

Research on the Integrated Development of “Internet + Cultural Industry”

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Abstract: The integration and development of industries is a new form of development in the country, and its essence is to avoid industrial differentiation and promote industrial integration and development through industrial integration. The Internet and culture seem to be unrelated, but there is a natural fusion between the two, which promotes and penetrates each other. Culture needs a certain medium to spread and communicate. It also needs continuous creation and continuous innovation. The Internet, as a communication medium, provides a brand-new space and a means of rapid communication and communication for cultural dissemination and exchange; the collection of various resources on the Internet can also provide more choices and rich nutrition for the development and innovation of culture. Nowadays, culture not only communicates and spreads on the Internet, but also innovates, creates, enriches and expands on the Internet.

1. Introduction

General Secretary Xi Jinping said that it is necessary to make the culture collected in the museum, the heritage displayed on the vast land, and the words written in the ancient books come alive. “Living” means letting cultural heritage be integrated into life through certain means, and this means is new technology, Internet technology. The success of “Handheld Forbidden City” reflects the unprecedented effect of the integration and development of “Internet and cultural industry”. Through Internet technology, the cultural industry can enter the homes of ordinary people in all aspects.

2. The Feasibility of the Integrated Development of “Internet + Cultural Industry”

The so-called Internet is a comprehensive activity of collecting and developing network resources based on network technology, as well as production, research and development, storage and marketing of network technology. my country defines the “cultural industry” as follows: In September 2003, the Ministry of Culture of China issued the “Several Opinions on Supporting and Promoting the Development of the Cultural Industry”, which defined the cultural industry as: “People engaged in the production of cultural products and the provision of cultural services” Business industry. In 2004, the National Bureau of Statistics defined “cultural and related industries” as: activities that provide the public with cultural and entertainment products and services, and a collection of activities related to these activities.

In the context of the new era, if the cultural industry wants to become bigger, stronger and more refined, it must use the Internet as a platform to propagate and disseminate cultural content. The implantation of the cultural industry on the Internet will promote the innovation of Internet information content, and the demands of culture To a certain extent, it is the basis for the development of the Internet. Under this circumstance, an opportunity arises for the integration and development of the Internet and the cultural industry. The two have me in you and you in me, relying on each other, promoting each other, and blending perfectly. The integration of the Internet and culture is an inevitable trend of the development of the times. Without culture, the great development of the Internet will lack connotations. Without the Internet, the speed and breadth of cultural exchanges and dissemination will be hindered.

3. The Characteristics of the Integration of “Internet + Cultural Industry”

3.1 The Integration of “Internet + Cultural Industry” is Related

The reason why the Internet industry and the cultural industry can be integrated is because the two are related, and the intermingling relationship between the two forms a cooperation. Industrial integration is formed at the edges and intersections of industries. It is mainly to change the characteristics of the original industry and adjust according to market demand to promote the transformation of competition between enterprises, which makes the competition between enterprises blurred and the boundaries of industries blurred. In order to form new industrial relations. At present, our country's cultural industry is in a relatively active stage, mainly entertainment cultural industry. In fact, in the early days of the formation of the cultural industry, the Internet formed a mutually integrated and interpenetrating relationship with it. In the process of producing, innovating, propagating and presenting the content of the cultural industry, certain media and means are needed, and the convenience and extensiveness of Internet communication provide a better platform for the development of the cultural industry. Take musical works and film and television works as examples. Traditional musical works and film and television works need to be broadcast by record companies or film and television distribution companies through traditional media. However, the emergence of the Internet has made the communication channels of these works smooth and fast. There have been many online songs, online singers and online dramas. The broadcasting of film and television works on the Internet platform has become the norm, which reflects the integration of the Internet and the cultural industry. The production of the content of cultural products is the responsibility of the cultural industry, and the marketing of cultural products is the responsibility of the Internet to achieve a win-win situation for both parties and mutual benefits. And this form of integration is a common economic form of the integration of the Internet and the cultural industry. The Internet is the media and carrier of the content of the cultural industry, and the content of the cultural industry is the main content of the Internet. The relationship between the two is inseparable.

3.2 The Development and Innovation of Technology Promote the Further Integration of the Internet and Cultural Industries

The integration of any industry requires a point of integration, but the Internet industry and the cultural industry cannot rely on simple mechanical integration. The two require a broader and deeper integration. The development and innovation of technology has brought hope to the solution of this problem. It can closely integrate industrial activities with large differences between the two into another industry, thereby building a new industry. With the innovation of Internet technology, the closely integrated cultural industry can achieve greater and stronger sublimation. The development of the Internet cultural industry will not prevent the development of the Internet industry and the cultural industry itself, but can promote their own development. Technological innovation plays a vital role in the integration and development of “Internet + cultural industry”. In the era of mobile Internet, the public has more abundant and convenient smart terminals, and the cultural industry makes the application content of mobile smart terminals richer and more flexible and diverse. At the same time, the added value of mobile smart terminals is constantly increasing.

