

Development Opportunities and Challenges of Film and Television Industry in the Post-Epidemic Era

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Abstract

The sudden outbreak of COVID-19 in 2020 has not only caused a serious impact on the development of China's economy, but also on China's cultural industry, especially the film and television industry, which is now entering the post-epidemic era. This paper explains the impact of the epidemic on domestic and foreign film and television industry and the three major impacts on the film industry, and then interprets the response measures of the film and television industry in the post-epidemic era.

Keywords: *Post-epidemic Era; Film and Television Industry; Economic Development*

1 INTRODUCTION

In early 2020, the outbreak of the new coronavirus pneumonia, spread is considered to be the fastest, the most difficult, the most widely spread of prevention and control of a major public health emergencies, it is in the trend quickly shuts its major cities across the country, this one no signs of the disease to make the development of China in all walks of life by pressing the pause button, entered the period of stagnation. The film and television industry, which was originally in the rapid development period, suddenly entered the so-called "winter period", which brought about almost devastating impact. Since the outbreak of COVID-19, the global economy and cultural industry have been hit hard and the human race has entered the post-epidemic era [1], and the development situation of the domestic film market is still difficult to recover. The capricious nature of the pandemic has also added uncertainty to the stable operation of movie theatres, and the industry is facing a brutal reshuffle, which puts new demands on the film and television industry.

2 IMPACT ON DOMESTIC AND FOREIGN FILM AND TELEVISION INDUSTRY IN THE POST-EPIDEMIC ERA

The so-called post-epidemic era refers to the era after the novel coronavirus epidemic has passed. However, it is not a time when the epidemic completely disappears and everything recovers as before, but a time when the epidemic will ebb and flow, small outbreaks may occur at any time, return from foreign countries, and seasonal outbreaks, which will last for a long time and have far-reaching effects on all aspects. Because this epidemic may last for a long time, after this epidemic, people's way of thinking and living habits will have a great change. With the exception of a few cities that still have cases, the domestic film market is largely back on track. However, the film market, which seems to have ended the stagnation period and returned to the development period, is facing a cruel situation of natural selection.

2.1 The Impact of the Pandemic on Film Production and Distribution Schedules

Not only have moviegoers been put off by the pandemic, but many film and television producers have also suffered. First, the production of films was forced to stop, Hengdian and other studios closed, the film workers out of business. Filming activities gathered a large number of staff, often cannot be normal due to the restrictions of domestic epidemic prevention measures, the shooting cycle is prolonged, and the shooting cost increases. In addition, the

epidemic has forced the industry's development prospects into confusion. Film shooting, investment and production capacity have been cut by half, capital has fled, and some film workers have lost their jobs and transferred to other industries. On top of rising production costs, there is the misery of tight investment, adding to the financial woes of film production.

In addition, the pandemic has left producers worried about the box office in the film market, with many films cancelling planned releases due to the pandemic. The frequent changes to the release date resulted in a chaotic marketing and distribution of the film. The 2020 Spring Festival was originally hailed as the "strongest Spring Festival in history", including Detective Chinatown 3 and Lost Mom, the Title, Emergency and Boonie Bears Wild Land adapted from the IP classic, the Pioneer starring Jackie Chan, and Jiang Ziya, the continuation of the Fengshen Universe. Almost every film has built up a solid following of wannabe fans. Even in 2020, the highly anticipated film Detective Chinatown 3 made more than 50 million yuan at the box office in 13 hours and 36 hours after the opening of the pre-sale. When everyone was expecting the film to set a new record at the box office in the Spring Festival of 2020, a sudden COVID-19 outbreak made all these things come to naught. On January 23, 2020, all seven films scheduled to be released during the Spring Festival announced their withdrawal.

The domestic film market has been basically shut down since the Spring Festival week of 2020. From the withdrawal of the Spring Festival film to the national call for the closure of cinemas, it fully reflects the determination of the Chinese people to unite in the fight against the COVID-19 epidemic. According to the box office statistics, the box office on the first day of the New Year in 2020 was 1.81 million yuan, which is only one thousand of that of the same period last year. It can be concluded that the film industry suffered a huge loss during the Spring Festival in 2020. After that, the Valentine's Day period continued to the May Day period, the movie continues to withdraw, the theatres still remain closed, the film industry in 2020 can be said to have entered the "winter" period. Many film and television bases temporarily closed; the film industry chain suffered a heavy blow.

