



**CHINA AND AMERICA FILM ENTERPRISE ANALYSIS:
HOW TO IMPROVE INTERNATIONAL COMPETITIVE ABILITY OF CHINA
FILM**

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FILM**

**Thematic Certificate
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ABSTRACT

Title: China and America film enterprise analysis;
How to improve international competitive ability of China Film
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In recent years, the global emergence of industrial restructuring. Under the background of economic globalization and multipolar world, cultural competitiveness has become an important content to weigh the comprehensive national strength of a country. As the core part of the cultural industry, film is the leading industry to lead the development of cultural industry. Under the trend of integration of culture and technology, the global film industry is in the period of strategic transformation. In recent years, China's electricity the development of industry shows a blowout growth. In film production, film investment and financing, cinema and other aspects of the construction has made considerable progress. Because the development time of Chinese film industry is not long enough, the transformation of film industrialization is slow, the government's control over film products is too big, which leads to the lack of competitiveness of Chinese film products in the Sino.Film industry trade, so it is very urgent to promote the international competitiveness of Chinese film industry.

Throughout the global film industry, America can be said to be the Overlord, American film production is only the total output of the world film6%, but in the global film market share is as high as 80%. Through the detailed analysis of the film industry in China and America, the author thinks that the establishment of global distribution channels and the enhancement of film culture output; the government should improve the construction of policies and regulations and establish a film grading system; film derivatives Development will help to improve the international competitiveness of Chinese films.

Key word: Distribution channels, Film grading system, Film derivative products

摘要

标题：中美电影产业分析：如何提高中国电影国际竞争力

作者：王蓓

学位：工商管理硕士

专业：工商管理

导师：..... Li Chiao-Ming

(副教授，李喬銘)

..... 15 / May / 2018

近年来，全球出现了产业结构转型。在经济全球化、世界多极化的背景下，文化竞争力成为衡量一个国家综合国力的重要内容。电影作为文化产业的核心部分，是引领文化产业发展的先导产业。在文化与科技融合的趋势下，全球电影产业正处于战略转型时期。近年来，中国的电影产业发展呈现了井喷式增长。在电影生产、电影投融资、影院院线建设等方面都取得了长足发展。而由于中国电影产业发展时间还不够长、电影产业化改造比较迟缓、政府对电影产品的控制过大等原因，导致中美电影产业贸易中，中国电影产品缺乏竞争力，因此提升中国电影产业国际竞争力非常紧迫。

纵观全球电影产业，美国可以说是霸主，美国电影产量仅为世界电影总产量的6%，但在全球电影市场的占有率却高达80%。本文通过中美电影产业的详细分析，认为建立全球发行渠道、加强电影文化输出；政府完善政策法规建设、建立电影分级制度；以及电影衍生品的充分开发，有助于提高中国电影国际竞争力。

关键词：发行渠道；电影分级制度；电影衍生品

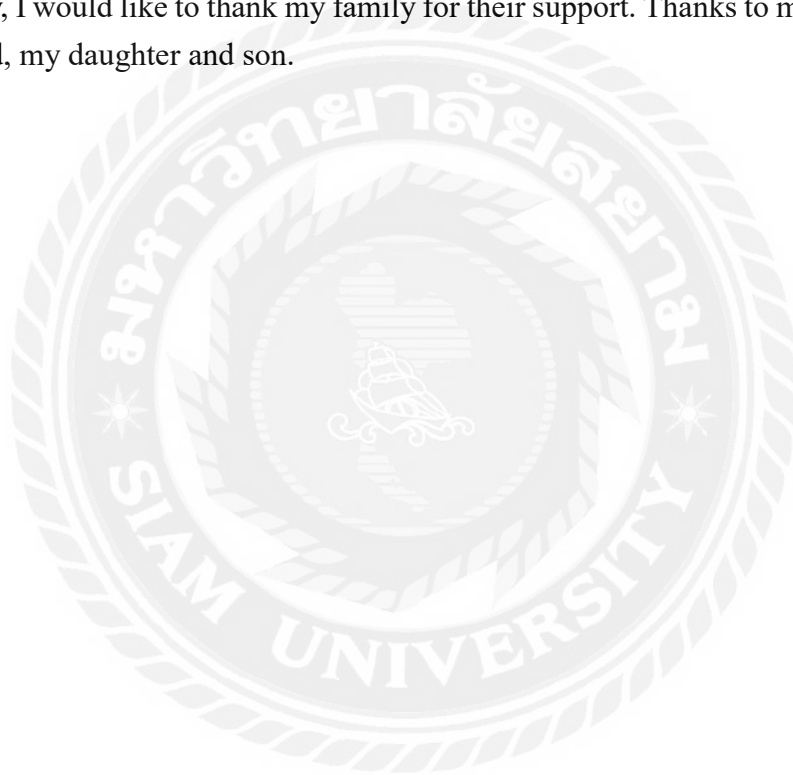
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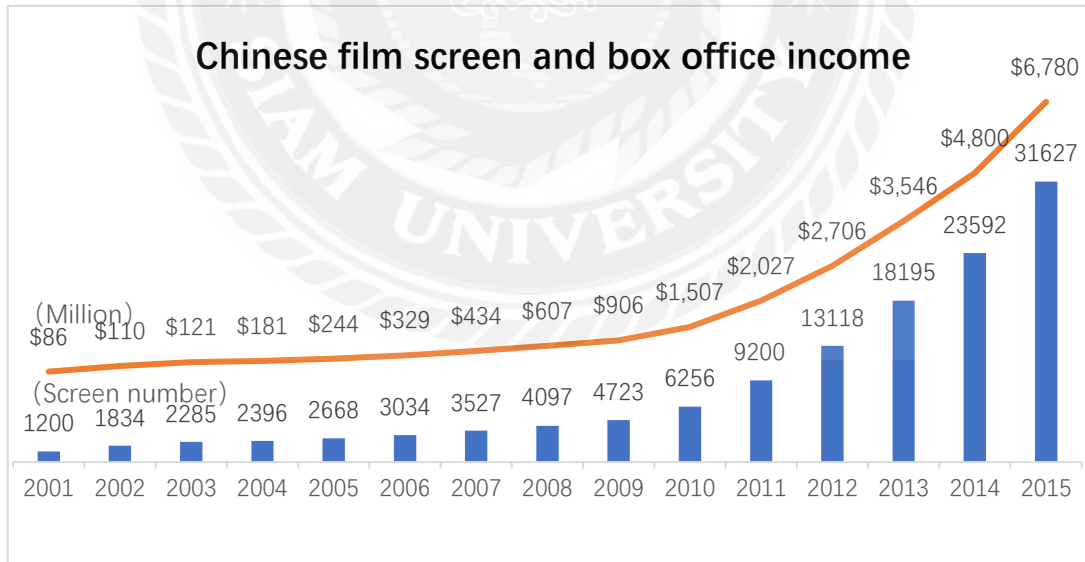
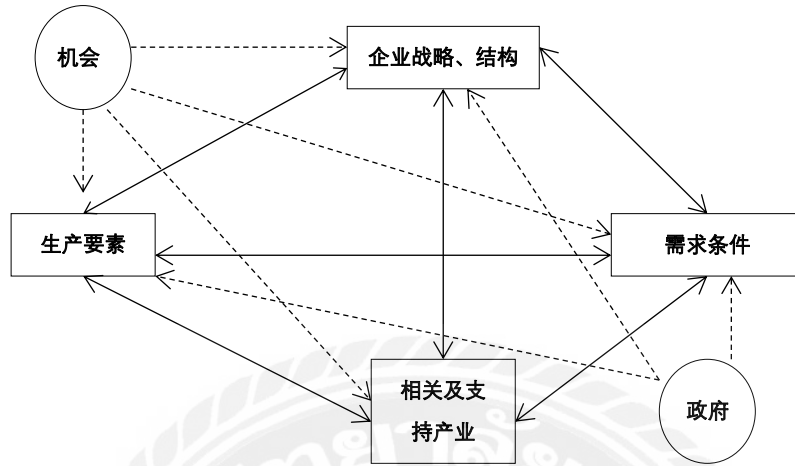
Firstly, I would like to thank my advisor for his help with my Independent Study. Without him, I could not finish it in time.

