

Development Dilemma and Improvement Measures of IP Film and Television Plays

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Abstract: In recent years, the film and television industry has paid more and more attention to IP development, and many popular online novels or games have been adapted into film and television works. The rapid development of IP film and television drama benefits from the rise of popular culture and the excavation of high-quality resources on the Internet, which makes the creative inspiration of IP film and television drama endless and has achieved good market response. However, due to the blind pursuit of commercialization by some practitioners, the development of IP film and television drama is in trouble. Based on IP film and television drama, this paper explores the reasons for the rise and development dilemma of IP film and television drama creation in China in the new era, so as to provide reasonable improvement measures for its development path.

Keywords: IP Film and Television Drama; Development Dilemma; Improvement Measures.

1. Introduction

IP refers to "intellectual property rights", that is, "the property rights enjoyed by the obligee on the achievements created by his intellectual labor". The well-known online literary works or games, such as Ghost Blowing Lights and Legend of the Sword and the Chivalrous Man, are IP. Some IPs are popular for various reasons, which leads to the adaptation of them into film and television dramas. This kind of film and television dramas has a special name-IP film and television dramas. Since the first online literary work "The First Intimate Contact" was filmed, the number of IP film and television dramas began to increase and gradually occupied the market. In recent years, "the market for film and television scripts in China has gradually matured and formed a relatively perfect system structure.[1]", many hit TV movies are also extended from high-quality IP.

2. The Reasons for the Rise of IP TV Dramas

2.1. Rich in Resources and Diverse in Subject Types

Domestic IP film and television dramas were originally developed from online literature and games. With the impact of popular culture, scriptwriting began to show a rapid growth trend, and the themes were more diversified. No matter novels, comics or games, they all promoted the development of IP film and television dramas to a certain extent under the catalysis of the entertainment market. With the increasing aesthetic demand of the public, people are no longer satisfied with the theme of film and television under the genre creation mode, and traditional costume dramas, urban dramas and revolutionary historical dramas are increasingly difficult to meet the changing tastes of the audience. The public's demands for high-quality and creative scripts are increasing, and IP-adapted TV dramas have rich creative themes and bring people high-quality aesthetic experience. For example, treading on thin ice, to the sky kingdom, Empresses in the Palace's Notes on Grave Robbery, etc., whether it is the theme of crossing, fantasy or grave robbery, their innovation can bring people a strong desire to watch, and they are more

mature in the polishing of scripts and richer in types than before.

2.2. Policy Support and Diversified Broadcasting Channels

Directed by the policy of the radio and television department, TV series has started the broadcast form of "one drama with two stars", thus reasonably balancing the program distribution of satellite TV channels and optimizing the diversified development and resource allocation of TV series industry. With the help of the new media era, there are more and more online communication platforms, which are no longer broadcast only through TV or movies. Compared with the traditional broadcast mode, the network platform is more free and convenient in content delivery. In the pre-publicity work, IP film and television also has great advantages. With the help of fans, it forwards and shares the content, continuously creates hot topics and attracts more potential audiences. With the growth of the network platform, IP film and television dramas have made profits in the TV industry, occupying a large market share, and also gained a broader adaptation and development space, truly achieving the integration of the three networks. Under the background of media convergence, the traditional broadcast forms of film and television dramas can no longer meet the needs of the audience. Therefore, various social platforms and video platforms on the Internet have taken advantage of the situation to quickly gain the upper hand, which not only presents high-quality film and television resources to people, but also drives topics and enthusiasm, thus achieving good results.

2.3. The Manufacturing Cost is Low and the Risk is Small

Most IP has a relatively perfect story content and plot trend before the second creation, and the story content meets the market standards without market inspection, and it has gained a lot of recognition. Therefore, for investors, it is not necessary to spend too much time, manpower and material resources on the creation of scripts, and only need to change some characters' personalities and plot details on the original basis, so they can produce a standard work, so they don't need

to invest too much money, just pay more attention to fame and reputation in selection, so that the works adapted from network IP can basically achieve good results in the market. On the other hand, if you start with a work without a market audience base, it is not only difficult to incubate a high-quality and mature work, but also the risks in many aspects are uncontrollable.

2.4. Meet the Needs of Fans' Psychology and Audience

One of the primary reasons why many IPS can be selected by the market is that their creative themes and contents are in line with the current popularity and popularity. Most of these IPS have a certain fan base and are well known to the audience. They had many followers before they were developed. With the rapid development of online media, online literature has accumulated a large number of original audiences, which is exactly the box office guarantee and income base needed by the market. For example, "Tomb Notes" has many fans in the network because of the particularity of the novel theme. Many supporters hope to adapt it into film and television works, and the producers also closely follow the hearts of the audience, choose popular idols to play, and use the dual help of script IP and star IP to create high-quality adapted works to give back to the audience. "Original Powder+ Star Powder" will make the fan base of IP film and television dramas more stable, and everyone will work together to form a traffic matrix, which will guarantee the stable development of IP film and television.[2]It is this two-way feedback mechanism that makes the development of IP film and television dramas deepen, and more high-quality novels and games are used to create scripts. Under such infection, producers have also invested in the development and creation of IP, gradually forming a new upsurge.

