

Analysis of the Problems Existing in the Trade of Chinese-South Korean TV Drama

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Abstract—In recent years, Korean dramas have been broadcast in China. On the contrary, the national drama has entered the South Korea with a moderate response. This phenomenon reflects to a large extent the huge deficit in the cultural trade between China and South Korea. The long-standing cultural trade deficit between China and South Korea has brought tremendous impact on the development of China's domestic dramas and other cultural industries, and also deeply affects China's cultural self-confidence. Therefore, this article focuses on the trade situation of Chinese and Korean TV dramas, citing China and South Korea TV drama import and export data from 2010 to 2016 to explain the trade deficit between China and South Korea, compare the measures of China and South Korea in cultural trade, and conclude that the Chinese-South Korean cultural trade deficit is weakened by China's cultural industry awareness, lack of government support, professional The talent training mechanism is not perfect, the lack of international marketing, the lack of influential international cultural brands and other factors, and a series of recommendations on narrowing the cultural trade deficit between China and South Korea.

Keywords—cultural trade, TV drama trade, import trade, trade deficit, cultural confidence

I. THE STATUS QUO OF CULTURAL TRADE BETWEEN CHINA AND SOUTH KOREA

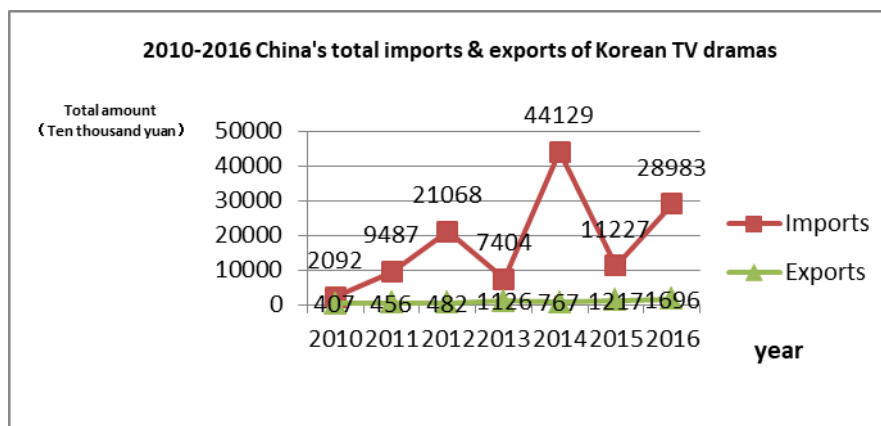


Figure 1. 2010-2016 China's total imports & exports of Korean TV dramas

From 2010 to 2016, the total amount of Chinese TV dramas imported from China is higher than the total amount of Chinese domestic TV dramas exported to China. In the past seven years, the total amount of China-to-Korean exports of domestically produced dramas has generally increased, from 4.07 million yuan in 2010 to 16.96 million yuan in 2016. The annual average growth rate of 16.96 million yuan was about 26.85%. However, the total number of Korean TV dramas imported from China increased from 20.92 million yuan in 2010 to 289.83 million yuan in 2016. The average annual growth rate is about 54.98%, especially in 2014. The total amount of Chinese Korean dramas imported was 441.29 million yuan, a year-on-year increase of 496%, close to 500%. In general, although the total export volume of Chinese domestic TV dramas to Korea in the seven years of 2010-2016 is generally on the rise, compared with the average annual growth rate of 54.98% of the total imports of Korean dramas, 26.85% of the national dramas The annual growth rate of South Korea is not obvious, and it is very different from the increase of China's imports of Korean TV dramas over the years. The trade of TV dramas between China and South Korea is extremely imbalanced and there is a huge trade deficit, which is also related to China and South Korea. The long-term cultural trade deficit is consistent.

Since the establishment of diplomatic relations between China and South Korea, the "Korean Wave" represented by Korean TV dramas, movies, and popular music has been blowing in China. The development of the Korean entertainment industry has also driven the development of Korean cosmetics, clothing and other industries. Especially in 2013, the words "Fried Chicken Beer" and "Dr. Du" are popular in China. Each episode of the US\$40,000 Korean drama "You from the Stars" has once again refreshed the price of Korean TV dramas in China, according to Beijing International Copyright. According to the data of the trading center, the total export volume of Chinese TV dramas in the world in 2013 was 105 million yuan. However, this is only equivalent to the income of Korean dramas input into China. In contrast, South Korea, in the same year, the total export volume of Korean TV dramas in the world is as high as that. For the US\$150 million, the total export ratio of China and South Korea to the TV drama industry is 1/10. It can be seen that the Chinese domestic TV drama industry has a huge disadvantage compared