At the same time, but also for the variety show, if not the content of the recorded in advance, for policy advocates do not gather the principle such as late, cause some variety show singing only USES the network video recording broadcast in the form of attachment program quality can be discounted, ratings natural predictably, advertising the stagnation of operating are all around. The film and television crews that were not completed before the Spring Festival were even more miserable. They did not dare to call in their scattered staff to go home for the Spring Festival. They could only wait for the epidemic to completely disappear. [2] As a whole. In the first half of 2020, the entire film and television industry was in a semi-dormant state, with production crews shut down, cinemas closed, and variety shows closed.

2.2 Impact of the Pandemic on Industry Revenue

In the flood of the capital market, Hollywood's big IP movies also need the support of the global box office to continue their creation one after another, but the arrival of the epidemic caught everyone off guard. Moreover, in the case that the previous film has not been put on the market and the funds are difficult to recover, the creation cycle of the next film will be affected. Even the planned film that has been put on the schedule has to be shelved indefinitely. In addition to film production and distribution companies, writers' unions and screen actors' unions, which we are familiar with, all need a good and stable market to make profits. However, in the face of the epidemic, many film and television media employees can only temporarily lose their jobs. [3] In the first half of 2020, in order to stimulate economic development, the United States liberalized the control of cinemas and provided policy subsidies, but the market was too large and the subsidies were a drop in the ocean, which could not solve the fundamental problem. On the contrary, the premature deregulation led to the continuous deterioration of the epidemic rather than improvement, which can be said to be a vicious circle.

2.3 The Ecological Impact of the Epidemic on the Global Video Media Industry

Movies, TV dramas and variety shows cannot be created by one person. They need to be completed by division of labor and cooperation. Screenwriters can still work from home and do web conferencing, but directors, actors, cinematographers and many other front-line creators can't do this through web working. They need face-to-face

contact. On March 11, 2020, a female member of the cast of FOX's new drama "NEXT" was diagnosed with COVID-19. On March 12, Tom Hanks was confirmed to be infected with COVID-19. At that time, he was still filming on the cast of "Elvis". One person's infection can shut down an entire team or even an entire project. During the outbreak of Disney, universal, Paramount, and Columbia, and many other big firms are said by the outbreak of industries, from file transfers are common, were shut down for numerous cinemas, businesses can only rely on "sanitised" to reduce the public panic, but the outbreak continues to rage across the United States did not slow down, Universal Studios and Disney World were forced to close, Broadway shows were shut down and theatres closed. [4] This is the case for large factories, and it is conceivable that small companies in these industries have already become cannon fodder under the impact of the epidemic. Film festivals, music festivals and other award ceremonies in the United States have been suspended or cancelled due to the pandemic, and well-known variety shows such as "America's Got Talent" and "Survivor" have been cancelled. Even the tough capital market is no match for public health.

3 THREE MAJOR IMPACTS OF THE PANDEMIC ON THE FILM INDUSTRY

3.1 The Impact of the Epidemic on Psychology, Life and Concept

The epidemic has brought a huge impact on people's psychology, life and concept. The unexpected common disaster has caused huge damage to human body and mind. People who have been grounded and isolated for a long time will inevitably be cautious and sensitive, and this sense of fear and loneliness will produce extremely depressed emotions. Therefore, after the epidemic, we should focus on the production of film and television works that can release and relieve the psychological depression, so that the audience can get spiritual comfort.

3.2 The Economic Impact of the Pandemic

The epidemic has had a certain impact on economic development. Considering the economic problems such as limited liquidity funds and insufficient follow-up funds after the pandemic, the film and television industry should focus on the development of "short and fast" film and television works with multiple distribution channels and rapid return of production funds. Small and medium-sized budget films, "medium industrial aesthetics" films, big online films and online dramas should all be given priority. For big movies in theaters, we can consider expanding channels and giving consideration to network distribution.