3. The Development Dilemma of IP Film and Television Dramas

Although IP film and television dramas have achieved good results under the guidance of the market, and continuously injected fresh blood into the film and television drama market, the quality of the dramas is uneven, and there are still many problems behind them.

3.1. The Production Level Drops, Ignoring Content Innovation

Most of the IP TV dramas we are familiar with are extended from online literature and games, and the script market is approaching maturity. Under the existing creative mode, creators can't get out of the framework and make new adaptations. In order to get the maximum benefit from their works, the innovation in content begins to decrease, so the phenomenon of homogenization of themes cannot be avoided. Due to the restrictions of relevant laws and regulations, some works can't maintain their original appearance when they are adapted, especially in fantasy and fairy-tale novels that are sought after by a large number of readers, there will be a large number of shoddy special effects shots, which will lead to problems such as water flooding and singleness in the plot. In addition, the decline in the production level of the script is mainly reflected in the simple props set, the rough editing of special effects, and the great discrepancy between the adaptation and the original work. At the same time, most of the works presented to the audience are unchangeable creative

routines, such as a large number of intrigues in ancient court dramas, dog blood quarrels in family ethics dramas, and a series of industrialized saccharin produced by urban romance dramas. These creative modes make the uniqueness of works decline, the quality of adaptation is difficult to guarantee, and excellent scripts are becoming more and more scarce.

In the domestic market, IP TV dramas are occupied by online dating dramas or magic change dramas, and the content presentation and plot mode are the same. In recent years, the ratings of IP literature adaptations, such as *Qin Shi Ming Yue* and *Song in the Cloud*, are also greatly inferior, which shows that the audience no longer has a deep interest in the same type of costume dramas. The root cause is the lack of innovation.[3]Judging from the current viewing situation, it is not feasible to obtain commercial benefits only through the inherent fan base of the original IP. The key to the success of a work is the content. If the content is weakened, only the external form and excessive packaging are paid attention to, and the content creation is not given priority, no matter how successful the IP is, it will not save the market.

3.2. Pay Attention to Economic Benefits and Lack Value Guidance.

From the perspective of business logic, some creators pay more attention to the economic benefits that a work can eventually bring, and the development of IP film and television dramas follows the principle that some investors focus on investment and return. In the long run, the artistic level of the works is constantly trapped by consumerism, and the utilitarianism of the whole market remains high, which leads to the lack of ideological connotation and cultural value of the created content. In order to follow the audience's entertainment intention in the Internet age, the current content adaptation of IP TV dramas is gradually moving closer to the core of fans, and the direct result of excessive pursuit of fan effect is the lack of core values. The values conveyed by some works cannot be integrated with the current development concept of the times, and the content is not suitable for dissemination. Some film and television production or broadcasting institutions fill in the plot content meaningless in order to make the film and television works meet the broadcasting requirements, or add a lot of sensory stimulation plots in order to attract the audience. Under the influence of the consumption concept of fast-food entertainment, in order to meet the needs of the market and the audience, online writers began to scratch and copy a lot of content creation, and their works were shoddy, which eventually led to the decline of the quality of film and television dramas and the lack of values, which caused the audience to vomit. Compared with before, the creative mode of IP film and television dramas has undergone a great change, from winning by content to judging by ratings. The creators have to be dominated by the audience market and blindly cater to the consumer groups, resulting in the essence of the works being no longer pure.

3.3. Market Disorder and Abuse of IP Resources

The emergence of IP drama has impacted the production mode of traditional film and television drama to a certain extent, and has driven capital to promote the transformation of the whole market. Since the emergence of IP adaptation of the film and television boom, the whole film and television market broke out the phenomenon of crazy snapping up IP

copyright. The producers concerned did not seriously consider whether the products themselves met the standards, but just bought and hoarded online novels at high prices. Some creators of IP adaptation lacked rational thinking on the value and popularity of IP, and ignored its inherent market value, which led to the overall quality of film and television adaptation that was not optimistic and needed to be further improved. Market demand also affects the adaptation of network IP. For the sake of economic benefits, IP has been contested and abused, and the phenomenon of blind purchase and hoarding of IP is not uncommon, which also makes copyright fees start to rise. Major film and television companies have snapped up potential IP resources at prices ranging from hundreds of thousands to tens of millions. This grabbing mode has led to market chaos, and high cost and high actor pay will inevitably reduce the investment ratio in production, and at the same time make downstream film and television production more stressful. For example, due to shoddy techniques such as matting and special effects, it has been repeatedly spit out, and the score of Douban is only 3.1. This also tells us that the path of trying to profit from IP resources is contrary to the laws of the market and will even affect the healthy development of the industry.

