How Does the Business Model of Film Industry Drive the Development of Local Economy and Related Industries

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Abstract. Based on the trend of cultural globalization in today's society, the film industry has not only limited to pure propaganda moral values, or only for entertainment and leisure, the current movie in transfer emotion while given great commercial value, and the commercial elements and the film itself plays a role of complementary, film profits for investment companies and shareholders, bring star traffic, commercial elements and will drive the film propaganda, making advertising, star endorsements, tourism culture, investment profits reached the maximum balance. By means of listing and comparison, this paper deeply analyzes how the commercial elements of the film industry affect the development of other industries and how to drive the local economic progress so as to maximize the value of the film. The research helps better understand the economic principles behind the film, business thinking and the connection between the film industry and business, and also understand the coordinated relationship and influence between the advertising industry, entertainment industry, tourism industry and the film industry.

Keywords: Film industry, business model, global economy.

1. Introduction

While entering into the 21st century today, national culture is blending, and information develops rapidly, the world cultural communication is increasing, people have started from independent individuals gradually towards globalization, however, with the development of economy and society and the improvement of international integration, globalization has not only limited to the beginning of economic globalization, because economic globalization will inevitably bring more effects , such as the so-called cultural globalization, legal convergence, social secularization, political diversity, and so on. However, in the possibility of the most inevitable directional product, it is cultural globalization [1].

In terms of the film model of today's society, movies have become more than just a tool for cultural transmission or a container for reflecting values, it is no longer a short educational film and video of thoughts and feelings. On a large level, the film is given great commercial value, and these commercial elements have become the best gimmick to attract the film, like inviting popular actors or well-known directors, or do a lot of publicity in the early stage of the film or even use a huge investment as a guarantee of capital. These diverse commercial elements will attract the attention of consumers, and let the audience unconsciously become curious. It also creates audiences' desire to watch the film, so driving consumption and driving the promotion of movies. These economic elements and the film complement influence each other, and create more value for each other.

This paper is exploring films behind the commercial value, such as film and television industry endorsements, derivative around some hand or related products, the development of the tourism industry, even about the national cultural output covers different aspects of different fields is how to drive the local economy, and how the perfect integration of commercial elements, realize benefit maximization.

2. The Main Business Models of Film Industry

2.1. Commercial Promotion

There is no doubt that the film and television industry will have a huge impact on the advertising industry. Because the fastest way for a movie to impress more people is to increase publicity, and the most effective way to increase publicity is to use commercial promotion to promote it. For example, in some popular short video platforms in today's society, open official accounts to play easter eggs and clips of movies in advance, or find some celebrity celebrities to do film reviews of movies to get traffic. Such publicity will increase the flow of the film, but also let the audience know the content in advance, and enhance the interest in watching the film. These methods are not special, on the contrary, everyone is used to it.

2.2. Product Placement Advertising

People are no longer unfamiliar with this form of direct advertising in the traditional sense. These advertisements convey the product and the film itself to the audience in the way of visual symbols in some specific scenes of movies and TV dramas, so as to increase the attention and people's impression of a brand [2]. Insert advertising are divided into two kinds. One is hard-inserted ads that shows the product at the beginning or at the end of the movie, so that the movie audience can also see these promotions; The other is soft advertising, which is placing the product that needs to be advertised in the segment in the movie. In the process of the detective in Chinatown 3, the Thai detective drinks Dongpeng Special Drink to become energetic again, Or the instant noodles that the female nurse in the movie eats during working overtime. These are actually soft ads, because it does not affect the playback of normal movies. They can also successfully use movies to promote their products, So as to kill two birds with one stone.

2.3. Star Endorsement Effect

Some movies will invite some popular stars to participate in the movie, because it can boost the ratings, and the producers can use the fans of these stars to better promote the film. Emotionally, people's attitude towards advertising is related to the attitude towards the target. In the case of celebrity endorsement, consumers tend to think that the quality of the products endorsed by the star is closely related to the social influence degree and status of the celebrity. For example, the director will invite some strong male actors to run in a certain brand of sneakers in the movie, or invite some famous scientists in the industry to make relevant interpretation and popularization of some health care products. At the same time, celebrity effect will also affect the purchasing behavior of consumers. For example, a favorite star is endorsing a product. Although the audiences do not have a great demand for it, they will still buy it because many people think that it shows a support for their idol. At this point, consumers actually have a potential impact, and celebrity endorsement can arouse people's positive attitude towards a product [3].

