

Can bat companies enhance the Chinese film industry?

This paper will, therefore, give an overview of the Chinese microfilm (online short movies) industry and investigate how Chinese BAT companies and other online video providers could enhance the Chinese film industry by developing infrastructure to direct revenue of microfilms to the creators.

How many types of microfilms are there in the Chinese market?

Basically, there are currently two types of microfilms in the Chinese market. What follows is an analysis of the business models for each of these-branded microfilms and independent microfilms.

Where can I find microfilms in China?

The main dissemination channels for microfilms in China are video websites such as Youku and Aiqiyi, as well as some social media platforms, such as WeChat and Weibo.

What is microfilm?

What is Microfilm Nowadays, the media technology environment is characterized by information fragmentation, and people's art appreciation habits are expressed in the form of cultural fast food. Microfilm is produced in such an environment. As the product of microfilm appears in the new media era, it bears a strong technical imprint.

How much does a micro-film cost in China?

For example, usually, the shooting cost of a micro-film in China ranges from 10,000 to 20,000 RMB per minute and no more than one million RMB per episode (Fan, 2012). A production cycle for making a micro-film including conceiving, finding actors, writing scripts, shooting, and post-production is about only four months (Fan, 2012).

Does social media influence micro-film marketing in China?

Though micro-film marketing via social media is quite common in China, currently, it is yet not well addressed in previous research, especially on the micro-film specific success factors and corresponding marketing strategies which help destination marketers to promote more effectively and evoke travel desire among micro-film audiences.

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micro-film also helped its development enter a new stable development period. At the same time, with the increasing popularity of the Internet year by year, more and more audiences began to ...

4. The Integration and Interaction of Network Media and Micro-Film Communication . The application of

each new medium will herald a new era. The presentation and change of micro ...

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This article takes microfilm works as the research text, connects with the relevant theories of film art, and analyzes and discusses the narrative structure, style and communication form of ...

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The spread of the main micro film advertising is the initiator of brand advertising, which is mainly spread through two ways: one is the use of video sites, social networking sites, and ultimately ...

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