with the Korean drama. In 2016, "The Descendants of the Sun" became the highest-selling Korean drama in history, once again refreshing the online copyright price of Korean dramas in China, each set is 230,000 US dollars, the price of a single set is about 6 times the price of "You from the stars" In contrast, the export price of Chinese TV dramas, the price of Chinese TV dramas in overseas is mostly a few thousand yuan, even in the export of national dramas, the cheap price is only a few hundred yuan, the price of a single episode of Chinese and Korean TV series The gap of ten times or even hundreds of times is staggering. It can be seen that the trade of Chinese and Korean TV dramas is extremely unbalanced and presents a state of serious deficit.

II. REASONS FOR THE LONG-TERM DEFICIT OF SINO-KOREAN CULTURAL TRADE

A. Cultural Industry Awareness is Weak

China is an ancient civilization with profound cultural heritage. However, we generally lack a sense of cultural commodification, and it is difficult to form an industrial cluster of Chinese culture, so that our cultural products have been in a weak position in the international cultural market competition. South Korea, in 1993, the Korean government first proposed the concept of "cultural industry" and formulated a "cultural commodity" policy to commercialize tourism, traditional culture, and art, which made Korea a cultural industry awareness in just 20 years. In the meantime, the cultural industry has rapidly grown into one of the pillar industries of the Korean economy, which has led to the development of Korean related industries such as cosmetics, tourism, cosmetic medicine, clothing, and e-sports. The Korea Export-Import Bank's Institute of Overseas Economics was in 2012. The year said that for every US\$100 increase in Korean cultural industry exports, it could boost Korean merchandise exports by \$412.

B. The Government Lacks Support for the Development of China's Cultural Industry

● Inadequate policy

In promoting the development of China's cultural enterprises and promoting the export of cultural products, the government's relevant support measures are not specific enough and lack substantial support. In 2009, China issued the official guiding documents such as the "Cultural Industry Revitalization Plan". However, the overall development strategy of the cultural industry not only lacks a clear cultural industry development plan, but also the international market positioning is not precisely determined; The details of the plan, China's current cultural trade export rules, the project approval, cultural exchange policy, tax incentives, etc. for cultural trade are not clear enough.

● Insufficient capital investment

However, China does not currently open flexible financing methods, and there are many financing restrictions for cultural enterprises. This has hindered the financing of China's small and medium-sized cultural enterprises and the investment of investment enterprises in the cultural field. Looking at South Korea's capital investment in the cultural industry, at the government level, the Korean government has increased its budgetary investment in the cultural industry in recent years. The national budget for investing in cultural undertakings exceeds 1.1% of the national total budget.

C. Professional Culture Industry Talent Training Mechanism is Not Perfect, lack of International Marketing

The development of China's cultural industry is relatively lagging. Due to the lack of professional talents in the production and management of cultural industries, the quality of Chinese cultural products is low, and it cannot meet the needs of the international market well. Due to the lack of professionals in the cultural industry trade and marketing links, the lack of professionals Enterprises and institutions capable of effective publicity and comprehensive marketing in the international cultural market have made China's cultural products unable to be effectively publicized in the international cultural products trade, and the international influence and competitiveness of Chinese cultural products have been greatly reduced; In terms of marketing capital investment, Chinese film and television product manufacturers put a considerable proportion of funds into the pay of the first-line actors. According to the information, with the increase of the pay of the first-line actors in the past two years, the second-line actors The pay is even as high as 75% of the cost of film and television production. The high price of actors and actors is the cost of production. As a result, China's film and television products are poorly produced. In contrast, the United States, South Korea and other cultural powers, most of the film and television products they export are well-made, and most of the funds are invested. To the marketing link, Hollywood Shadows put up to 50% of the funds into the marketing process.

D. China Lacks Cultural Brands with International Influence and International Market Competitiveness

China lacks cultural brands with international influence and competitiveness. On the one hand, it is due to insufficient production of Chinese cultural products, insufficient marketing investment, and on the other hand, China lacks cultural resources that transform cultural resources into high value-added products and even the world. The ability of the widely accepted cultural brand, as well as the profound history and culture of China's 5,000 years, requires the audience to have a certain understanding of Chinese culture in order to be well accepted, which limits the scope of export market of Chinese cultural products. For example, the export market of China's film and television dramas is concentrated in Asian countries, so it has also increased the difficulty of forming a world-famous cultural brand.