2.4. Creative Promotion

In the case of the same product varieties, it is not enough to only have the first two points. it also needs to carry out some ideological innovation and special technical publicity for specific products. Creativity is the soul of advertising and determines the quality and influence of advertising works. Creative thinking with originality and circulation determines the length of advertising marketing activities, which is the core factor of the source of advertising marketing creativity [4]. For example, making very beautiful advertisements, or using some humorous slogans to attract readers' interest in reading. For example, Coca-Cola set up a vending machine at the National University of Singapore in 2012, which offers a free bottle of Coke. Such novel, even semi-public marketing has helped the company better promote Coca-Cola's products. In today's beverage products homogeneity, how can a one hundred years old shop always firmly supremacy in the fierce competition, Coca-Cola company

gives the answer - Coca-Cola through efforts to build brand image, always keep pace, finally the cultural concept of different parts of the world into the unique products [5].

3. Influential Surrounding Industries

The biggest advantage of the advertising industry is that its commercial value is not only reflected in a film, but also often reflected in the interests of more fields and more industries in the future, such as the use right and the copyright of the film in the market, as well as the tourism industry that may affect it. These hidden benefits will be involved in the final profits of the film. Here the paper will explore how the development of these derivative industries affects the change of earnings.

3.1. Games Based on Plot of the Movie

Games are a kind of entertainment favored by young contemporary people, so some films boldly adapt the plot and dramatic plot directly into games with strong introduction. For example, after the very representative Harry Potter novel was changed to a film of the same name, its popularity reached its peak, and countless fans around the world were attracted by the plot of the film and its content. At the same time, its mobile game of the same name, Harry Potter: Magic Awakening, builds a complete linear scene based on the original Harry Potter world view, set ten years after the Hoghonz war, the magical world is peace, and the new school building is rebuilt from the ruins. Players come to school as a freshman to learn, grow, and explore the magical world. At the heart of the game is card collection and combat, experiencing the magical world from a "wizard" perspective. On the basis of the novel health, the game realizes the cooperation between players and texts through cross-media derivative narrative, and constructs the unique narrative style of the game world [6]. Before the launch of the game, the number of reservations in China, including Hong Kong, Macao and Taiwan, has exceeded 15 million. After the pre-download opened on September 6, the game quickly topped the list of various game download platforms. Harry Potter, the magic awakening has topped the Appstore game free list for nine consecutive days from September 6 to September 14. On its launch day on September 9, the game received 5.78 million downloads across the platform [7]. The success of the game lifted the popularity of the movie once again, and used the success of the game to bring Harry Potter to the world.

3.2. Film and Television Character Copyright

Copyright protection of authors, all countries have clear legal provisions to protect the legitimate rights and interests of authors. But as companies with the rights to hot tasks, they tend to make the copyright issue more commercial. The purpose of an enterprise is to make profits, and the fundamental purpose of business model innovation is to improve economic benefits, which is also the fundamental driving force for enterprises to innovate business model [8]. In this era of great importance to the protection of copyright awareness, more and more companies use selling copyright to profit. For example, if a TV series or movie needs to involve some dialogues or songs about other characters appearing in other dramas, it needs to pay the corresponding copyright fee to show respect for the original author. To sum up, this restriction on copyright is not only the secondary use of film and television roles, but also the protection of actors and the help of the film and television industry.

3.3. Co-branded Products

With the development of the current society, consumers' demand for spiritual products and cultural and creative products is gradually increasing. Brand co-branded products have become an important means for manufacturers to quickly open the market and improve the competitiveness of enterprises and gain competitive advantages. Therefore, because of the three aspects of "brand awareness, brand and ip matching degree and product scarcity", co-branded products will undoubtedly help the market to better promote and promote them [9]. For example, using the popular cultural and creative products of the Palace Museum as an example, the cultural creation of the Palace Museum started from the "I

Know" paper tape launched in Taipei in 2013. The popular tape has transformed the solemn Forbidden City into an Internet celebrity closer to the public's life, and has also shown the Palace Museum the huge market potential for cultural and creative products. In recent years, the Palace Museum cultural and creative constantly innovate from the palace wallpaper to the Palace Museum games, which can be popular on the Internet in a short time. In 2018, the palace and the development of six color national color lipstick listed on the first day of the thousands worth sales. The data also tells us that the museum is from a 600-year-old solemn into a dynamic web celebrity in the 21st century, become a typical representative of wen and product innovation and development [10].

