

The Assessment of Intangible Assets and the Status Quo

-- Taking Manufactory and Social Media Industry Company as Examples

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Abstract: During the research process, a comprehensive assessment method was adopted. Not only quantitative indicators such as the return on intangible assets were used, but also qualitative analysis of brand assets was combined. This enabled precise identification of key issues in aspects such as asset registration, impairment agreements, and depreciation policies. Through in-depth analysis, this study has proposed a series of feasible strategies with practical guiding significance. These include rational optimization of resource allocation, implementing traceability management through blockchain technology, and using predictive analysis methods to ensure an effective match between intangible assets and the strategic goals of the enterprise. The final research results indicate that the establishment of a data-driven management framework is of utmost significance. This framework can assist enterprises in successfully converting intangible assets into sustainable competitive advantages, effectively reducing capital waste, and thereby maximizing long-term profitability.

Keywords: Intangible; Asset; Evaluate; Media; Assessment.

1. Introduction

In 2017, H manufactory limited company in Guangzhou city has already gained dozens of patents and intellectual property rights. Can H manufactory company gain profit from these valuable patents and intellectual property rights? Are these intellectual property rights and patented technologies in the current trend of the increasingly updated era, new breakthroughs in the transformation of the motorcycle industry [1]?

B media company, China's largest ACG (Animation, Comics, and Games) culture company, was listed on the NASDAQ Stock Market in March 28, 2018. In August 2017, the largest website with the most China's users, has crossed worldwide and has a huge number of overseas users under the background that China's becoming more powerful in the world. The user's age stage is showing a trend of spreading from parentheses to absolute numbers (absolute numbers are derived from mathematical symbols). B media company, in the list of a global website ranking of 255, is bound to take more measures to avoid the site lose the most essential cultural connotation of origin, as a result of joint of more non-ACG users.

To fully leverage the substantial website traffic and expansive user base, we must transform data flows into capital assets and operational revenue streams through innovative monetization strategies, thereby achieving sustainable growth while unlocking continuous breakthroughs that generate incremental revenue from data utilization. This process involves systematic data asset management where user behavior analytics and digital interaction patterns are converted into measurable economic value, ultimately establishing a self-sustaining ecosystem of data-driven growth [2].

So what are the problems with the data flow confirmed as the existing intangible assets or invisible income of the website?

The reason to conduct an intangible asset assessment is the

need of asset management. As far as the environment in which Chinese enterprises are located, the assessment of intangible assets has the following three levels of significance: First, understand the company's position and improve corporate asset management. Only by fully revealing the true value of intangible assets can we be aware of the reality, then change passive management to active management, set up standard regulation to ensure the integrity of corporate assets. Second, provide management information and decision-making basis for operators [1] [3].

The essence of value of intangible assets is the result of combing of company's cultivation and development of intangible assets, the innovation ability and profitability of enterprises, the utilization status and utilization efficiency of enterprise resources, the potential of sustainable development of enterprises, and the level of enterprise management [4].

2. Overview the Survey

2.1. Survey Object, Survey Unit and Survey Content

For the selection of the interviewee, the various factors and the purpose of the survey were combined to determine H manufactory company and B media company as the main survey targets.

The content of the survey mainly consists of five aspects: the first part is the basic positioning of the interviewee; the second part is the current business situation; the third part is existing problems; the fourth part is the solution.

2.2. Confirmation and Measurement of Intangible Assets

Influential media in all aspects are involved in the question of whether statistics flow can be realized as capital. How would statistics flow be recognized as a possible inflow of economic benefits?

Intangible assets refer to identifiable non-monetary assets without physical form owned or controlled by the enterprise.

Intangible assets include patents, non-patented technologies, trademarks, copyrights, land use rights, and concessions. Goodwill is not recognizable and cannot be used as an intangible asset of an enterprise.

An intangible asset can only be confirmed when the following two conditions are met: The economic benefits associated with the intangible asset are likely to flow into the business; the cost of the intangible asset can be measured reliably accurately [5].

3. The Survey Results

3.1. H Manufactory Company

In 2017, H manufactory company has dozens of patents and intellectual property rights. Can H manufactory company gain profit from these valuable patents and intellectual property rights? Are these intellectual property rights and patented technologies in the current trend of the increasingly updated era, and looking for breakthroughs in the transformation and upgrading of the motorcycle industry [1] [6]?