Secondly, I would like to thank all the lecturers for their help when I was studying at Siam University.

Thirdly, thanks to the accompany of my classmates, I had a great in my MBA study.

Finally, I would like to thank my family for their support. Thanks to my mom and dad, my husband, my daughter and son.





As of 2012, China film overseas (including Hong Kong, Macao and Taiwan region) sales revenue top 10 list.¹

rank ing	Production unit	The title	Co - Productio n movie	Total (RMB 10,000 yuan)
1	Huayi brothers	Chinese zodiac	YES	20000
2	Huayi brothers	The 1942	YES	10000
3	Letv pictures,	Vanishing bullet	YES	8545.71
4	China film group	Inorganic • fuch un mountain residence map.	YES	7500
5	Tianjin film studio.	Rabbit legend 2	NO	7000
6	Beijing qiankun starlight.	Inverse war	YES	4381.76
7	Silver city institutions	Grand master	YES	4000
8	Poly bona	Peach elder sister	YES	3417.63
9	Star beautiful pictures,	Blood child	YES	3150
10	Poly bona	Shanghai	YES	3000

The "harry potter series" box office totals.

The name of the film	worldwide	North American box office	Unit: usd North American release date
Harry potter and the philosopher's stone.	974755371	317575550	November 16, 2001.
Harry potter and the chamber of secrets.	878979634	261988482	November 15, 2002.
Harry potter and the prisoner of azkaban.	796688549	249541069	June 4, 2004
Harry potter and the goblet of fire.	896911078	290013036	November 18, 2005.
Harry potter and the order of the phoenix.	939885929	292004738	July 11, 2007.
Harry potter and the half-blood prince.	934416487	301959197	July 15, 2009.
Harry potter and the deathly hallows.	960283305	295983305	November 19, 2010.
Harry potter and the deathly hallows: part 2.	1341511219	381011219	July 15, 2011.

Data source: Box Office Mojo.

Financial data of the five major operating departments of Disney
company (2015)

Unit: millions of dollars.

department	Operating income	Business hours
Radio and television media group.	23264	7793 6
Theme parks and resorts.	16162	3031
Film and television entertainment group.	7366	1973
Consumer products division.	4499	In 1752,
Interactive media department	1174	132
A total of	52465	14681

CHAPTER 1

INTRODUCTION

1.1 The research background

The research of Sino-us film industry analysis is based on the following three backgrounds:

1.1.1 The strategic transformation of the global film industry.

In recent years, the global industrial structure transformation. Many developed countries have vigorously developed the tertiary industry. The proportion of primary and secondary industries has declined, and the social pattern has gradually shifted from industrial to service-oriented society. Under the background of economic globalization and multi-polarization of the world, cultural competitiveness becomes an important content to measure the comprehensive national strength of a country. In the United States, Europe, Japan and other developed countries, the cultural industry GDP has accounted for 25% of the country's GDP, or even 30%, cultural industries in many countries has become the dominant of economy of scale and the pillar industry, the combination of culture and economy will produce an irreplaceable competitive.

As an art form, the film has existed for a hundred years, and it has already become an indispensable part of human life from the original novelty. Film industry refers to film production as the core, through film production, distribution and projection and audio and video production, film derivatives, movie theaters and on site for the construction of the related industries such as economic form. The development of film industry is of great significance for improving the quality of economic development of a country and expanding the influence of a country's politics and culture. As the core of the cultural industry, the film industry is an industry with great potential for development in the 21st century. It is also the leading industry leading the development of the cultural industry.

1.1.2 The rapid growth of China's film industry.

The development of the film industry cannot be separated from the strong economic development of a country, and the development of a country's economy needs the support of its cultural industry. Since China's reform and opening, China has maintained high-speed economic growth, especially in the film industry in recent years the development of present a spurt of growth, in film production, investment and financing, the respect such as theaters cinemas construction has achieved great development. Overtaking Japan in 2012, becoming "the world's second-largest film market", the movie box office increasing year by year, in 2017 China's film market total box office has amounted to 55.911 billion yuan, an increase of 13.45% over the previous year. China is

expected to overtake the us as the world's largest film market in the next five years.

After the boom, however, we should also see that in 2017 China film overseas sales income is 4 billion yuan only, in contrast, the United States, film output was only about 6% of the world's film production, the U.S. market share in the global film market is as high as 80%.In 2017, the total output value of the U.S. film industry accounts for about 3.5% of the total GDP of the United States, among which the overseas sales revenue accounts for nearly half of the total output value of the film industry. Due to China's film industry development time is not long enough, the film industry reform slow, too much government control of the film products and cultural distance influence, caused the international competitiveness of China's film products is still very weak. Therefore, it is very urgent to enhance the international competitiveness of China's film industry.

1.1.3 It is urgent to promote China's soft power.

Under the background of globalization, the soft power of culture becomes an important aspect to measure a country's comprehensive national strength. In a sense, if a country occupied the commanding heights of the cultural development, has a strong cultural soft power, can to transmit their own values and ideology to other countries in the world, and at the same time to keep the national culture is not subject to erosion. Therefore, enhancing the soft power of culture is an important way to enhance the international influence of a country.

Unlike other industrial products, in the circulation of film products, it is not only the output value of the product itself, but also the output of life style and value idea. In the United States, for example, the country produces only 6 percent of the world's film production, but its share of the global film market is 80 percent. Hollywood, with its strong economic strength of science and technology, to transfer his movie products all over the world, more important is the American way of life, values, ideology to all over the world, affecting the consumers. At the same time, the circulation and dissemination of film and television products can help to eliminate cross-cultural frictions with the international mainstream society, cultivate the consensus between countries and build trust relationship with other countries.

1.2. Research objectives

This paper is based on the following research purposes:

1. Discuss the development trend of film industry and industrial model. Combined with the latest statistics of film industry, this paper discusses the development trend and industry pattern of the film industry.
2. Analyze the international competitiveness of film products.
3. Analyze the competition structure and trend of the film industry.
4. Put forward practical Suggestions according to the research results.

This paper analyzes the competition structure of Sino American film industry and concludes the targeted strategic development path and countermeasures.