3.4. Number of Tourists

According to the popularity of different films, different films will have different tourism revenue. Tourism industry is also one of the very important hidden profits. When a movie is a real shot, the public will often want to come to the scene to achieve the effect of restoring the plot of the movie. With college students, for example, according to the statistics, college students' travel motivation lies in three main reasons: tourism, social purpose and herd mentality, and a large part of college travel because of the movie propaganda and friends recommended, such a kind of progressive business chain reflects the - film create attractive plot to drive the popular tourism heat, tourism heat rise will attract more people to the local, thus drive the film propaganda [11]. For example, the "Roman Holiday" with very classic significance and value, and it has won a series of international awards through a romantic light comedy texture among which the prosperous Roman ancient capital, magnificent ancient buildings. Rome filled with strong western cultural deposits, and has also become the destination that many tourists to punch in [12]. Many tourists go to the hole to eat at the clock in to express a memorial, which is also a good publicity for a movie.

3.5. Offline Tourism Facilities and Parks

As mentioned before, some movies with strong plot will not only generate their own original products on the Internet, but also set up large shopping malls or theme parks offline to drive economic consumption. This kind of theme park refers to a large-scale miniature landscape park built for profit. As one of the most attractive tourist destinations, the theme park is gradually developing into an integrated park containing cultural entertainment and leisure experience. For example, Universal Studios, which is currently open in Beijing, has seven parks, such as the Kung Fu Panda Galaxy Land, the Minions Land, and the Magic World of Harry Potter. Each theme park has an exclusive IP image of the park, which represents a complete and unique story line to show the uniqueness of each park. In addition to these popular entertainment facilities and events, the park also actively cooperates with a number of Chinese enterprises in catering, social security services and digitalization to build a one-stop catering and entertainment center. At the same time, the park also incorporates many Chinese elements to further promote the concept of the park in China [13]. Another very famous example is Disney. In the public view, it can always open up magic with a new and young attitude. It has a prominent theme culture, diverse product innovation, high brand awareness and good immersive experience, and all these factors drive the development of the local economy. For example, Shanghai Disney opened in Shanghai, its design concept of "original Disney, unique Chinese style" and the integration of zodiac elements in the park make 90.42% of tourists feel the local culture of China. This innovative modern marketing method will make the popularity of film and television characters to a higher level [14].

4. Conclusion

To sum up, this paper mainly studies how the film industry affects the development of other industries to a large extent. The study finds that the business models of the film and television industry include commercial promotion, product placement, celebrity endorsement and some creative advertising forms, while other industries driven by the film industry include advertising industry,

derivative surrounding and tourism and so on. For example, in the advertising industry, films will insert some necessary commercial propaganda or invite celebrities to enhance the timeliness and entertainment of their advertising, which is an innovation based on film. In terms of derivatives, the film industry actually lays a very important foundation for many hidden consumptions in the future, such as the benefits of character shaping, the copyright competition among companies, and the public consumption of successful derivatives. Although these benefits are not timely, they may create a new industrial chain, and will produce "Goebbels effect", allowing us to have a special cultural feeling for the commercial value of the enduring, which will also drive the development of consumption level.

In terms of tourism industry, culture is different in many countries and produce more suitable for the local groups and cultural output, so as to drive the development of local tourism, and achieve win-win and globalization effect. Based on this point, this paper also hopes that the trend of cultural globalization will get better, so that these commercial elements integrated into the film can drive the development and progress of the film industry in the process of complementing each other. At the same time, the integration of commercial elements is also the inevitable technological innovation in the network era. It is hoped that the producers will pass both artistic and commercial films to the audiences through various media, so as to achieve the effect of maximum profit.

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