

# Research on Innovation and Development of Digital Culture Industry in New Era

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**Abstract:** In the past ten years, with the rapid development of the Internet, some changes have taken place in the digital culture industry. China is now in the world's leading position in the field of network. Nevertheless, China's digital culture industry still has the problem of unreasonable industrial structure, insufficient funds and talents. In the face of such problems, we should focus on the development of cultural industry focus areas, such as network culture, digital cultural equipment and digital art display, and continue to guide the development of industry. Gather and attract high-quality talents, and cultivate the digital culture industry as a new driving force for the development of the cultural industry in the new era.

## 1. Introduction

During the 13th Five-Year Plan period, the state first incorporated the digital entrepreneurship industry into the national strategic emerging industry development plan. It points out that the digital culture industry is the most important part of the digital creative industry, which is based on science and technology, with cultural creativity as the core, to carry out the re-propagation and re-creation of culture, to promote the culture in an advanced way, and to make the cultural industry inject new kinetic energy and get new development. China's cultural industry is currently in an important strategic opportunity period, although it is also facing certain difficulties, but all localities should actively seize the policy opportunities to promote the development of digital culture industry.

## 2. The Significance of the Development of Digital Culture Industry in the New Era

Digital Culture Industry It is widely used in the field of culture with the help of science and technology. At present, with the rapid development of science and technology and the Internet, the digital culture industry is also developing steadily, gradually becoming a new kinetic energy for the economic development of our country. On the whole, in recent years, the digital culture industry economy of our country has been developed by leaps and bounds, and the proportion of national GDP is also increasing. According to the figure 1 calculation data, the total amount of digital economy in China has reached about 31 trillion in 2018, accounting for 34.8% of GDP, and the overall scale of digital economy in China will be about 35 trillion in 2019, and the situation will continue to go well by experts. With the rapid development of digital culture economy, the consumption form of digital culture is also developing day by day, people's daily life is more individualized, digitalized, networked, small to simple life furniture digitization, large to medical equipment digitization, make the flow of information become the necessity of human survival.

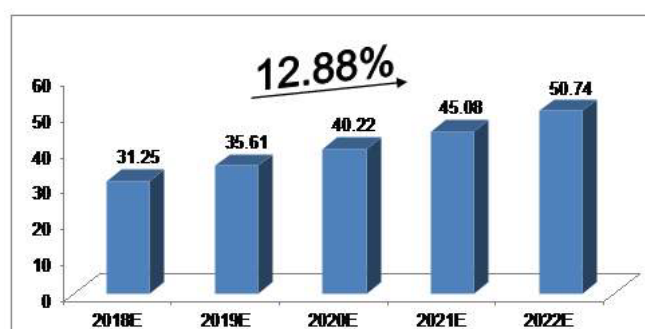


Figure 1 Overall scale and forecast of China's digital economy

As of 2018, the number of Internet users in China had reached 810 million, an increase of 3.8 percent over the end of 2017, and the Internet penetration rate of 57.7 percent. With the rapid development of the digital culture industry, the number of Internet video users in China reached 759 million, up 39.91 million from the end of 2018, accounting for 88.8 percent of the total. In addition, according to the 2018 China Network Audio-visual Development Research Report, the national network video content market in 2018 is about 201.68 billion yuan, compared with the 2018 60.976 billion yuan national box office, the network video market scale has far exceeded the traditional film industry, becoming one of the most important components of the Chinese cultural industry.



Figure 2 Analysis of China's network user scale and growth rate

Digital culture industry is the concrete embodiment of digital creative industry in the field of culture, which has many unique industrial characteristics and unique functions. The steady development of digital culture economy not only promotes the development of national economy, but also brings new opportunities for the development of cultural industry, enriches the people's cultural life, improves the enthusiasm of people to actively understand culture, promotes the spread of culture, and provides more people with the opportunity to innovate and start a business.

### 3. Innovation and Development of Digital Culture Industry in New Era the Difficulty of the Way

#### 3.1. Outstanding Talent Funding Problem

At present, games, animation and other digital culture industry field extremely lack of high-quality comprehensive talent, in recent years such a trend has been increasing. China's digital culture industry started late, although the development trend is good, but with the continuous integration of digital and cultural industry, but also constantly put forward higher requirements to the talent market, so there is a lack of innovative, comprehensive high-quality talent phenomenon. Digital culture industry is a new type of industry, due to the emergence of education has not been fully trained, and the relevant knowledge of the teaching staff is not very sufficient, resulting in the current lack of comprehensive talent phenomenon. The cultivation of talents requires the continuous efforts of the educational circles, and the schools should seize the opportunity to vigorously cultivate the new talents needed by the digital culture industry. Moreover, our country's industrial support policy is insufficient to attract the attention of investors, and the government should constantly strengthen the support to help the stable development of the digital culture industry.

