

The integration and development trend of film and TV industry in the new media era

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Abstract: The arrival of the new media era has a profound impact on the development pattern of the film and television industry, and industrial integration and innovation have become one of the main trends. This paper studies and analyzes the integration and development trend of film and television industry in the new media era, and reveals the important phenomena and trends. First of all, the paper discusses the impact of the rapid development of new media technology on the industry, especially the rise of streaming media platforms and the popularity of content creation tools, which have brought brand-new development opportunities to the industry. Secondly, the paper deeply analyzes the trend of industrial integration. The traditional film and television industry is gradually integrating with the new media platform, and the industrial boundary is becoming more and more blurred, which promotes the cooperation and coordination between the upstream and downstream of the industrial chain. In addition, the paper also discusses the role of personalized recommendation and data-driven content creation in industrial development. By collecting and analyzing user data, the industry can better understand users' needs, provide personalized and accurate content recommendation, and improve users' viewing experience and satisfaction. On the whole, this paper discusses the integration and development trend of film and television industry in the new media era, aiming at providing new perspectives and ideas for industrial development.

1. Introduction

Under the wave of digitalization and informatization, the rapid development of new media technology is profoundly changing the traditional film and television industry. The traditional film and television industry has always been an indispensable part of people's daily entertainment life. However, with the rise of new media technologies such as the Internet, mobile Internet and social media, and the changes in people's consumption habits, the film and television industry is facing unprecedented challenges and opportunities [1].

The rise of new media technology provides strong technical support for the integration of film and television industry. On the one hand, the new media technology makes the production methods of movies and TV more diversified, and the special effects, sound effects and picture quality have been significantly improved [2]; On the other hand, new media platforms, such as online video and social media, also provide a broader space for the spread of movies and TV works. In this context, the film and television industry began to try to cross-border cooperation, share resources and jointly explore the market, forming a new trend of industrial integration [3-4]. The integration of film and TV industry is not only reflected in the technical level, but also in content creation, business model and other aspects. In terms of content creation, film and television began to learn from each other, and elements such as narrative techniques and role-building of film works were introduced into TV dramas, while TV dramas provided new inspiration for film creation through multi-season continuity and complex character relationships [5]. In terms of business model, the film and television industry has also begun to explore new profit models, such as joint production, joint distribution, online and offline interaction, and achieved win-win development of the industry.

However, the integration of film and TV industry also faces some challenges and problems. How to keep their own characteristics and advantages in the process of integration, how to attract and

retain audiences on the new media platform, and how to deal with market competition and copyright protection are all topics worthy of in-depth study. Through the in-depth study of the film and television industry in the new media era, we can better understand the challenges and opportunities faced by this industry and provide useful reference and enlightenment for future development.

2. The influence of new media on film and television industry

The continuous innovation of new media technologies, such as the introduction of high definition, 4K, 8K image quality, virtual reality (VR) and augmented reality (AR), has brought brand-new production and viewing experience to the film and television industry. For example, VR technology allows viewers to participate in the plot of movies or TV programs in an immersive way, which enhances the immersive experience; The application of HD, 4K and 8K image quality improves the visual quality of the content and meets the audience's demand for high-quality film and television works [6-7]. The specific performance of the influence of new media on the film and television industry is shown in Table 1.

Table 1 The influence of new media on film and television industry

Influence aspect	describe
Technological innovation and application	The continuous introduction of new media technologies, such as HD, 4K, 8K, VR and AR, has improved the production and viewing experience of the film and television industry.
Changes in the way of content creation and dissemination	The rise of new media platforms has changed the way of content creation and dissemination, enabling content creators to create more freely and interact directly with the audience.
The promotion of audience participation	Through the social media platform, the audience can interact and share the viewing experience in real time, which enhances the audience's participation and provides valuable user feedback and market data for the industry.
Innovation of marketing and promotion strategy	The development of new media technology has brought about innovations in marketing and promotion strategies, including accurate targeted promotion and publicity by using UGC, which has improved the exposure and word-of-mouth influence of works.

The rise of new media platforms has changed the way content is created and disseminated. Traditional movies and TV programs are mainly released through traditional channels such as cinemas and TV stations, while new media platforms such as Netflix, Amazon Prime Video, YouTube, etc. provide brand-new ways of content dissemination, enabling content creators to create more freely and communicate and interact directly with the audience through the Internet [8].

The film and television industry in the new media era pays more attention to the promotion of audience participation. Through the social media platform, the audience can interact with the film and television works in real time, share their viewing experiences, comments and feelings, and communicate and discuss with other audiences. This increase in participation not only enhances the audience's stickiness, but also provides valuable user feedback and market data for the film and television industry.