1.3 Research significance

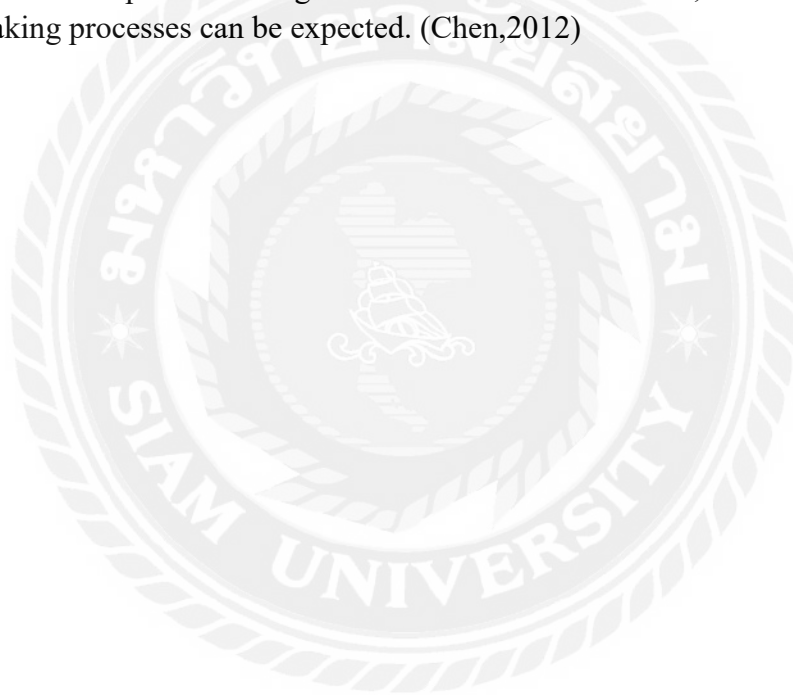
Go out engineering power of China's national implementation of "culture", facilitate the export of cultural products and services, further supporting the cultural exports of key enterprises and key projects, cultivating a batch of internationally competitive export-oriented cultural enterprises and intermediary agencies, formed a group of powerful cultural multinational enterprises and famous brands.

From the film industry, the film industry size and economic aggregate have been greatly improved. At the same time, the film industry policy is improving. Office of the state council issued "on guidance to promote the development of film industry prosperity", which explicitly "actively promote movies go out, have the international competition and the influence of the movie international communication enterprises, to develop the international market demand of domestically produced films; Held by overseas Chinese title of commonweal, the overseas promotion took part in the international film festival and organization of commercial marketing activities, improve the international influence of the domestic film, competitiveness and market share, continued strong national cultural soft power." As a strategic goal, all these indicate that the development of the film industry and the promotion of international competitiveness of the film products have become a national strategy.

But the macro strategy still exists many problems in the specific implementation, the current Chinese movie is difficult to enter the international mainstream market, many Chinese even if on the international award-winning film, but because the subject matter is difficult to conform to the European and American audience's aesthetic orientation, in the beautiful courtyard line is still hard. At the same time, the national communication ability and marketing concept of Chinese films are relatively backward, and they have not yet formed a global network of film distribution, which has become an obstacle for Chinese films to go out. At this time, the analysis and comparison of the film industry between China and the United States can make the development of Chinese films better, so that the Chinese film industry can develop faster and more comprehensively.

Though political reform has not been showing much progress, the Hu-Wen leadership is still making insistent efforts to improve the quality of governance. It has also demonstrated to the world its strong state capacity by successfully mobilizing resources to cope with natural and man-made disasters, and to pull off spectacular events like the Beijing Olympics and the Shanghai Expo. Besides, the CCP has seemingly

institutionalized its crucial leadership succession first with the change of leadership from Jiang Zemin to Hu Jintao and now with the fifth generation of leaders coming on board at the coming 18th Party Congress scheduled in the later part of 2012. To expand “intra-Party democracy” through combining the mechanisms of election and consultation, the CCP Central Organization Department for the first time held a tentative polling in 2007 to vote for candidates to the Politburo Standing Committee among provincial/ministerial-level-and-above officials. Xi Jinping got the most votes, followed by Li Keqiang, He Guiyang and Zhou Longkang. This kind of internal polling, despite being opaque and lacking in supervision, is an important step towards “intra-Party democracy” proposed by the 17th Party Congress in 2007. The four generations of PRC leaders illustrate a consistent trend towards a more collective leadership, away from “strong-man” politics.² It is foreseeable that for the fifth generation of leaders led by Xi and Li, all the Politburo Standing Committee members will be vested with equal political authority, so more power-sharing with checks and balances, and more pluralistic decision-making processes can be expected. (Chen,2012)



CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical review of international competitiveness.

Many theories are closely related to the study of international competitiveness. Such as absolute advantage theory, comparative advantage theory, competitive advantage theory, etc., this part will summarize the relevant theories in combination with the actual situation of the film industry.

2.1.1 Absolute advantage theory.

In his book *The Wealth of Nations*, Adam Smith first proposed the concept of international division of labor and free trade, which became the basis of later international trade theory. Absolute advantage theory is that each country on the production technology of absolute difference in labor productivity and production costs on the absolute difference, every country such as home, has for a product of absolute advantage, including productivity, production cost, price, etc. (Michael, 2002)

Based on the theory of absolute advantage, in film production, has its unique production conditions, including social environment, economic environment, natural resources, etc., these factors can cause differences in labor productivity in the process of film production, and the differences of labor cost. Therefore, a certain country has an absolute advantage in the production of film products. Combined with examples, compared to other countries, because early itself unique climate conditions and factors of production inputs, the United States Hollywood film has better absolute advantage in the production of. Absolute competition theory solves the problem of the rationality of division of labor and exchange between countries with different advantages. However, the theory also has strong limitations. Some scholars believe that the theory of absolute advantage is only a special case in international trade. It does not explain how the exchange between the two countries will be conducted if one country is in absolute advantage in all respects and the other is at a disadvantage in all respects.

2.1.2 Comparative advantage theory.

The theory of comparative advantage is the inheritance and development of the theory of absolute advantage. The founder of this theory is the British scholar David Ricardo. Comparative advantage theory, international trade does not depend on the basis of the production technology of the absolute difference, the difference in production technology only can form the relative production product quantity and product price difference, so countries on different products with corresponding comparative advantage,

can obtain comparative advantage in international trade.

Comparative advantage theory is the result of relative difference of production techniques, the theory is that even if one country on the film production compared with another country at an absolute disadvantage, but it is still possible for mutually beneficial trade. Assume that the two countries can produce two kinds of different type of movie for a product, and a country relative to another country in terms of labor productivity, prices, labor costs have absolute advantage. If a country with absolute advantage relative to another country have the advantage of film products, then and equal to two kinds of different type of movie products get higher profits. So, it is between the two countries on the film production of this kind of comparative advantage, can let each country will be limited production resource allocation to the labor productivity and higher margin film products, thus formed the different national film relative product international competitiveness. Competitive theory is in line with absolute competitiveness, but there is a big difference. Absolute best barbary. (Li&Wang,2011)

Theory is based on the state and the production capacity is the basis of national film products, and more optimal type theory is the comparison of national film products production capacity, choose the way to the optimization of resource allocation in international trade, to form their own movie product international competitiveness. However, in explaining the international competitiveness of film products, the theory of comparative advantage ignores the influence of dynamic factors such as technological development and talent innovation on the international competitiveness of film products.

