented technologies would actually take over the production of films forever. The answer to this question may be taken from different perspectives. It is indeed true that online platforms, advanced technologies, and the internet bring immense convenience to the society, but at the same time people seem to have lost their ability in enjoying works that are truly valuable. Indeed, in such a fast-paced world where people are starting to lack the patience in appreciating meaningful movies, even entrepreneurs start to trigger their attention on films that tend to be more commercialized. For instance, investors would now rather invest in movies that

are presented by popular actors than experienced actors. It is a phenomenon that cannot be ignored because it is generating movies quantitatively and resulting in less quality movies.

3. Limitation and Suggestion

People around the world hold different views regarding the values of movies. There are definitely individuals out there who still appreciate the works of films no matter how prevalent the new media is in nowadays society; while there are also ones who enjoy movies even more with the convenience brought by the new media technologies. Obviously, the new media had allowed creators of entertainment to reach the audiences without solely the acceptance of few gatekeepers who were in total dominant of the media channels [10]. The above study could only be used as a reference in any aspect. With the existing problems, the companies and countries ought to collaborate together where both the movies and audiences get to meet at a situation benefitting from the new media era. For instance, generating more job opportunities for individuals working on online platforms in the marketing of movies, enacting strict regulations and laws on the protection of copyright, advocating for movies with better quality over quantity, promoting for more events offline where audiences get to interact with the filmmaking team, etc. Even though the new media era is bringing a number of conveniences for the population, physical values should never become obsolete. Compared to a digital copy of a novel where people could get easily distracted by other information, a physical one always pulls people into the atmosphere and mood of reading. When watching a concert online that costs less, the experience can never exceed going to a concert in person. In a generation where people could simply text messages to the ones that they miss, letters in the old days no doubt stored more values and memories as a physical copy.

4. Conclusion

The study discusses the impacts the new media era poses on the industry of films, evaluating the positives and negatives that should be put into consideration by many. Through examinations, online platforms, social media, technological advancements, and any other invasions brought along the new media era had had a great number of impacts upon the movie industry, changing the ways and strategies of movie production, marketing, promoting and distribution, financing, etc. It is worth noticing the values being placed upon movies when compared to all other mediums. Society ought not to neglect the importance of the movie industry and how its style of entertainment cannot be replaced by anything else. Observations and studies however, are still in need in the future regarding the collaboration of movies, audiences, and online platforms; while also paying attention to the betterment of movies with the help of new media. Entering this new information-dominant generation, the presence of films continues to play an important role in our lives.

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