The development of new media technology has also brought innovation in marketing and promotion strategies. Movies and TV works can be accurately promoted through social media platforms, and users' interests and behavior habits can be analyzed by using big data, and personalized marketing strategies can be formulated to improve the exposure of works and audience participation [9]. At the same time, UGC (User Generated Content) on the new media platform has also become an effective publicity channel, which has affected the word-of-mouth and influence of the works.

3. The fusion mode of film and television industry

3.1. Cross-border cooperation and joint production

In the new media era, the film and television industry is increasingly inclined to cross-border cooperation and co-production to create more attractive content and expand market influence. Table 2 briefly summarizes several fusion modes of film and television industry and their main characteristics.

Table 2 The fusion mode of film and television industry

Fusion mode	characteristic
Streaming media platform convergence	With the integration of traditional film and television industry and streaming media platform, the content transmission mode has changed from linear to nonlinear, and the industrial boundary has gradually blurred.
Cross-border cooperation and joint production	Cooperation and co-production between different industries, such as movies and games, movies and online novels, movies and music, bring innovative content and diverse experiences to industries.
Content sharing and transformation	Film and TV content are shared and transformed between different platforms, such as the cross-border transformation of film and TV series, and the transformation of online video content into film or TV series.
Data-driven content creation	Use big data to analyze users' needs and behaviors, provide accurate guidance for content creation, and produce film and television works that are more in line with users' preferences.

The "Assassin's Creed" series is a famous example. The series of movies and games complement each other, based on the common story background and characters, providing a rich cross-media experience for the audience and players. The launch of the film attracted gamers to watch the movie, and the release of the game also attracted movie audiences to try it out, thus realizing the mutual promotion and linkage development of the two industries.

"Eternal Love" is a popular costume fantasy TV series in Chinese mainland, adapted from online novels. The success of the play is largely due to the cross-border cooperation with online literature. Online novels provide rich story material and loyal fan base for TV series, and the broadcast of TV series also brings great benefits to the sales and promotion of online novels, achieving a win-win situation.

The film "Bohemian Rhapsody" is a biographical film with the theme of Queen, which has a close cross-border cooperation with the music industry. The musical elements in the film have become one of the highlights of the whole film. Through the publicity and promotion of the film, Queen's music has once again attracted worldwide attention, and the box office income of the film has also been helped by the music industry.

These cases of cross-border cooperation and co-production fully demonstrate the integration development trend of the film and television industries in the new media era. Through cooperation and innovation between different industries, richer and more diversified contents have been created, satisfying the diverse needs of the audience and expanding the market space of the industry [10].

3.2. Content sharing and transformation

In the new media era, content sharing and transformation has become a common phenomenon in the film and television industry. The exchange and sharing of content between different platforms and the cross-border transformation of content have brought new development opportunities to the industry.

"Breaking Bad" is a well-received American drama. Later, the story of the drama was adapted into a movie "El Camino: A Breaking Bad Movie". This cross-border transformation between movies and TV series not only provides the audience with the opportunity to continue to follow the story, but also expands the audience for the producers on different platforms. Sometimes, the

storyline or character image of a movie may be continued or re-developed in online drama. For example, the story of the movie "Flipped" was inspired by the novel, and later it was adapted into an online drama "Heart Signal: Rekindle the Romance", which continued the emotional theme of the original and further developed the story, providing different forms of appreciation experience for the audience.

3.3. The rise and influence of new media platform

Netflix is a new media platform based on streaming media service, and its innovative mode in content production and distribution has led the transformation of the whole industry. Netflix has attracted the attention of audiences around the world by investing heavily in original content, such as "House of Cards" and "Stranger Things". Its on-demand viewing mode and personalized recommendation algorithm have changed the traditional TV viewing habits and had a far-reaching impact on the traditional TV industry.

As one of the largest video sharing platforms in the world, YouTube provides creators with a broad creative space and audience base. Many self-media people and content creators have created a lot of high-quality content on YouTube, covering various types and fields, from beauty and technology to games and entertainment. The rise of YouTube has not only changed the pattern of traditional media, but also brought brand-new opportunities and challenges to content creation.

By leading the new mode of content production and dissemination, these platforms have changed the pattern of traditional industries, provided viewers with more diversified and personalized content choices, and also provided creators with a broader creative space.

4. The development trend of film and television industry in the new media era

4.1. Diversified content production and personalized recommendation

In the new media era, diversified content production and personalized recommendation have become an important development trend of the film and television industry. With the development of digital technology, users' demand for watching movies and entertainment consumption has become more diversified and personalized. Therefore, in order to meet the different needs of users, content producers and platform operators need to constantly innovate, provide richer and more personalized content, and accurately push these contents to users through intelligent recommendation algorithms.

