

Development Path of Special News IP Adaption from the Perspective of Convergence Media

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Abstract: The news feature with the principle of reporting real people and events can resonate with the audience, reflect the pain points of the society, and show the development and changes in social culture and economy, which helps audience understand the social reality and develop a correct outlook on world, life and values. Therefore, the importance of intellectual property (IP) of news feature from the perspective of convergence media cannot be neglected. Based on the author's learning and practical experience, this paper first analyzed the reasons for the craze of IP adaption in the cultural industry, and then discussed the copyright value in the cultural industry. Finally, this paper proposed the development strategy of IP adaption of news feature from the perspective of convergence media.

1. Introduction

IP is an abbreviation of intellectual property. The great discussion of IP in the current cultural industry in China is mainly aimed at copyright. It refers to copyright carriers that have core ideas and wide audience, and can be absorbed by the cultural content industry in the convergence media age, mainly including the copyright of literature, film, television and games. In the context of media convergence, the diversity of communication platforms and the easy access to communication tools have prompted the craze of IP adaption to spread to other areas, which refers to all recreating materials. Therefore, news can also achieve IP adaption and its goal is to be like film, television, and art works with innovation. To recreate and adapt the feature is the most typical. Jon Franklin, a journalist who won the first Pulitzer Prize for Feature Writing, said that the feature is a non-fictional form of story. The literary and original nature of the feature is the source of the value of news IP[1]. In addition, news IP is also reflected in the originality of the programs. News programs and their adaptations to film and television are new modes and paths for the press to try IP development way. Media convergence provides a platform and technology support for news IP. News IP brings a new production model to the entire press. This is a new business opportunity given by the times.

2. Reasons for the Craze of IP Adaption in the Cultural Industry

2.1 Audience's needs in the convergence media age

Convergence media is a form of media communication with the in-depth integration of various media and it is based on the development of information and digital technology. The content of the media is published on newspapers, books, movies, radio, television and Internet with the means of information expression of text, sound and images. With the help of various communication terminals, the content ultimately achieves the coverage of the convergence media[2]. In the era of convergence media, platform-based media represented by Internet emerging media aggregated novel readers, and film and television audience to change them into convergence media audience. According to the "Statistical Report on Internet Development in China", as of June 2018, the number of Chinese netizens was 802 million, and the Internet penetration rate reached 57.7%. The multi-screen integration of mobile phones, computers, TVs and other terminals enables novel readers, TV drama audiences and game players to quickly integrated with each other, which has a magnifying effect on the dissemination of content with the same copyright. The audience demand in

the convergence media age brings the craze of IP adaption in the cultural industry.

2.2 The development of cultural industry in China

China is a post-modernized country. Until the 21st century, the cultural industry completed the basic process of marketization. The "Opinions on Deepening the Reform of the Cultural System" issued by the State Council in 2006 clarified that cultural industry and cultural undertaking are different. In 2009, the State Council passed the "Cultural Industry Revitalization Plan", focusing on promoting the development of cultural industry, such as cultural creativity, film and television production, publishing, printing and copying, advertising, entertainment, cultural exhibitions, digital content and animation. In 2012, the National Bureau of Statistics revised the "Culture and Related Industries Classification" to define culture and related industries as a collection of production activities that provide cultural products and culturally related products to the public. The publishing, film and television industries mainly produce cultural products. Compared with the extensive cultural industries in the developed countries, the development of China's cultural industry is mainly led by the media industry. The cultural industry is still in the initial stage of making profits with spreading copyright content. Therefore, high-quality copyright has undoubtedly become the focus of competition. The craze of IP adaption in cultural industry came into being[3].

3. Copyright Value in the Cultural Industry

Copyright is closely related to the cultural industry. Hawkins, the father of the British cultural and creative industry, believes that copyright is the core of the cultural industry. The Japanese scholars believe that the 21st century is the era of copyright. As a card for Japanese culture, the core of the animation industry lies in the production and operation of animation copyright. The ACG (Animation, Comic, Game) model of Japanese animation usually transforms copyright content between animation, comics and games. The industrial value of copyright is mainly reflected in the operation of the cultural industry value chain based on the convergence media. The author took the industry operation of the relatively mature film industry in the United States as an example. The proper term is media franchise, which refers to film industry chain with the possession of various media formats (television, movies, books, comics, games and toys) and products (film and derived TV dramas, serial comics and novel series, toys and other products), and with an open world view and common values. It has a series of films as its core content products. Whether it is a derivative of Disney animated film or an Oscar-loving biographer, Hollywood's copyright industry operation covers traditional media such as publishing, film and television, and emerging media, such as broadcasting, games and mobile phones in the convergence media era, forming a network value chain with copyright content as the core.