3.1.1. Patent

The patent risk arising from the instability of the validity and value of the acquired party's patent rights.

The period of protection for invention patents is 20 years from the date of filing, and the period of protection for utility model patents and design patents is 10 years from the date of filing. The patent of the acquired party is often a patent portfolio, and we need to consider the validity and value of the patent from the overall patent protection aspects of the acquired technology [6].

3.1.2. Intellectual Property Rights

Intangible assets are different from this. In the case of H manufactory company Motorcycle, it is impossible to obtain the original information of patent intellectual property (such as price, research and development expenses, etc.) that is independently developed or purchased. This discusses the issue of subsequent measurement of intangible assets [5] [7].

3.2. Media APP: B Media Company

3.2.1. Introduction to B Media Company

In August 2017, B media company, as the largest website of China's ACG culture users, has crossed worldwide and has a large number of overseas users under the background that China's becoming a powerful country in the world. The age of users is showing a trend of spreading from parentheses to absolute numbers. B media company ranks 255 on the list of global website. It is necessary to take advantage of the large amount of website browsing and the large number of users, to make the statistics flow become possible inflow, to be realized as the revenue required for website operation, for sustainable development, and to find more breakthroughs and more possible revenue [2].

The B media company website has made a lot of explorations in the transformation of website data flow becoming economic benefits, realizing data flow into revenue:

Positioning

ACG culture's platform spans across two major markets, animation and games. Satisfying the needs of users who would like to watch ACG cultural videos with homing culture. The homing culture plays a role in screening users and can screen out fan users.

Market environment

The domestic animation and game market is enormous, and there are many competitors. The overall situation is still

energetic.

Product

The B media company website's new animation episodes; users generated ACG cultural comments and other videos; the homing culture creates tight user dependencies specially between networking station to fan users, which is an advantage that other competing products do not have. Therefore, it has a good reputation in the ACG culture circle.

B media company networking station attracts millions of visitors everyday. Daily average is the page visit amount, daily average is the number of browsing users [2] [8].

3.2.2. The Main Income of B Media Company:

Game joint operation

Most users of the B media company website are obsessed with ACG culture, it cooperated with game manufacturers to "sell" the users as the consumers of the game consumer through the way of game joint operation. Most of these games are based on a certain theme of episodes, with the label of episode, which is accurately aiming at certain group of consumers. Game joint operation is now the most important source of revenue for B media company station [8].

Live show broadcast platform

The B media company live broadcast channel is different from other game platforms that are mainly focused games. The B media company live channel classification setting is more biased towards the ACG culture related house dance, painting, hand model making, cosplay and other fields. Specifically aiming at the B media company station's own user group, taking a differentiated route [8].

Contracting plan

From the view of visibility, the B media company contracting plan mainly appeared on the introduction page and the playing site of video. While attracting the attention of users, it can also eliminate the user's rejection of spending money on watching behavior. In addition, the display of the contractor list can also play a role in stimulating user devoting money [8].

4. Opinion and Analysis

4.1. Definition of Capital Inflow Realization

User = data flow = Money. The most important thing to achieve data flow realization is that there are sufficient visits volume from viewers. It is used to describe the number of users accessing a website and the number of pages viewed by users. Commonly used statistical indicators include the number of page views PV, the number of page views per user, the average time the user spent on the site, and so on. Besides sufficient visits volume, it also needs strong power to realize it as capital, the key to realization is the method of advertisement and user dependencies [2].

4.2. Statistics Inflow Realization Method

4.2.1. Content is Value

The "New Movie Contracting Plan" is a commercial initiative of new design of the B media company website, worth encouraging.

Starting with episode "Fate/Zero," B media company began to try to standard the new section, but at the beginning it was cooperating with video sites that bought the copyrights to play. Unfortunately, the subsequent developments indicate that the status of the two parties is not equal. The video website has a real right to play, but the Bilibili does not have effective management to the user. They can't appease their

dislike of advertising, nor dare to prevent them from using and upgrading. In the end, cooperation relationship helplessly broke up.