First of all, diversified content production provides users with more diversified choices. Traditional movies and TV programs are often limited to a few types and themes, while the content production in the new media era presents a more diverse face. Whether it is science fiction, suspense, comedy or documentary, you can find rich content on various new media platforms. This diversified content production not only meets the needs of different user groups, but also brings new impetus and vitality to the development of the industry.

Secondly, personalized recommendation technology makes it easier for users to find what they are interested in. By analyzing the user's viewing history, clicking behavior and preferences, the intelligent recommendation algorithm can accurately understand the user's interests and tastes, and recommend movies, TV programs or videos for them. This personalized recommendation not only improves the user's viewing experience, but also improves the user retention rate and activity of the platform.

4.2. The improvement of user experience and interactivity

In the new media era, the film and television industry is committed to improving user experience and interactivity to meet the growing needs of users. By introducing interactive elements and enhancing user participation, the industry not only strengthens the connection with users, but also creates a richer and more personalized viewing experience.

By adding interactive elements, movies and TV works provide viewers with a more immersive experience. For example, some interactive movie or TV programs will introduce selection nodes

into the story, and the audience can influence the story direction according to their own choices, thus participating in the story plot, increasing the audience's sense of participation and engagement. The new media platform provides rich interactive functions for users and enhances the interaction between users and the platform. Audiences can communicate and discuss with other audiences through social media platforms, share their own viewing experiences and feelings, and participate in community discussions, which deepens the sociality and interest of watching movies.

4.3. Data-driven content creation and marketing strategy

In the new media era, data-driven content creation and marketing strategy has become an important trend in the film and television industry. By collecting and analyzing user data, the industry can more accurately understand users' interests and preferences, so as to accurately formulate content creation and marketing strategies and improve the attractiveness and market influence of content.

Data-driven content creation can better grasp the needs of users. By analyzing users' viewing history, collection behavior and rating data, the industry can understand users' preferences for different types, themes and styles, thus making targeted content creation plans, producing film and television works that are more in line with users' tastes, and improving the attractiveness of works and audience satisfaction.

Data-driven marketing strategy can improve publicity effect and market response. By analyzing users' behavior data and social network data, the industry can find users' concerns and communication paths, accurately locate the target audience, formulate personalized marketing strategies, improve the publicity effect and audience participation, and enhance the exposure and word-of-mouth influence of works.

4.4. The change of industrial ecology and the rise of new formats

In the new media era, the ecology of the film and television industry is changing, and new formats are also rising. The traditional film and television industry gradually merged with the new media platform, and the industrial boundary became blurred, which also gave birth to some brand-new formats and models.

First of all, the rise of new media platforms has changed the pattern of traditional industries. The rise of streaming media platforms such as Netflix and Amazon Prime Video has broken the monopoly of traditional cinemas and TV stations and changed the way of content dissemination and consumption habits. This new content communication mode promotes the transformation and upgrading of traditional industries and promotes the reform of content creation and production mode.

Secondly, the rise of new formats has brought about the reconstruction of industrial ecology. With the rise of new formats such as network literature, network variety and virtual reality, the ecosystem of film and television industry is constantly enriched and expanded, and the industrial chain is more diversified and complicated. For example, some excellent online novels have been adapted into movies or TV series, and virtual reality technology has brought new possibilities for film and television content creation.

In a word, the change of industrial ecology and the rise of new formats have brought new development opportunities and challenges to the film and television industry. Participants in all aspects of the industry need to innovate constantly, adapt to the new development trend, and actively embrace new technologies and new models in order to remain invincible in the fierce market competition and realize the sustainable development of the industry.

5. Conclusion

The integration and development trend of film and TV industry in the new media era is a process full of vitality and change. Through the in-depth study of the film and television industry in the new media era, it can be clearly seen that the rapid development of new media technology is profoundly changing the pattern and operation mode of traditional industries. In this process, we have seen

many important trends and phenomena. First of all, the rise of new media technology has brought brand-new development opportunities to the film and television industry. Secondly, industrial integration has become an irreversible trend. The traditional film and television industry is gradually merging with the new media platform, and the industrial boundaries are becoming more and more blurred. In addition, personalized recommendation and data-driven content creation have become the new engines of industrial development. Generally speaking, the integration and development trend of film and TV industry in the new media era is full of vitality, but it also faces many challenges. In the future development, all parties in the industry need to innovate and cooperate constantly to adapt to new technologies and changes in order to realize the sustainable development and prosperity of the industry.

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