2.1.3 Theory of competitive advantage.

The winner of the competitive advantage theory is Michael porter, a famous American scholar known as the "father of competitive strategy". His competing trilogy: competition strategy, competitive advantage and national competitive advantage constitute the main content of the theory of competitive advantage. Potter, from the perspective of industry economics and practical application, layer upon layer propulsion, industry economics and enterprise strategy combining the two fields, and will be introduced to the industrial organization theory, strategic management the last arrival to the enterprise and the competitive strategy of the country. Porter's main theoretical perspectives include: diamond model, five-force model, value chain theory, fourth order.

Segment model, three competitive strategies, etc. In recent years, the theory of competitive advantage has been widely used in government decision-making and enterprise strategic planning, which has become an indispensable basic theory in

competitive research.

2.2 Research hypothesis

The film industry is one of the most competitive industries in the world, and one of the few industries that can continue to trade surpluses with all trading nations. In recent years, America's film trade has been rising steadily, reflecting the excellent international competitiveness of the American film industry. (He,2006)

2.2.1 Global distribution channels.

From the perspective of market structure, the production and distribution of film industry in the United States are obvious. Look from the market behavior, the price of the differentiation strategy and release window transformation, diversified financing mode, economy of scale and scope economy both m&a and continuous technological innovation strategy of the behavior of widely consist in the film industry; From the perspective of market performance, the film industry is highly efficient, contributes significantly to the American economy, brings good social welfare to consumers and has a good international competitiveness. A moderately monopolized market structure, effective strategic behavior and government public policy are the guarantee of the American film industry's competitive advantage. (Zhi,2002)

Hypothesis 1: strengthening the distribution channels of global films can enhance the international competitiveness of Chinese films.

2.2.2 Film classification system.

The court honor on the basis of porter diamond model, pointed out that China's media products in the international market is relatively weak competitive advantage, China's media industry in the domestic market have a certain absolute competitive advantage, showing a strong attack weak defense.(Yin&Zhang,2010) For the definition and characteristics of the film industry and the extension were analyzed, put forward a demand conditions, operating conditions, the condition of financial investment, after the film products market and industrial policies and legal environment and so on five big elements of the film industry competitiveness theory model. Argues that in the film industry to the cultural diversity under the background of globalization, the global movie text pattern formed complex pluralistic competition, dialogue and structural inequality, China film should be internationalization, by seeking beyond the local cultural capital. International competitiveness of cultural industry, cultural industry core competitive ability, cultural competitiveness evaluation index system of literature production carding

and comments, combing the research situation in recent years, China's cultural industry competitiveness. Believes that the natural resource advantage of the international competitiveness of China's film and television industry lies in the size of the domestic market of large countries. Is that existing main focus on international trade link "going out" engineering support and breakthrough, and ignore the domestic market and international city, the importance of balanced development for international competitiveness to foster, in the domestic market management orientation of value orientation and the international market.(Zhu,2012) Under the framework of SCP, paradigm, systematically discusses the industry structure, industry behavior of present Chinese film industry and the performance characteristic and the correlation between them, the empirical study, the role of the relationship between them is found that the concentration and performance into a reverse direction, and economic barriers to entry is basic failure. From the above about the film can be seen in the present situation of international competitiveness, most experts agree that China's media is relatively weak international competitiveness, in the development stage, but there are still some advantages.

Hypothesis 2: the government can improve the international competitiveness of Chinese films by establishing and improving laws and regulations, relaxing censorship and establishing a film classification system.

2.2.3 Development of film derivatives.

Tang Rong on the basis of theoretical system of industrial competitiveness, through the comparative study of some countries in the world film industry competitiveness, this paper analyzes the competitive situation and China's film industry under the analysis framework of industry international competitiveness research, including: build China's own business type film system; Strengthen cooperation and interaction with related industries; To build a film enterprise group with comprehensive strength and international competitiveness, etc. Blue party and have made annual evaluation on the international competitiveness of China's cultural industry by targeting the top 20 countries in the world economy in 2011. The results show that there are some problems in the development of cultural industry in China, such as unreasonable allocation of factors and the immature value network of cultural enterprises. This paper proposes a series of strategies to promote industrial integration, improve industrial network, improve science and technology content, optimize policy and legal environment. Proposed that we should give full play to the radiation effect of the city, raise the labor productivity, and give full play to the "spillover effect" of foreign capital, so as to realize the leap-forward development of film and television culture trade. From the above about the Chinese film industry

international competitiveness countermeasure of review, you can see that in the past Chinese film international competitiveness of countermeasures are: to innovate, improve technology, build environment, reform the mechanism and system, preferential policies, strengthen the market mechanism, creating brand media company, training personnel. (Zhang&Zhi,2006)

Hypothesis 3: the full development of film derivatives can enhance the international competitiveness of Chinese films.

2.3 Summary of literature review.

From the research on the competitiveness of the real industry, there is no discussion on the cultural theory. The film industry, as a kind of cultural industry, has its own unique social and cultural attributes. Therefore, social and cultural factors should be taken into account when constructing the theoretical evaluation model of international competitiveness.

(1) according to the properties, characteristics and latest statistics of the film industry, the global competition status of the film industry is sorted out, which provides the research foundation for the research on the international competitiveness of the film industry.

(2) explore the formation mechanism of international competitiveness of film industry. The past research of literature lack of consideration to the film industry for the future development trend, starting from the connotation of the film industry international competitiveness, this paper explores the film formation mechanism of industry international competitiveness.

(3) using qualitative and quantitative methods to evaluate the international competitiveness of film industry.

(4) propose targeted strategies and Suggestions from the evaluation results. The past research promotion strategy section that exist in the literature is relatively vague this problem, this paper will on film industry competitiveness cluster and correlation analysis to the evaluation results, combined with the actual situation of China, clear in the current problems existing in the development of movie industry. Based on the analysis results, the strategic path, countermeasures and corresponding policy system are proposed.

With the publication of his book *Remaking Our Cultural Historical Views* in 2011, Zhang Mushing is considered a pioneer in the recent wave of intellectual, political and policy discussions of China's political reform.¹ His stand is three-fold: first, he claims to transcend the division between the left and the right; second, he cautions that the current Chinese model has met with huge crises and is not sustainable. Zhang is harshly critical of the current Chinese leadership's inaction in handling China's "crises", using the metaphor of "beating the drum and passing the flower" to portray Hu Jintao's irresponsibility of not solving China's problems.² Thirdly, Zhang suggests the return to the CCP's old programmed of so-called "new democracy", which had been advocated by the CCP in the 1945–1949 period to differentiate its envisaged political system of governing China from the Nationalist Party's "(old) democracy". (Wu, 2012)

Another major voice of political reform comes from Hu Deping, a son of another former CCP leader, reform-minded Party Chief Hu Yaobang, who retired as a deputy minister years ago. He chaired a series of forums in the late half of 2011, which sent out a strong message calling for democracy, rule of law and constitutionalism in China. Forum speakers condemned Mao's Cultural Revolution and recommended "further emancipation of thought" just like what the CCP did in the late 1970s when post-Mao reforms started. Qin Xiao, also a recently retired deputy ministerial level state enterprise leader, organizes a different liberal circle through his Boylan Foundation, a non-governmental organization (NGO) registered in Hong Kong.⁵ The current focus of this Foundation is on economic and financial reforms, but it also actively and critically participates in the debate on the so-called "China model" through organizing forums and sponsoring the publishing of research outcomes. Qin suggests that "modernity" is a transcendence of the regime's official programmed of "modernization" as he also praises "universal values" which in the current Chinese context are seen as the values represented by and practiced in Western industrial democracies. (Wu, 2015)