4. The Effect of the Integration of “Internet + Cultural Industry”

4.1 The Internet Industry Has an Unprecedented and Profound Impact on the Cultural Industry

The integration of the Internet industry and the cultural industry is mainly due to the generation of new cultural products and communication channels and channels through Internet technology. Secondly, cultural content is the core of the integration of the Internet industry and the cultural industry, which can promote the speed and breadth of the spread of Internet information, and can enrich the content of Internet information. The Internet mainly uses technical means to integrate cultural content produced by the cultural industry into the terminals of digital and electronic products to achieve effective integration with the cultural industry. The emergence of digital mobile

terminals has provided new channels and channels for the dissemination and expansion of cultural industry content. Technological innovation has enabled new terminals to continue to appear. New dissemination channels and channels will also promote the development of the cultural industry in multiple directions. Thereby expanding the platform of cultural industry dissemination and display. If you analyze the chain of the cultural industry, you will discover how comprehensive the impact of the Internet on the cultural industry is. At the same time, the development and innovation of the Internet industry needs to be integrated with the cultural industry through technological innovation, in order to appear updated content and disseminate information. In the end, the electronic terminal has become the main platform for the content dissemination of the cultural industry. Compared with the past, the dissemination speed is faster and the dissemination width is wider. It is a form generally accepted by modern people. Therefore, the Internet industry has had a positive and far-reaching impact on the development and innovation of the cultural industry. It can be said that if there is no cultural industry, there would be no self-media, which shows that the technology as a medium has a huge influence on the cultural industry. The self-media mainly collects cultural entertainment and knowledge information, and uses the Internet to make the cultural industry with niche content a product with cultural attributes, thereby influencing and changing the lives of modern people and becoming modern people's lives, studies and work. An indispensable part of it.

4.2 The Cultural Industry Has a Wide Range of Penetration of the Internet

First, the cultural industry penetrates and influences the Internet through the brand effect and cultural value of cultural products, forming a brand-new Internet economic form. Culture itself has its solid attributes, but this inherent attribute is not media. Therefore, the cultural industry that has penetrated the Internet embodies its true effects and value. In fact, the current cultural industry is infiltrating the Internet in all aspects. There is not only the infiltration of cultural works, but also the infiltration of cultural products and even human-oriented values. Second, on the basis of emphasizing the innovation and development of cultural products, the cultural industry has penetrated the upper reaches of the Internet. For example, the Internet upstream fields such as song production, animation, movies, advertising, book publishing, and artistic works. Although these areas of the Internet industry cannot be separated from e-commerce during operation, in essence, the above similar industries are still the expansion and extension of traditional cultural industries.

5. Suggestions on Effectively Promoting the Integration of “Internet + Cultural Industry”

5.1 Effectively Protect the Intellectual Property Rights of Internet Cultural Products

Internet cultural products are the product of the highly developed social economy, and at the same time they have become a huge driving force for the highly developed social economy. Through the protection, development and utilization of the intellectual property rights of unique Internet cultural products, it is only products and services that can create higher and higher added value. Through legitimate market transactions and consumption, the economic value and economic value of knowledge products and services can be realized. Social value. Therefore, the intellectual property protection system should be improved and perfected, the intellectual property protection system should be established, and the administrative and judicial protection of intellectual property rights for Internet cultural products should be strengthened.

5.2 Expanding the Demand for Internet Cultural Consumption

After the integration of the Internet industry and the cultural industry, new business formats have emerged, which can lead and expand the culture

Consumer demand. In the initial integration stage of the Internet industry and the cultural industry, certain policies need to be adopted to guide the demand for cultural consumption in industry, agriculture, and modern service industries, and to promote the rapid development of the Internet cultural industry through the linkage of the primary, secondary and tertiary industries.

5.3 Reconstruct the New Ecology of Internet Cultural Consumption and Promote the Healthy

Development of Internet Culture

In the “Internet + Era”, Internet culture has developed rapidly and has gradually developed into the center of value creation for the cultural industry. Although it has promoted the development of the cultural industry, the ensuing fanatical consumption, especially the phenomenon of excessive entertainment, must arouse our attention. First, consumer entertainment driven by interests is challenging the cultural value of Internet cultural consumption. Second, the addiction problem of online consumers may also lead to a violation of the value of normal Internet cultural consumption. To cope with the challenges posed by Internet cultural consumption, the government should introduce standardized Internet cultural consumption content as soon as possible, and perform regulatory duties in accordance with the law; enterprises should enhance their sense of justice and social responsibility, and enhance the cultural connotation and aesthetic value of products; as consumers, they should Establish rational and positive consumption habits and prevent blindly indulging in consumption.

6. Conclusion

The integrated development of the Internet industry and the cultural industry is a product of the development of the new era. Under the national “Internet +” strategy, the “Internet + cultural industry” must be integrated, and the cultural industry develops steadily through Internet technology.

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