3.3 The Impact of the Epidemic on China's Film Industry

Affected by the global epidemic, international communication is not smooth, therefore, the task of Chinese films to world to readjust, film and television industry can fade or temporarily don't consider the ambitions of going to the world, set aside those expensive, high risk, must rely on the international market of film production, and should be attention to the domestic market, in order to meet the domestic demand as the main target for the film and television production. Of course, we should never give up going global. We should always be ready and wait for opportunities. And we can give priority to focusing on Africa and countries along the Belt and Road to promote Chinese film and television overseas.

In the outbreak era, film and television industry to turn against the wind, to the right audience's psychological demand, saving cost, optimizing the script, improve quality, especially to develop the network film and network play, to look after the lock in the domestic market for overseas markets, give attention to two or more things issued further carrying out the network broadcast, the outbreak of the crisis into life.

4 COUNTERMEASURES OF CHINESE FILM AND TELEVISION INDUSTRY IN THE POST-EPIDEMIC ERA

4.1 State Support and Guidance

Economy, film and television industry belongs to the art for the film this art industry itself, national finance department in film industry financial difficulties to a certain degree of support and subsidies, worldwide is feasible

and has become a tacit understanding between the film and television industry and the government, some countries such as Britain, South Korea for the financial support of film culture industry, It has played a positive role in the quality and quantity output of its own national films. [5] outbreak of is all aspects of the influence of the film and television industry, for the audience is just the lack of cultural products, but for a small media company, film and television enterprises such as movies, most of them are failed to survive the outbreak of the economic impact, including wanda film, huayi brothers, film and television company is against the ability to maintain profitability and operation, However, in recent years, the overall profitability of the enterprise is still declining in terms of stability and sustainability. The shutdown of offline films and the phased cessation of business sites caused a series of profit losses of peripheral film and television products. Because of the rewriting to stop filming movies, TV shows, documentary due dates and lead to relevant work delayed, actors and crew agreement dispute, rent and personnel costs of downtime related to business operation and project investment, financial investment, film and television production staff and talents working hard, offline movie team and gap of subsequent problems related to video web software, need to develop this fundamental measure to solve. [6]

Therefore, the state should give appropriate support and guidance, and the local government should actively respond to the national call for film and television industry's healthy and steady development can promote the sustainable development of our culture industry. According to the 13th Five-Year Plan, the cultural industry will become a pillar industry of the national economy by 2020. The prosperity and development of cultural industry cannot be separated from the guidance and support of national policies, especially the film industry, which has been severely hit by the COVID-19 epidemic, needs more investment and support from the state. We will support private enterprises to invest in cultural industries, appropriately lower tax standards for small and medium-sized enterprises in special periods, and reduce rent and burdens for cinemas in difficulty. Appropriate release of some corresponding stimulus policies, to help the recovery of the whole industry, to help the film and television industry to tide over the difficulties.

4.2 Optimize the Quality of Film and Television Works

In recent years, Chinese film and television works tend to develop commercialized, and the audience's satisfaction with the quality of film and television works is not high. Domestic film and television drama, especially some network drama absurd content, rough production, blindly implanted commercial advertising; The film also lacks a good script structure. With the emergence of new media, the development of film and television industry has been greatly influenced, and the traditional media has been subjected to a great impact. Under various challenges, how to shoot more works which the audience likes and satisfies is a key to promote the development of our film and television industry. The pandemic has increased people's concern about the choice of movies, but it has also raised the audience's requirements and standards for films, and only the films that are really good can reap high box office. If the content of the film is worthless, it will be difficult to gain audiences in the post-pandemic era just by promoting the film itself. Only the truly high-quality works can stand out in the market and make the audience willing to consume for them. During the period affected by the epidemic, film and television organizations should use their time to carefully investigate the content and type of works favored by audiences, discover excellent original works and scripts, and use new media technology to improve the quality of film and television production and enhance the enjoyment of works. The participation and interaction of new media are utilized to innovate the marketing and publicity mode of the works, improve the participation of the audience in the film and television works, improve the quality of the film and television works from many aspects, and gradually resolve the contradiction between the production of film and television works and the demand of the audience. On the other hand, the marked improvement of the quality of film and television is conducive to promoting the "stepping out" of Chinese film and television, which promotes the development of our cultural industry.