CHAPTER 3

METHODOLOGY

3.1 Literature Research

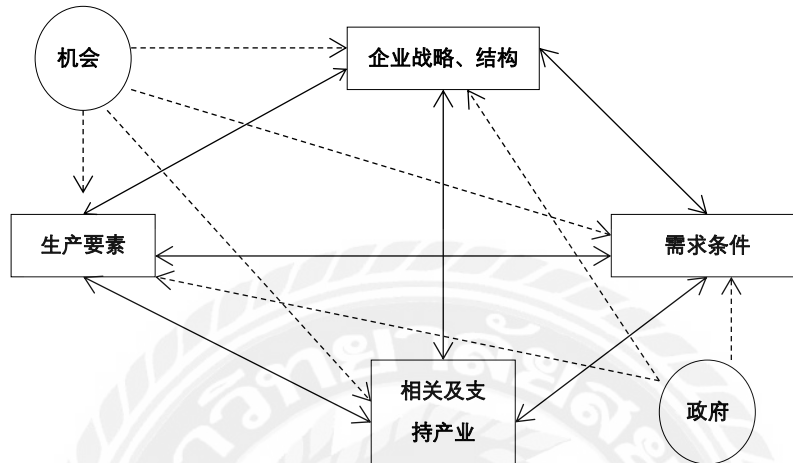
This article belongs to the qualitative research, qualitative research method is based on social phenomenon or things is the attribute and the contradictions in the movement of change, from the inherent regularity of things to study things one way or Angle. Through 1, documentary research: Qian Zhizhong fully absorbed in the porter's "diamond model" theory on the basis of combining the characteristics of the film industry to create a basic model of film industry international competitiveness factors, including resource impact factors of the basis of the film industry competitiveness; Industrial endogenous forces affect the core competitiveness of film industry development; The environmental competitiveness of the film industry is influenced by the demand environment and government action. (qian zhizhong, 2007) 2. Case analysis: take the American Disney company as an example. 3. Data analysis: analyze the overseas distribution data of Chinese and American films. This method is used as the research method in this paper.

3.2 Data Analysis

Nowadays, Chinese scholars mainly use porter's diamond model as the basic analysis tool when studying the international competitiveness of films. Combined with the diamond model, the key factors of a national film international competitiveness mainly include: (1) production factors: including the human resources of the film industry, natural resources, knowledge resources, capital resources, infrastructure and creative and technical level; Demand conditions: mainly refers to the demand of domestic film audiences and the cultural identity of foreign audiences for domestic film products; The performance of related industries and supporting industries: mainly refers to whether the film industry and relevant upstream industries have international competitiveness; Corporate strategy and its structure and competition: the strategy, structure and performance of the film and television group; As one of the auxiliary factors, the influence of government policy on film international competitiveness cannot be ignored, and the film protection policies and quota policies of various countries have become an important factor affecting the film trade. The opportunity as a dynamic factor also affects the international competitiveness of a national film. Taken together, these six factors interact and reinforce each other, together form a dynamic incentive last Xiao clients and the innovation of the competitive environment, thus constitute the source of a country in the international competition of media.

3.3 Case Analysis

Figure 1

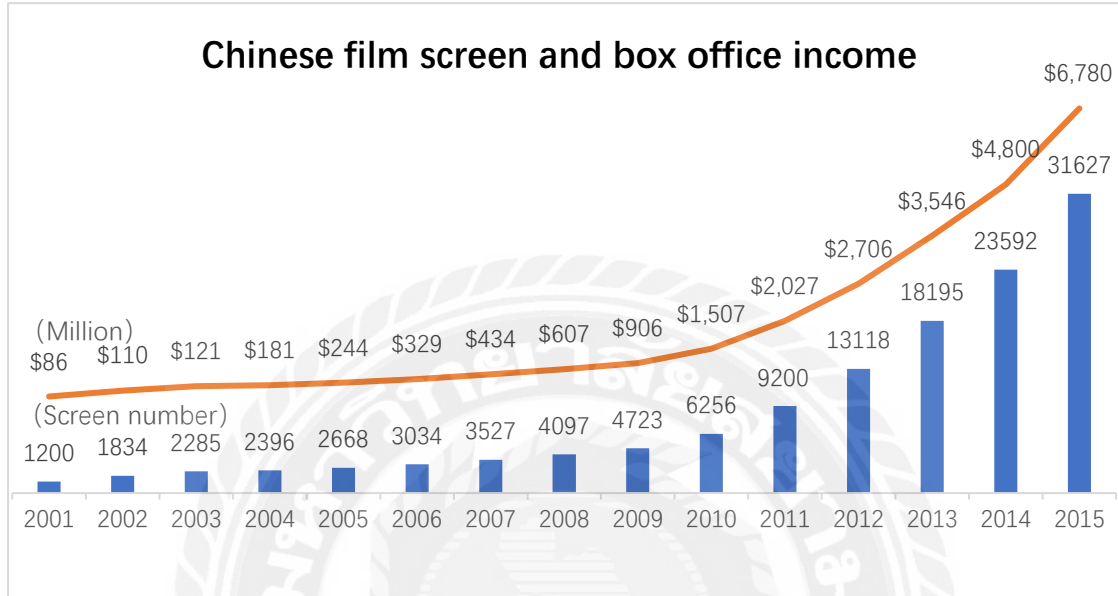


Diamond model is also called diamond theory, diamond theory and national competitive advantage theory. The logical starting point of diamond theory is still the absolute advantage theory, but with the theory of absolute advantage and comparative advantage theory of the difference is that the diamond theory emphasizes the national overall competitive advantage in international competition, and not just a country's single industry and products to participate in the national competition. Diamond model by production elements, demand conditions, related and supporting industries, enterprise strategy and its structure and competition of four basic elements, as well as government and opportunity two auxiliary elements. (Hao,2007)

CHAPTER 4 RESULTS

4.1 Numerical analysis

Figure 2



Above, there are two sets of Numbers. The above curve is the box office income, which is millions of dollars. The histogram below is the number of screens and the unit is block. In 2001, China had only 1,200 screens. By the end of 2015, the number of screens in China had exceeded 316 million, bringing the box office to \$6.78 billion, making it the second most stable country in the world. We can see that the growth of the box office is accompanied by the increase in the number of domestic screens, which is actually a domestic demand market.

Figure 3

As of 2012, China film overseas (including Hong Kong, Macao and Taiwan region) sales revenue top 10 list.1

Ranking	Production unit	The title	Co-Production movie	Total (RMB 10,000 yuan)

1	Huayi brothers	Chinese zodiac	YES	20000
2	Huayi brothers	The 1942	YES	10000
3	Letv pictures	Vanishing bullet	YES	8545.71
4	China film group	Inorganic Fuchu mountain residence map	YES	7500
5	Tianjin film studio.	Rabbit legend 2	NO	7000
6	Beijing qiankun starlight.	Inverse war	YES	4381.76
7	Silver city institutions	Grand master	YES	4000
8	Poly bona	Peach elder sister	YES	3417.63
9	Star beautiful pictures	Blood child	YES	3150
10	Poly bona	Shanghai	YES	3000

In 2013, China film overseas (including Hong Kong, Macao and Taiwan region) sales revenue top 10 list 2.