Copyright content is at the core of the cultural industry, and it established extensive relation with related cultural industries in convergence media age, such as film and television, publishing, online literature, online video, online games, mobile games, applications, broadcasting, performances, exhibitions and advertising. They are both the birthplace of copyright content and the structural system to create value with copyright content. The convergence media operation, diversified revenue and good profit model with copyright content as the core form the network value chain structure of the cultural industry. Hunan TV's reality show "Where Are We Going, Dad?" in 2013 is a successful case of the development and operation of copyright in variety shows with convergence media. With the popularity of the TV program, film with the same name acquired hundreds of millions yuan in box office. Mobile games, animation products, and book publishing have boomed. Tourism in the shooting places become popular. The publishing industry, the film industry, and online companies have pooled their capital on the development of high-quality copyright content[4]. Through the operation of these scarce high-quality copyright content with convergence media, copyright has spurred the entire cultural industry market. In the era of knowledge economy, the operation of intellectual property is an effective way for enterprises to effectively use intellectual property resources and maximize the benefits of the industry.

4. Development Strategy of IP Adaption of News Feature from the Perspective of Convergence Media

4.1 To create an IP elite group of screenwriter-like reporters and director-like editors

The emergence of news IP redefines the identity of journalists - the story provider. Press workers began to respond to the trend of craze of IP adaption by changing their occupation. In 2016, Li Haipeng left "Esquire" and went to Tingdong Film and became a story manager. Chen Chuhan, the author of "1986, Life and Death in Drifting", also transformed into a screenwriter apprentice. Because of its inherent literary attributes and creative value, the feature has become a major breakthrough point for adapting news IP. The presentation of news IP resources requires journalists and editors to cultivate IP concepts, which means to create screenwriter-like reporters and director-like editors to match the development of adapting news IP. Journalists can learn the creative experience of scriptwriters and authors, and apply them to the feature writing. Editors can try to edit the manuscripts from a director perspective. Media companies invest to attract news IP authors. They have professional media literacy and journalism experience, and can dig real IP material from news practice to write high-quality features.

4.2 To enrich news IP resources from multiple channels and fields

News IP adaption cannot be limited to the inherent theme types and news direction, and it needs to inject more new fields and perspectives to promote the diversified development of news IP adaption. In the operation of the platform, it is necessary to make full use of the convergence media marketing strategy, upgrade the IP brand value, and integrate multiple platform channels such as printed media, electronic media, outdoor mobile media, H5, social media and APP. For example, after the acquisition of the film adaptation rights of "Escape from the Pacific", LeTV launched an online radio drama to generate multimedia platform benefits. In addition, the company used public relations and advertisements to package the shape and language of the news IP, and mobilize all available forms of communication to shape a three-dimensional media-integrated marketing communication. News IP has been disseminated through multiple media and platforms, and the communication effect has been enhanced. In addition, the continuous follow-up of different carriers has generated resonance, which maximizes the inherent value of news IP[5].

4.3 To effectively solve the problem of funding for news IP operation

The reason why "Escape from the Pacific" became a good work is that it has the powerful institution and the financial support. Small enterprises with relatively scarce funds can raise funds through crowd-funding or platform bidding, and publicize some creative points of IP works to attract more professional and non-professional talents to join IP work creation, and add more sources of funding. In addition, with the help of hot topics of IP works, we can target community service objects. The communities form an organic linkage, and the active fan groups are gathered. We can apply the value generated by the fan cluster effect to IP work production to form stable IP work consumer groups. This will provide multiple ways for the source of funds.

4.4 To quantify the value of news IP and the scale of market development

Big data and cloud computing can complete data operations with terabyte. The data include video page views, page hits, article page views, and interactions in comment area. By screening valid information on the database, we can pinpoint the audience in demographic characteristics (gender and age), consumption pattern and purchasing power[6]. These information serves as the basis for a comprehensive assessment of IP work value. Media companies or investors can deduce the success rate of P adaption of news feature and the possible risk of wrong decisions. Based on this, media companies can make strategic adjustments in a timely manner, uncover core consumer groups, enhance the loyalty of news IP users, expand the marginal consumer groups, and then carry out targeted IP re-production and create huge economic payoffs.

5. Summary

Media convergence provides the platform and technology support for news IP. News IP adaption brings a new production model to the entire press industry. This is a new business opportunity given by the times. Not only should the community pay attention to the industrial interests of news IP, but also focus on the IP copyright maintenance and the strategic convergence development of news IP to open up the cultural industry chain with copyright content as the core. On one hand, media industry needs to foster the cornerstone of copyright production. That is the creative talents who create copyright content, so as to cultivate high-quality copyright content; on the other hand, it is necessary to open up the cultural industry chain of copyright operation in the convergence media age, form a virtuous cycle and long-term development pattern of copyright resource operation and create copyright brands. Therefore, copyright, a gold mine which provides a driving force for the development of the cultural industry, can constantly enhance creativity.

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