Affected by the epidemic, a large number of anti-epidemic films were produced in the post-epidemic era at the same time, such as "The Most Beautiful Traveler", "Together", "Wuhan Day and Night", "Chinese Doctor" and other films. In the post-epidemic era, filmmakers have used the anti-epidemic events as film and television materials, offering a gift to everyone who has fought for the epidemic. These films and television works, whether documentary or drama, show us all kinds of hardships during the epidemic period. These stories and figures are vividly remembered as if they were yesterday. In the post-epidemic era, film and television works take the cruelty of the epidemic as the

background, and embellish with the events of heroes and small people, presenting the great spirit of fighting the epidemic with unity and sacrificing their lives to everyone who has struggled and persevered in this disaster.

4.3 Expand the Way Movies are Transmitted

Movies, affected by the limitations of distribution, have been particularly hard hit by the pandemic. The flexible response of *Lost Mom* has brought innovative reference to the film industry after the films announced their withdrawal from the Spring Festival in 2020. Xu announced via his Weibo account that "*Lost Mom*" will be available for free online through ByteDance products such as Douyin and Watermelon Video, as well as any video or reading software included in Huanyu Premiere. [7] The move is certainly the best news for many Internet users and movie fans, as many of the eagerly awaited films have been withdrawn. The Internet is flooded with praise, with netizens saying that they owe Xu a ticket. It is the first time that a New Year's Eve film has been broadcast online. Film producers cut deals directly with video companies to show new films that have not been released to the public directly on video platforms, bypassing cinemas, which breaks the traditional way of marketing and distribution of films and ensures the return of funds for production companies. It is not easy to set a precedent. While it has won praise from netizens, it has also been resisted by many filmmakers and the film industry. Xu Zheng's choice of free online broadcast will not only gain profits from partners but also gain reputation from consumers. However, it inevitably breaks the rules of the film industry and may pose a certain threat to the economy and future development of the traditional film industry. It is obviously unrealistic for other movies to follow this model, but the innovation of "*Lost Mom*" can make us focus on the transformation of the way of film transmission. The effect of attracting and pulling new movies is obvious, and many of the top 10 free apps have entered the list of free apps. ByteDance accomplished its basic business goal for the backhand operator: It generated user traffic.

The traditional mode of film transmission is that it is first shown in cinemas, and then shown on various video platforms after it is removed from cinemas, which usually takes more than one month. The limitations of this traditional method of distribution, which maximizes sales in theaters, have also been on display during the pandemic. The production company can properly change this mode of communication to shorten the time difference between the offline and online release. It can consider charging for online release to solve the problem that some audiences cannot go to the cinema due to the time and place restrictions. The use of new technology to innovate the audio-visual environment of the cinema, so that the cinema becomes more and more a place for the audience to purely enjoy the film, improve the quality of film screening in the cinema.

5 CONCLUSIONS

The epidemic is both a challenge and an opportunity, and its impact cannot be avoided. Whether this is a blessing or a curse for the film and television industry depends not on the epidemic itself, but on the attitudes and methods of practitioners. What is uncertain is the environment, and what is certain is oneself. The epidemic has pushed film and television producers to make concerted efforts, pool their wisdom and take practical actions to help the film and television industry to tide over difficulties, and keep exploring and innovating to get out of difficulties. This makes the new attempt of the international film market provide reference value for the development of Chinese film. The success of any great business is not easy to come, and the same is true for the lasting and healthy development of the industry. Whether it is the epidemic or other accidents, it is the inevitable setback before being strong. No matter at what stage, for the film and television industry, innovative and high-quality products are the ace means for the industry to be leading and stable. The courage to explore and innovate new content and communication methods and bring high-quality cultural products to the audience is the key to the permanent survival of the film and television industry.

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