Ranking	Production unit	The title	Co-Production movie	Total (RMB 10,000 yuan)
1	Star halo entertainment	Monkey King (3D)	YES	34211
2	Huayi brothers	Chinese zodiac	YES	27104.42
3	Silver city institutions	Grand master	YES	15075.73
4	Huayi brothers	Journey to the west.	YES	7591.04

5	Poly bona	Guild wars	YES	7578.26
6	Huayi brothers	Daming scarlet	YES	5516.05
7	Poly bona	Virus scanning	YES	5026.05
8	China film group	Special identity	NO	3574.98
9	Poly bona	escapes	YES	3371.03
10	The green tree	Chief 2 pull	NO	3070

The data comes from the company.

Can be seen from the above statistics data, only two films in the film in 2012 export overseas sales \$and are produced by Huayi brothers, respectively is two hundred million yuan "zodiac" and "the 1942 one hundred million yuan. Of the top 10, only three have grossed between \$50 million and \$90 million. In 2013, after a year's accumulation, the 12 Chinese zodiac and the grandmaster have increased significantly in foreign box office. The only a foreign sales of more than three hundred million yuan in 2013 film "big heaven: 3 d" sold to the countries and regions over 40 (including Hong Kong, Macao and Taiwan regions), and obtained the good box office performance, makes the film a movie of 2013, China's performance the most eye-catching one in foreign countries. From the above table, we see not hard, also in 2012 and 2013 overseas sales of the top ten in the film, although most is sino-foreign co-productions, but really can use in tune to make open the film only a few foreign markets. It is not hard to see that China's co-productions are still at the very beginning stage, which is only the superposition or accumulation of capital or stars, which is not a true co-production. In addition, almost all the films have the elements of Chinese kung Fu, which shows that the Chinese film genre sold overseas has become the bottleneck of the real "going abroad" of Chinese films. In these two years of data, we also is not hard to find "a dominant" phenomenon is still exist, such as the 2013 "big heaven: 3 d", this movie box office alone accounted for the Chinese film overseas sales revenue of 24% in 2013. So far, "uproar in heaven" is still a special case, with the average distribution of the remaining overseas films not exceeding 20. (Lan&Zheng,2012)

4.2 Case analysis

Figure 4.

The "harry potter series" box office totals.

The name of the film	worldwide	North American box office	North American release date
Harry potter and the philosopher's stone.	974755371	317575550	November 16, 2001.
Harry potter and the chamber of secrets.	878979634	261988482	November 15, 2002.
Harry potter and the prisoner of Azkaban.	796688549	249541069	June 4, 2004
Harry potter and the goblet of fire.	896911078	290013036	November 18, 2005.
Harry potter and the order of the phoenix.	939885929	292004738	July 11, 2007.
Harry potter and the half-blood prince.	934416487	301959197	July 15, 2009.
Harry potter and the deathly hallows.	960283305	295983305	November 19, 2010.
Harry potter and the deathly hallows: part 2.	1341511219	381011219	July 15, 2011.

Data source: Box Office Mojo.

As you can see from the figure above, the "harry potter series" has grossed more than \$8 billion worldwide. Each "harry potter series" has an average overseas distribution of 70 to 80 countries, and overseas box office is higher than the domestic box office. The profitability of the "harry potter series" will have a significant impact on the economic returns of warner bros. television and entertainment. It is not difficult to speculate that the harry potter series authorized television, cable television, wireless television, satellite TV, digital video on demand, coupled with the DVD, Blu-ray disc, books, toys, games and

theme parks, and other derivatives, for Warner Group and its partners created tens of billions of dollars in profit.

In 1968, Jack Valenti's Motion Picture Association of America, chairman and chief executive, launched the voluntary film classification system, known as the film classification system. Some in the industry say that the film classification was invented by Mr. Valenti. More than 40 years later, this classification system has undergone a series of modifications and improvements with the development and evolution of the society, which is still widely used today. Although the film classification is voluntary, if a film is to be staged in a commercial cinema in North America, the unrated film does not seem to be considered. Few art-house films (mostly foreign ones) may be unclassified, but they can only be shown in American art theaters. (Qiu, 2006)

American film Classification is operated by The Classification and Rating Administration (CARA), a division of the Motion Picture Association of America. Film classification committee component members, not some screenwriter, director, or other creative personnel, also is not a professional critic, more than government officials, they have a condition, that is must be do father and mother.

The purpose of the American film classification system is one of the largest free space for film creators to create, and is suitable for people of different ages to watch film, by the board of film classification to classification and management.

1. G (public level)

All ages can be watched, the film content of this level can be accepted by parents, the film does not have nudity, sex scenes, drug and violence scenes are very few. Dialogue is also a regular part of everyday life.

2. PG grade (general guidance level)

Some of the content may not be suitable for children to watch, some may be uncomfortable, and the suggestion is to watch with parents. Films at this level have little sex, drug use and nude scenes, even if they are short. Moreover, the scenes of terror and violence will not go beyond a moderate range.

3. PG-13 (special guidance level)

Not suitable for children under 13 years of age. Children under 13 must be accompanied by their parents. Some content is very good for children.

Not appropriate. There are no rough and persistent scenes of violence at this level, there is no nudity, and sometimes there are drug shots and dirty words.

4. R-rated (R-rated)

Children under 17 must be accompanied by their parents or guardians. This level of video package.

Contains adult content, there are more sex, violence, drug use and other scenes and dirty words.

5. NC-17 (adult)

Do not watch at 17 or below. The film is rated as an adult film, and minors are strongly prohibited from viewing it. There are explicit sex scenes, lots of drugs or violent scenes and dirty words.

Chinese film derivative profits are less than 5% of the box office revenue, and American film derivative profits far exceed box office receipts. Take the American Disney company as an example. By observing the operation mode of the five major operating departments of Disney company, we further understand the operation and financial situation of the Disney company. (Liu,2006)

Figure 5: Financial data of the five major operating departments of Disney company (2015)

Unit: millions of dollars.

department	Operating income	Business hours
Radio and television media group.	23264	7793 6
Theme parks and resorts.	16162	3031
Film and television entertainment group.	7366	1973
Consumer products division.	4499	In 1752,
Interactive media department	1174	132
A total of	52465	14681

Disney's consumer products division is the world's largest copyright licensor, with thousands of licensed products. Disney's consumer products department is using their innovative ways to inspire consumers around the world to join the family of Disney consumers.

Disney's global publishing division, part of Disney's consumer products division, is the world's largest publisher of children's books. Their publications include books, magazines and children's books for digital media. Currently, there are more than 700 million books and magazines published and sold by Disney global publishing division each year, including 75 languages, which are distributed to 85 countries and regions. The familiar Disney English is also a new division under Disney's global publishing division. Disney English was developed in 2008 and currently has more than 40 Disney English learning centers in China.

