

Opportunities and Challenges for the Development of New Media Films in the Internet Era: A Theoretical Analysis

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Abstract: The new media films living on the Internet have typical features of decentralization, huge audience and strong interaction. These features make the new media films break the traditional film production mode dominated by directors and form a trend of integration of producers and consumers of content, and mixing of film creators and audiences. This blending has been further strengthened in the era of big data. The new characteristics and new marketing methods of film marketing in the new media environment, as well as the thinking about the problems and countermeasures of new media film marketing in the new era background and new marketing environment.

Keywords: New Media Films; Internet Era; Opportunities and Challenges

1. INTRODUCTION

The new media film mainly refers to the film style that relies on the network, personal computers and mobile terminals as the media and is produced because of this media. As McLuhan said, "media is information", the existence of new media itself changes our perception mode, cognitive mode and even thinking mode. New media films also have new film types, film ideas and film ecology different from traditional films. Until the Chinese film market became popular in recent years, commercial films became more mature, and marketing methods continued to introduce new ones.

But how effective are the lively marketing activities? For most elaborate premieres, only a few blockbuster promotions can be broadcast live, while other film promotions with tight marketing costs are just a piece of news in film and television entertainment programs. In the new media environment, there are more films and TV works coming into people's view, such as "Never Thought of", which involves a lot of restricted content. Under various communication channels, foreign film and television works have gradually entered the domestic mainstream market.

The emergence of new media has enriched the theme of film and television art creation. Film and television creators can choose more themes to create according to their own and changes in the market environment. As for what film is, there are two tendencies in the history of film theory: natural pragmatism (Bazan and Krakaur) and artistic purism (Einhain and Eisenstein). The former advocates that film is the impulse of human beings to complete the reproduction of nature through film, while the latter believes that film has a pure artistry independent of other art categories. It establishes a true and deep level precision marketing Interactive marketing is different from all-round, large-scale, three-dimensional shallow source publicity.

2. THE PROPOSED METHODOLOGY

2.1 Opportunities for Film and Television Art Creation in the New Media Era

The characteristics of new media's mass distribution make it necessary for movies in the era of "Internet plus" not only to carry out wonderful story telling, but also to understand the hearts of audiences, understand their needs, communicate with them, and let them enter the story.

Although new media has brought more development opportunities to film and television art creation, it has also led to confusion in the management of the film and television art industry market. With the constant popularity of the Internet, the speed of network communication is very fast, opening a new chapter for film and television art creation. But in such a rapid creation, there is no perfect art creation management mechanism. The development of we media and new media makes people's pursuit of films no longer limited to the traditional film system. Ordinary people can even shoot new media films according to their own needs.

This brings a question: if everyone can make movies, is such a new media movie still a movie or a good movie? We acknowledge that after everyone's participation, personalized content customization is different from on-demand. Audiences' on-demand mode is only based on a single film source, while personalized content in customized marketing can bring together audiences of different categories and different levels of preferences and prepare their favorite product types for selection through new terminals, such as mobile phones, digital TV, pad, etc. at different prices. In the creation of film and television works, the production and directing personnel determine the artistic value of the works. Therefore, their professional quality of film and television is very important, which will affect the production quality of film and television works.

2.2 Personalized New Media Film Marketing Strategy

Although in the new era, film and television production has lowered the threshold of access, it does not mean that the quality of film and television creation and artistic value will be reduced. From the above characteristics of new media films (decentralization, huge audience and strong interaction), we can find that new media films have completely broken the traditional film production mode dominated by directors. In the process of traditional film production, everything is decided by the director from plot development, shooting progress, scene selection, actor selection, lens selection, paragraph arrangement, and later editing, dubbing, and effects.

Formulate and improve the number, type and update time of movie sources. With the help of the network, the terminal will automatically provide users with new movies or peripheral accessories related to user preferences at the update time selected by users. This can greatly save the time spent by the audience searching and re selecting each time they demand and improve the enjoyment and efficiency of watching. From the current production situation of some film and television works, the staff will be affected by many factors, resulting in their own low professional quality, which ultimately causes problems in the creation of film and television works. When the works are really put into the market, they will be questioned and abused by the public.

To this end, contemporary film and television creators need to constantly improve their comprehensive quality to ensure the artistic value of works of art. As a new paradigm of network theory and practice, big data has emerged in recent years, and then rapidly flourished in management, communication, politics, commerce and finance. The meaning of big data is to maximize the collection, collation and analysis of data generated by users using media through various new media, so as to predict the future development trend. The diversity of user needs requires that personalized customization resources should become increasingly diverse, and the payment method used for customization can be the payment method of new media terminals.

3. CONCLUSION

New media films, rooted in online culture, inevitably have the attribute of mass culture. However, if new media films only use big data as the future development direction, then pure films, serious films or art films "watched by the minority" will be submerged by data. With the continuous development of new media, the creation and dissemination of film and television works are constantly changing, and the evaluation of film and television works of art has formed a diversified development trend, which requires film and television producers to constantly improve their comprehensive quality, improve the quality of creation, and create more works of art that meet the needs of the public.

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