If only one movie is free B media company could bare the running cost. However, dozens of new movies published every season, it is necessary to charge the movie section, and the current charging method generally include three types, advertising, and subscription.

Therefore, if the B media company wants to continue the legalization of the new movie section, it is necessary to buy the copyrights of ACG movies. It can be said that the “New Movie Contracting Plan” is a special kind of subscription. The detailed operation of the B media company has been planned for a long time such as contracting incentives: rankings, which is considerate for taking into account the issue of content-capital realization [2] [8].

4.2.2. Advertising Revenue

The rule of this model is that as the wechat public account operators collects, organizes, and edits the content, the consumer who read the content of article, needs to endure the platform advertisement at the end of the article.

From the perspective of the need for users to endure, platform advertisements needed less endurance than soft advertisement, and the soft advertisement needs less endurance than implant advertisement [8].

4.2.3. E-commerce

Basically, they sell users’ trust in their own brands, not the real thing itself. However, even with a logical thinking of millions of tens of millions of data flow, compared to the e-commerce platform such as Jingdong, Taobao, the sales and imagination of the former are almost negligible [8].

4.2.4. Charged Service Items

The characteristic of this model is that the information or the content itself is still free, but the relevant services are charged. A typical example is online course. The wechat public account of online course is only updated once a week. Each issue contains a well-written marketing topic. It is extremely enlightening and helpful with exploring the marketing methodology. There is a lot of reward for each issue.

The course is conducted online, with millions of incomes per session, sustainable enrollment; the course in contrast promotes the evolution of methods [8].

5. Suggestions

5.1. Suggestions for H manufactory company Enterprise

Strengthen the management of intangible assets to prevent infringement. It is necessary to apply for registered trademarks at domestic and foreign countries, to protect corporate trademarks in order to prevent infringement. Therefore, enterprises should attach great importance to the rights of intangible assets, strengthen the protection of intangible assets [3].

Strengthen the management of intangible assets. Extend brand value, make full use of existing brands, goodwill, and so on. For the sake of developing and producing other products, helping new products to be sold on the market as much as possible, reducing risks, and extending the brand to further expand, and increasing brand value [3] [6].

Set up an intangible asset management department, equipped with special management personnel and improve

the overall quality of personnel [3].

Strengthening the innovation and expansion of intangible assets and enhancing the independent production capacity of enterprises [1] [4].

5.2. Suggestions for B media company Website

Overview the development of B media company, it has gradually changed from the original ACG cultural video sharing website to today's young people's entertainment site center. Although the B media company has been explored and matured on the road of statistics-capital realization, there is still much stages waited to be developed. In the following passage it is going to talk about personal thinking about the way of statistic flow, for reference only.

Focus on building a “painting friend” platform. It can cooperate with the Japanese copyright party to provide the browsing and purchase of genuine comics, and turn it into a new data-capital realization entry point [8].

Build your own online star. B media company can use its own plentiful resources to create a group of its own online stars (singer, game anchor, dancer, painter, etc.), the existing offline idol has been an effective attempt. However, it can continue to deepen and closely integrate with the online live broadcast platform, in order to generate revenue by using the fan economy of the ACG cultural form [8].

Work closely with the Japanese ACG industry. B media company can try to work with Japan to make a drama and create its original drama resources. At the same time, the live broadcast platform can also open a live room consist of famous Japanese singer, voice actor or animation director, through the way of irregular live broadcasts attracting more ACG fans [8].

Try a paid membership system. B media company still has to adhere to its own registered membership access mechanism (requiring that only registered members to become paid members), to avoid the influx of a large number of inferior users caused by the mistake of the access mechanism, affecting existing users’ agreement with the sense of belonging [2] [8].

6. Conclusion

Intangible assets are indispensable economic resources for the survival and development of enterprises, and their role and value far exceed that of tangible assets.

In order to better manage assets, it is necessary to fully reveal the true value of H manufactory company intangible assets (patents, intellectual property rights), then it would change passive management to active management, to realize standardization. Therefore, chief executive officer ought to make wise investment in intangible assets such as rational allocation of resources, transformation and upgrading.

Under the background that B media company ranked 255 on the global website, apparently it is necessary to realize data inflow into the income required for the running of the website, sustainable development, and more breakthroughs are sought to be found as data flow revenue.

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