Disney is wholly owned by Disney World in Los Angeles (and Disney World in Florida).

In addition, they have built Tokyo, Paris and Hong Kong Disneyland respectively, and have a 51% stake in Disneyland Paris and a 48% stake in Hong Kong Disneyland. Disney owns 43% of Shanghai Disneyland's industrial hardware.

In part, Disney owns 70% of Shanghai Disneyland. From here, it's not hard to see, Walt Disney company is to want to put their own products as far as possible to the in front of consumers, at the same time, they give themselves the power of the brand authorization to through the local partners to reduce investment risks and to obtain the maximum benefit. In 2015, the annual revenue of Walt Disney company theme parks and resorts was 161. \$600 million, \$3.03 billion in profit.

Disney opened its first flagship store in mainland China on May 20, 2015 at liaison in Shanghai's Pudong financial center. The Disney store is the world's largest storefront, with an area of 5,000 square meters and a 1,000-square-meter outdoor plaza with Disney themes outside the store. The flagship store sells a variety of Disney products designed by international designers and Chinese designers. The Disney flagship store offers consumers not just a simple shopping environment, but a unique Disney experience for every customer who comes to the store. They came to the store creation concept to make customer feel happy and cheerful, they used to tell stories, such as interactive fun makes people experience directly in the form of Disney World, in order to attract the arrival of all people. Disney will use the flagship store to do cross-marketing, which will be a way for Disney to attract visitors to Disney theme parks. At the same time, visitors to Disneyland will be lured by some of Disney's consumer products to come to the flagship store, shopping. In addition, the flagship store itself is a permanent big advertisement for Disney in Pudong, Shanghai.

Above all, American film products overseas offering an average of 70-80 countries and regions, the China film products in addition to individual exceptions average distribution over 30 countries and regions, film product attributes to products that it is particularly important to channel is king.

China Wanda group Wanda film industry in recent years, buying American second AMC cinema operators began, in 2015 to RMB 2.2 billion-man Australia's second courtyard line, 2016 acquisition of the legendary pictures, are heavily layout in the overseas market, so improve the global distribution channels, and strengthen the overseas distribution capacity, is China's film to go out to improve the international competitiveness urgent to solve the problem.

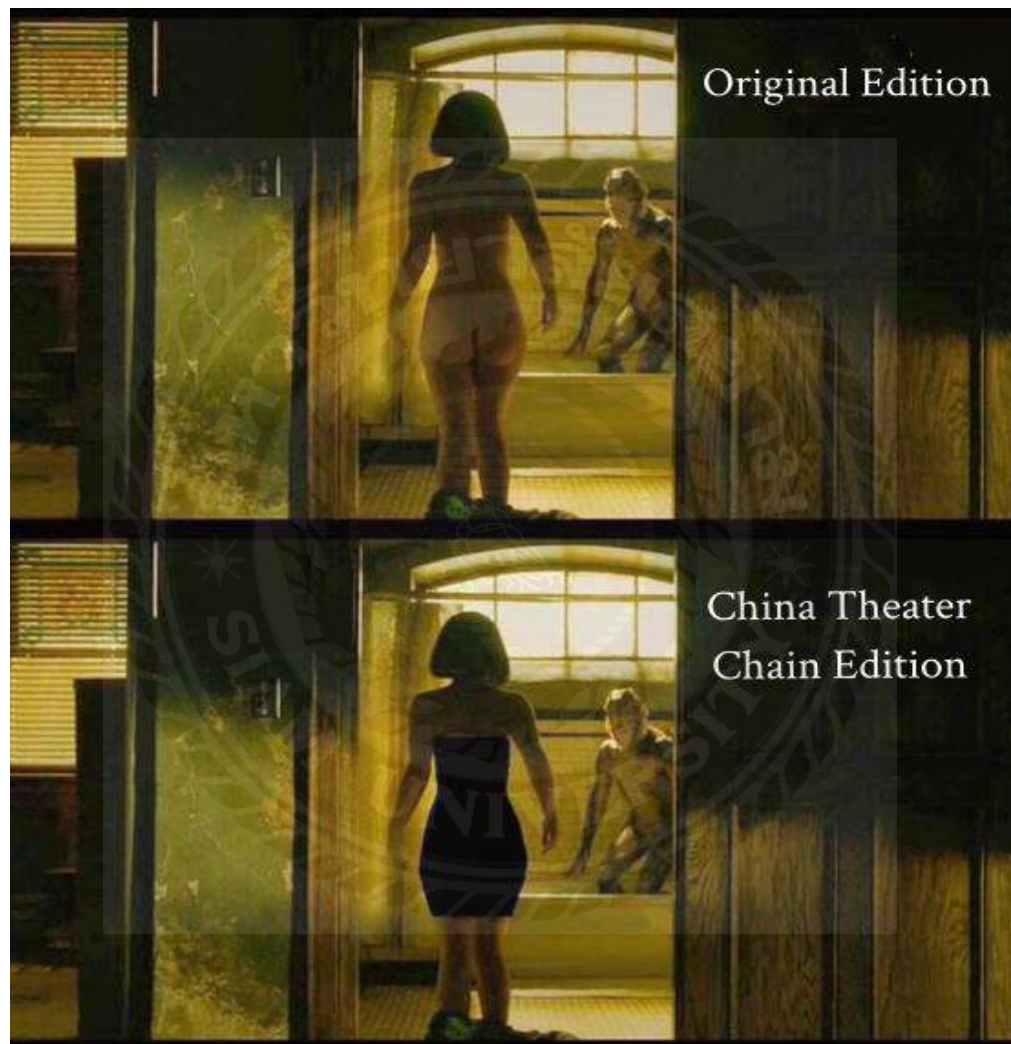
The Chinese government has strict censorship of films, such as "no man's land", which is the country's first major northwest road film directed by ning hao, starring xu zheng and huang bo. The filming site focused on China's Gansu Dunhuang and ham and Turpan, Xinjian Kelamayi, etc. of the Gobi desert, film shot in 2009, due to the review questions until the end of 2013. And then bloom, "a spoon", "white deer", "private custom and so on many film due to censorship delayed release miss the best time, of course, there are a lot of movie didn't pass the examination in sight. In 2015, the film laws and regulations stipulate that, after 1949, the goblins can't be fine, they cannot be successful in early love, and they can't finish the affair, etc. Because there is no film classification system, the theme and content of film creation have certain limitations.

4.3 Comparative analysis

Just as in the mainland, the Oscar-winning film "water" shape ", involves the erotic and the exposed part of nature are all deleted, tying masturbation scene disappear, it's no show similar, in Japanese life, this bridge will disappear. Richard's bed with his wife, the dew point was deleted, and the rest was reserved. And people concern most alias fornicating with fish play in the bathroom, back naked parts marked by black shadow, shape a bit like a swimsuit, and through the clip, jumped to draw the bath shade part directly. Keep two naked hug underwater scene, dew chest part out, other parts also made a very careful screening, before this has to do with the netizens' add filters, such as wearing a bathing suit, or some of the differences. For Richard, painter roommate, fish understanding on the person's character, there is no effect, but for tying alias character of the show, will lose an important part of, and the director, "top" heart of underwater erotic drama was black Mosaic bad emotional appeal. This also brings a certain disturbance to the audience. For many fans, they sank into the deep struggle: on the one hand, the

Oscar-winning film can be introduced to China mainland, on the big screen to appreciate this period of beautiful love "mermaid" is a good thing; On the other hand, while the length of the film has not changed, the flavor and mood of the film are greatly discounted. Is it really worth watching?