### 3.2. Unreasonable Industrial Structure

Due to the rapid development of the digital culture industry, the rapid development of the new industry, people are not experienced enough to develop this new industry, the problem managers solve a relatively single way, and finally Possible will lead to unreasonable phenomenon of industrial structure. In Figures In the process of economic development, due to the increasingly fine division of labor, resulting in the production sector More and more. In These different production sectors Between, will Influenced and constrained by a variety of factors, in the growth rate, employment and In the proportion of the total economic volume, the role of promoting economic growth and so on There will be big differences. There will be the phenomenon of unbalanced development of industry and inter-regional industry, unbalanced distribution of resources and talents, unbalanced development of inter-regional industry, and unable to meet the growing individualized material and cultural needs of the masses.

### 3.3. The Effect of Industrial Cluster is Not Obvious

Industrial clusters rely on internal networks to promote the rapid development of the local regional economy. Industrial cluster is an important way to promote regional economic development, an important way to realize regional innovation system, and also an important way to enhance regional competitiveness. However, due to the different level of economic development in different parts of China, the degree of economic development of digital culture industry is different. As shown in figure 3, the economic cluster of digital culture industry in the developed Yangtze River Delta region is good. However, in the economically underdeveloped areas, the digital culture industry is small in scale and the market competitiveness is small, which cannot form an industrial park, and it is difficult to form an industrial cluster with complementary advantages, industrial cooperation and benefit sharing, which greatly limits the overall development of the digital culture economy in our country.



Figure 3 Industrial cluster of digital economy in Yangtze River Delta

## 4. Innovation and Development of Digital Culture Industry in New Era The strategy

### 4.1. Building Innovation Mechanism and System of Digital Culture Industry

The digital culture industry should take the cultural creativity as the core, rely on the digital technology to carry on the cultural industry re-creation, reproduction, re-propagation and re-service, showing the characteristics that accord with the people's individualized needs. The development of digital culture industry is beneficial to cultivate new supply and promote new consumption, so the government should attach importance to the innovation leading role of mathematics culture industry and keep the steady development of digital culture industry. It is necessary to set up innovative and entrepreneurial service platform to give advice for industrial development and inject new strength into the development of digital culture industry. It can also use modern science and technology to establish cloud service platform to provide management services for related industries all over the country. constantly optimize the market environment of the digital culture industry. a system of security protection of digital cultural knowledge to provide justice, administration, technology and standards for the development of the digital culture industry.

## **4.2. Add Strong Talent Training**

Digital Culture Is a strategic emerging industry, is typical is the product of the development of the Internet and science and technology, spanning the high-tech, information technology, cultural industries and other industries, Need a lot of Proficiency Integration of relevant industry laws do support, ensure Industry Innovation and development. At present, the shortage of talent supply and the uneven distribution of talents in China, most of the talents trained in colleges and universities do not meet the needs of the digital culture industry for talent, and most of the high-quality talents will choose to work in the more developed areas such as Beijing, Tianjin and Hebei after graduation. On this issue, the government should strengthen the reform of education, urge colleges and universities to open relevant majors, help colleges and universities to train relevant high-quality talents, and provide better quality talents for the market. And increase the support for the development of the local digital culture industry, make the local digital economy industry balanced development, provide more development opportunities for the region with a slight economic lag, and promote the balanced development of the national digital industry and the economy.

## **4.3. Government Strengthens Overall Support**

The government should formulate relevant industry support policies in various aspects, increase support and strengthen support. On the one hand, if the government wants to increase its financial support, it should issue creative start-up funds for the digital cultural industries in various places, and increase some new policies that are skewed towards the digital cultural industries, especially for the development of the digital cultural industries in the areas where the economy has lagged behind slightly, and promote the coordinated development of the national digital cultural economy. On the other hand, the government should relax its tax and land use policies and, in the spirit of the Ministry of Culture, the Guiding Opinions on Promoting the Innovation and Development of the Digital Cultural Industry, support eligible digital cultural enterprises to apply for certification of high-tech enterprises and allow enterprises to enjoy a 15% tax reduction policy. It also provides a good environment for the development of digital cultural property, and provides a flexible land use policy for the development of digital cultural industry.

## **5. Conclusion**

To sum up, the development of digital culture economy can greatly promote the development of national economy, the government and enterprises should work together to give full play to the positive role of digital culture industry to meet the rapid growth of the people's individualized cultural needs. The state and enterprises should seize the opportunity to integrate the digital and cultural industries deeply, make the cultural industry become more active with the help of the wind of science and technology, constantly guide the digital cultural industry to spread the mainstream values of the society, let the traditional cultural industry live again, exert the strength of culture in new ways, constantly strengthen the people's high cultural confidence in the country, constantly enhance the soft power of our culture, and enhance the cultural competitiveness and cultural influence of our country.

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