3.4. Actors are Overpaid and the Investment Ratio is Unbalanced

The main reason for the chaos in IP TV dramas is that investors pay high prices to buy popular IP, blindly cater to the audience's attention, and choose high-priced stars with their own traffic. With the market chaos in the entertainment industry, the actor's pay began to rise. As early as 2016, CCTV News Channel reported and criticized the high-paid event in the entertainment industry. Compared with other countries' film and television industry, the actor's pay is only a small part of the investment, while China's investment in actors and production is seriously unbalanced, and more and more mobile actors are paid tens of millions to hundreds of millions. A large amount of production funds are not used for filming, but are paid by sky-high actors, which can only reduce capital investment in props, scenes and post-production, thus leading to the final quality of the work is not up to standard. At the same time, in order to rob Peter to pay Paul, investors have shrunk the production cycle, making water injection stories abound and lowering the level of the overall film and television industry.

4. The Improvement Measures of IP Film and Television Drama

4.1. Check the Quality of Content and Adhere to Cultural Innovation.

The key to the success of film and television works lies not only in the mature production team and excellent production technology, but also in the rich and high-quality content creation. In recent years, the State Administration of Radio, Film and Television (SARFT) has promulgated the detailed rules of relevant content auditing standards, with a view to rectifying vulgar, low-quality and connotative programs. The entertainment phenomenon caused by excessive pursuit of interests will seriously hinder the development of IP film and television dramas, and the audience's expectation will also decrease. Therefore, it is very important to ensure the content quality and cultural connotation of IP film and television dramas. For film and television creation, only by returning the

value expression to textuality and artistry can we avoid leaning towards empty-shell fan films.[3]In the current environment, what the industry needs to do is to excavate and create creative works that can resonate with the audience. Such works pay attention to the aesthetic needs of art and the shaping of social core values, thus playing a certain role in inheriting the traditional culture of China. It is impossible to rely on vulgar and shallow content to meet the emotional needs of the audience. If IP film and television dramas want to occupy a stable position in the fierce market competition and survive for a long time, they need to attach importance to content quality and adhere to cultural innovation, so as to have the motivation for continuous improvement.

4.2. Excavate High-Quality Resources and Enhance Artistic Value

When adapting IP, we should not only pay attention to its commercial value, but also enhance employees' pursuit of artistic taste. No matter what type of IP object we choose, we should not only take the fan flow as the criterion for judging, but also make a comprehensive and objective consideration of the original works, pay attention to the excavation of the intrinsic value of the works, and abide by the principle of fostering strengths and avoiding weaknesses in the processing of the original works in order to make better innovation. Blindly keen on blindly selecting, developing and investing from IP resources will only lead to a weaker original market and a more biased cultural industry, and eventually fall into the development dilemma of not being able to produce high-quality works. We should be soberly aware that a popular IP is not the same as getting a ticket to the market, let alone being able to produce a 100% quality work. Investors need to improve their ability to judge and appreciate resources under the market trend, and make optimal selection.

4.3. Guide the Industry Order and Raise the Threshold for Review

No matter what kind of cultural industry, we should be aware of the possible problems in the process of rapid development. As a new cultural format, IP film and television plays need to realize in advance that some films and TV plays will have problems such as vulgar content, low taste and insufficient ideological connotation, while providing entertainment and aesthetic functions to the audience. Therefore, it is very important to correctly guide the development order of the industry.

Judging from the management norms of national governance, a relatively strict examination and approval system and procedures will be established for the relevant films broadcast, and all the contents of TV dramas need to be tested according to the examination requirements, and only after obtaining the distribution license can they be officially broadcast. Network drama can also refer to the same standards and strengthen the key steps and approval process of production.[4]First of all, it is necessary to strengthen the content review of IP film and television dramas. At present, the rapid development of social networks is more likely to breed bad communication content, and even affect the industry environment. Therefore, IP film and television dramas should strictly follow the management system of first review and then broadcast, so as to avoid content dissemination that harms the excellent national culture and has a negative impact on society; Secondly, we should give positive encouragement to the development of high-quality IP,

which meets the requirements of health and positive energy, and the development of IP industry can promote the prosperity of entertainment culture. The film and television dramas for the public must meet the correct value orientation. Therefore, the state encourages the film and television industry, institutions and production departments appropriately, and has timely feedback and construction opinions, which can guide them to create excellent programs and works that reflect the civilization of the times and carry forward the national spirit. Finally, it is necessary to strengthen the supervision of IP film and television dramas. From its source, the internet information content supervision department should play the primary guiding role, strengthen the supervision of the contents of various websites, and at the same time do a good job in managing audio-visual programs, create public opinion guidance, and cultivate industry self-discipline awareness.

5. Conclusion

As a new thing in the development of the times, IP has officially entered people's field of vision for only a few years. At present, there are still many places that can be improved and improved, and the market order needs to be optimized and strengthened. This is a process that needs long-term development and improvement. IP film and television plays have brought great advantages to the development of China's

film and television industry. If we want to continue to develop steadily, there is still a long practical path to explore in the future. How to realize the audience's cultural identity and identity at the same time of IP adaptation is a place worth thinking about in domestic IP film and television dramas. The film and television industry are an industry that relies on high-quality content output, so it is necessary to be based on the present and be good at finding and solving problems in order to achieve long-term benign development.

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