Photo 1



"Blade runner 2049" has received a lot of praise abroad, but it has earned just 7698,000 yuan in China. In cinemas on the mainland for version of the 3D visual effect is very poor, at the same time to enlarge some sensitive scene cuts the harmony of processing, lead to photography master Roger Dijon great photography composition were disrupted, scene design and content cannot be faithful reduction, and ironically, "blade runner, 2049" on the Oscar win awards, and best cinematography.

Photo 2



Format is amplified to "blade runner," 2049 "tailored" processing method, but it is by no means the first one to obtain similar preferential treatment of the film, a lot of fans and impressed by the mainland on the big screen version of the "wild hunters" and "wolverine 3", the two films is also won an Oscar nomination, wolverine 3 even is the culmination of a diffuse wee, unexpectedly also got scissors, lost 14 minutes. The wilderness hunter with North America introduced running time is consistent, is 156 minutes, but actually have two minutes or so, the Chinese version will be extremely bloody few scenes are deleted and selected from the rest of the film material to fill. Because there are so many violent scenes in the film, the characters are easily cut off their ears and cut their throats. The most surprising is that it's the last place the lens should be in the snow with blood, but blood is completely disappear in the final, this approach to the overall tone of the film is naturally has a strong destructive.

Photo 3



Until township government reform, many believed that local governments created more problems than solving them. Local governance was riddled with incompetency, inefficiency and inability to effectively govern vast localities. Some described townships as predatory in their close contact with the local people.³ Others characterized township governments as having “inadequate power, big responsibility, and low competency”.

Another major problem that township governments (huayno shift) faced was the lack

of financial resources. Often, the central government delegated responsibility to local governments while retaining financial control. Local governments ended up either not doing anything due to the lack of resources or borrowing heavily to fulfill their responsibilities, resulting in shouldering heavy debt burden. According to a recent study, the total township debt in 2008 was estimated at between 600 billion yuan and 800 billion yuan, averaging 20 million yuan per township.⁵ If the borrowing of county government was included, the total county government debt would swell to three trillion-yuan, accounting for 30% of national GDP in 2004.

This reform, if accomplished, will not only control the runaway costs of operating township governments, but also rationalize local government institutional set-up such that efficient and effective local governance can be achieved. More importantly, many economic and service functions will be performed by various social and economic intermediaries and non-governmental organizations that could lead to civic culture development in the countryside. (Tan,2012)

Third, township transformation has not reduced the symbolic and often mandatory works of township officials imposed from higher authorities, as evidenced by the countless meetings and review process. Township officials often complain that more than one-third of their work and time involved receiving officials — from county, municipal and provincial governments — who visit to review the works of township. The preparation work involved in hosting official reception and making reform adjustments based on review report had consumed substantial amount of township officials' time. According to one survey, principal township officials spent 32% of their working hours on attending meetings, 22% on hosting high-level officials, 15% on work evaluation, 9% on economic development, 17% on enforcing birth control programmed and only 2% of their working hours to serve the public.

There is nothing wrong with government review of township works from higher authorities if works under review are related to villagers' welfare and needs. The chief concern is that some of the works done were just for the review, and not for the sake of truly solving villagers' problems. For example, some of the model villages were built too far away from villagers' land, while brand new townhouse-like homes did not set aside areas for villagers to raise livestock. (Tang,2006)

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Conclusion

Why do we say to strengthen output film culture industry, movie as a kind of cultural products, compared with other cultural products, highest level, a single product input, high output, most influential in the world? Such as cultural products, such as the United States through the film to the world output of their economy, the cultural idea, created many famous cultural brand, leading the pin of many industrial products, such as McDonald's, Coca Cola, star bucks, Nike, and many other brands. The film, while creating box office profits, has greatly promoted the branding of American products and created huge economic profits. American films also have great political influence, and export their way of life, ideas, language and values to the world, and expand the influence of the United States to the world in this way. Although the movie box office value is not big, but it can lead to the development of many industries, bring economic benefits at the same time, also can carry forward the national culture, enormous political influence, so governments have vigorously support the development of movie industry. Therefore, the following conclusions are drawn from the research of this paper: 1. Strengthen global film distribution channels, and enhance the international competitiveness of Chinese films. 2. The government will improve the international competitiveness of Chinese films by establishing and improving laws and regulations, relaxing censorship and establishing a film classification system. 3. The full development of film derivatives can improve the international competitiveness of Chinese films. (Wang,2007)

5.2 Limitations of research

From the point of today's global film market, Hollywood has the absolute advantage, compared to the United States, film products will the film talent, production level, implant, the influence of the brand value and so on many aspects, this article is not very detailed.

The core of international competitiveness lies in value creation. Specific to the film industry, in the wave of globalization, information, technology and culture in the development of movie industry become the core driving force, the science and technology and cultural factors affect the value growth in the industry value chain. The research on the international competitiveness of film industry is influenced by social, economic, cultural and regional factors. At the same time, due to the dual nature of the film industry itself, the competitiveness of the film industry involves a variety of disciplinary theories

and research paradigms. In addition, the intensification of globalization process, the increasing development of science and technology, the conflict between different cultures and the integration of the situation, all add to the complexity of the research on the international competitiveness of the film industry.

5.3 Research Suggestions

Future research will present the following trends:

1. Research on the international competitiveness of films based on different cultural types. Since the migration under the global background, the world gradually formed on the basis of the same culture in different culture area, it offers a new perspective for the study of the media and cultural industries. Current film industry international competitiveness research is based on the national level or continental level, because the film is essentially a kind of cultural and historical heritage and values the spread of ideology, so from the different culture type area situation carries on the discussion of the film industry development and international competition, will become one of the path for future research.

2. Research on international competitiveness of film industry combined with subjective and objective indicators. The difficulty of the evaluation of the international competitiveness of film industry lies in how to embody the economic and social cultural attributes of the film industry in the most accurate and intuitive way in the index system. Since cultural and social attributes are difficult to be measured and evaluated, objective indicators can not convey cultural implications accurately, but it is difficult to maintain the objectivity of evaluation by introducing too many subjective indicators. Therefore, the research on the evaluation of film industry competitiveness based on subjective and objective indicators will be the focus of future research.

3. Research on the international competitiveness of film industry based on dynamic perspective. This paper is based on the research of international competitiveness of film industry based on cross-sectional data, so it is impossible to discuss the change of national competitiveness level based on dynamic perspective. Time series analysis is a kind of dynamic data processing of statistical method, has been more widely applied to other industry international competitiveness research, using the research method can effectively predict the future competitive situation, and the dynamic analysis of the research will become the future competitive trend.

The Internet also offers the Chinese government a channel to promote a pro-people

image. The People's Daily — the mouthpiece of CCP — has since September 2008 sanctioned an official fan club webpage for top leaders in the central government. This webpage is partly a response to a series of online informal fan clubs of key Chinese leaders that have spontaneously emerged, and partly due to the Chinese leaders' desire to use the Internet as a platform to get close to the people. (Liang&Hong,2012)



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