III. SOLUTIONS

A. Establish and Enhance Cultural Industry Awareness

To establish a cultural industry awareness, we must first enhance cultural self-confidence and encourage each citizen to consciously protect China's outstanding cultural resources. Government departments should vigorously promote and maintain cultural sovereignty and raise awareness of cultural sovereignty. At the same time, the government must carry out a variety of cultural propaganda activities to enhance citizens' sense of national cultural identity. They can embed traditional cultural elements in film and television works, such as representative ancient Chinese costumes, etiquette, traditional medicine, etc. The national culture's sense of identity and cultural self-confidence; the government should also set up a special cultural heritage management institution, construct a cultural resource tracking system, and scientifically and uniformly manage cultural heritage. Secondly, it is necessary to combine the cultural environment, explore innovative cultural products, innovate Chinese traditional culture, increase the uniqueness and trend of cultural products, and enhance the competitiveness of Chinese cultural products in the international cultural market.

B. Play the Government's Service Function

The government needs to combine the development of China's cultural industry, carefully divide the cultural industry, and formulate corresponding policies in a targeted manner to build a development platform for the cultural industry. It can learn from the development experience of the cultural industries of the United States, Japan, South Korea and other cultural powers. Deeply and comprehensively study and analyze the status quo, advantages and disadvantages of the domestic cultural industry, selectively and targetedly adopt and formulate cultural industry policies suitable for the development of Chinese cultural industries.

Establish, improve and refine the laws and regulations of the cultural industry, increase the protection of intellectual property rights, ensure the stable order of the cultural products market; participate in the formulation of relevant trade policies in the international cultural market as much as possible, and grasp certain initiative, so that Trade rules are as close as possible to the development of their cultural industries.

C. Actively Cultivate Talents in Professional Culture Industry and Increase Marketing Efforts in International Markets

In view of the lack of compound talents in China, we should vigorously strengthen the construction of the talent team. The Chinese government should cultivate a combination of international marketing, international cultural trade and other cultural industries to cultivate a comprehensive talent that understands both art and management. Cultural products production, management, marketing, trade links, vigorously cultivate high-level professional talents; train professional marketing talents, specialize in film distribution and publicity, promote the establishment of specialized advertising planning companies, expand international marketing channels, plus Great investment in international marketing, through tax incentives and export subsidies for the export of excellent cultural products and services, reducing the cost of enterprises, thereby indirectly urging them to invest in international marketing channels; Actively introduce foreign outstanding professional talents, carry out cultural exchanges between domestic and foreign cultural industry, learn advanced foreign cultural trade personnel training, management, research models, and optimize talent structure.

D. Cultivate Cultural Brands and Enhance the International Competitiveness of Domestic TV Dramas

First of all, we must make full use of the brand strategy, establish and enhance the brand awareness of the company, encourage the production of cultural products with high technological content, strong originality, strong competitiveness and national characteristics, and create Chinese characteristics with a certain reputation in the international cultural market. Cultural industry brand; Secondly, the international development of the film and television industry must also pay attention to the internationalization of film and television products. We need to make in-depth and detailed analysis of the cultural background and consumption preferences of the target market, and then meet the needs of consumers in the target market. Its consumption-oriented film and television products, as far as possible to avoid the losses caused by "cultural discounts", gradually increase the share of Chinese film and television products in the international cultural market.

IV. IN CONCLUSION

The Sino-Korean cultural trade deficit has existed for a long time, especially in the Sino-Korea TV drama trade. Although the Chinese TV drama exports to Korea have increased slightly every year, the growth rate is slower, and the total amount of Chinese Korean TV dramas imported is basically in the state of growth over the years, and Chinese TV dramas. The growth rate of exports to South Korea is far behind the growth rate of Chinese Korean TV dramas. The trade deficit of the TV drama industry is consistent with the overall cultural trade deficit between China and South Korea. From the perspective of China-Korea TV drama trade, the reasons for the cultural trade deficit between China and South Korea are analyzed. This paper believes that narrowing the cultural trade deficit between China and South Korea can build and strengthen the awareness of China's cultural industry, promote the government's support in the relevant cultural policies, the improvement of relevant laws and regulations and increase funds, establish and improve the professional talent training mechanism, and increase the international market. We will start with marketing efforts, cultivating cultural brands with unique Chinese characteristics, and enhancing the competitiveness of domestically produced dramas.

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