

Development Status and Countermeasures of Chinese Animation Films

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ABSTRACT

This paper studies the development status and countermeasures of Chinese animated movies. First, it introduces the definition and development history of Chinese animated films, including their characteristics and influence. Then, it analyzes the current industrial scale, content creation, audience groups, as well as the problems and challenges of Chinese animated films. Aiming at these problems, this paper puts forward a series of countermeasures and suggestions, including support and guidance at the policy level, collaborative development and innovation of the industry, improvement of the quality of content and creation level, talent cultivation and exchanges, as well as expanding the market and improving international influence.

KEYWORDS

Chinese animation movie; Development status; Countermeasures; Industry scale; Content creation; Audience group

1. INTRODUCTION

With the rapid development of economy and the continuous progress of science and technology, China's movie industry has made remarkable achievements in the past decades. Especially in recent years, China's animated movie market has shown a booming trend and attracted more and more attention. As a unique art form with a wide audience base, animated movies not only provide audiences with rich entertainment experience, but also convey rich cultural connotations. However, despite the huge potential of China's animated movie market, there are still some problems and challenges. Firstly, the output and box office revenue of Chinese animated movies are relatively low, and there is a big gap compared with Hollywood and other developed countries. Secondly, Chinese animated movies still have certain deficiencies in the choice of subject matter, production technology and talent training. In addition, the influence of Chinese animated movies in the international market is relatively weak.

Therefore, this thesis aims to discuss the development status of Chinese animation films, analyze the existing problems and challenges, and put forward corresponding countermeasure suggestions. Through literature review method, case study method and comparative research method, this paper will comprehensively sort out the development history of Chinese animation films, deeply analyze its current situation, and propose solution strategies for the existing problems.

2. DEVELOPMENT STATUS OF CHINESE ANIMATION MOVIES

2.1. Industrial Scale and Market Performance

2.1.1. Production and Box Office Revenue

The output and box office revenue of Chinese animated movies have shown rapid growth in recent years. With the continuous expansion of the domestic movie market and changes in audience aesthetics, animated movies have gradually become an important part of the market. According to statistics, China's animated movie production reached 53 in 2019, up 20% year-on-year, and box office revenue exceeded 11 billion yuan, accounting for 15% of the total box office. Among them, Na Zha's *Descent of the Demon Child* and *White Snake: The Fate of the Furious* achieved excellent box office results, exceeding 4.6 billion yuan and 1.7 billion yuan, respectively, showing the huge potential of China's animated movie market.

The growth in production and box office revenue of animated movies is, on the one hand, attributed to the support and encouragement of national policies, such as increasing support for original animated movies and improving the industrial policy system, which has created a favorable development environment for the animated movie industry. On the other hand, the innovation of animated movies in the choice of subject matter and production technology has also met the diversified needs of the audience and enhanced their movie-going experience. In addition, the box office income of animated movies has benefited from the expansion of the domestic market and the change of audience aesthetics. With the improvement of living standards and the popularization of the Internet, the audience's demand for movies has become more and more diversified, and animated movies have attracted more and more viewers by virtue of their unique artistic expression and rich imagination. At the same time, animated movies have unique advantages in spreading Chinese culture and promoting the national spirit. For example, “*The Descent of Nezha the Magic Boy*” successfully combined traditional Chinese culture with modern aesthetics, triggered the audience's empathy, and achieved good box office results.

However, although China's animated movie production and box office revenues have shown rapid growth, there is still a gap compared with developed countries. In order to further promote the development of China's animated film industry, it is necessary to strengthen support and guidance from the policy, industry, creation and other aspects to improve the quality and competitiveness of animated films. At the same time, the animated film industry should also seize the opportunity to explore and innovate, so as to meet the increasing demands of the audience and enhance the status and influence of Chinese animated films in the international market.

2.1.2. Development of industry chain

The development of the industrial chain of Chinese animated films can be analyzed in terms of production, distribution, screening and derivatives development. In the production link, China's animation movie industry has gradually formed a diversified production pattern dominated by animation companies, film and television companies, and Internet enterprises. With the advancement of technology, the technical level of animation production has been improving, and the quality of special effects and images is gradually approaching the international level.

In terms of distribution, China's film market has gradually formed online distribution platforms, mainly Internet enterprises such as bat, and traditional distribution channels, mainly movie theaters. These distribution channels have provided animated movies with a wide range of distribution channels and moviegoers. In the screening segment, the rapid growth in the number of Chinese movie theaters has provided more screening opportunities for animated films. In addition, with the development of mobile Internet, online video platforms have also become an important screening channel for animated movies. In the derivatives development segment, China's animated film industry has gradually recognized the importance of derivatives and begun to actively develop animated film

peripheral products, such as toys, clothing and games. These derivatives not only increase the economic benefits of animated movies, but also further expand the influence of animated movies [1].

2.2. Content Creation and Genre Distribution

2.2.1. Theme selection and innovation

Selection and innovation of theme materials for Chinese animated movies is an indispensable part of industrial development. Under the current market environment, the choice of theme materials for animated movies is diversified, covering a wide range of genres such as myths and legends, martial arts novels, science fiction future, children's stories, and so on, which meets the needs of different age groups and interest groups. However, in terms of theme innovation, Chinese animated movies still face certain challenges.

On the one hand, Chinese animated movies have achieved remarkable results in mining traditional themes. For example, works such as *Journey to the West* and *Nezha's Descent of the Demon Child*, which present classic stories in animated form, have attracted a large number of viewers. These works show strong Chinese cultural characteristics in storyline, character setting and screen performance, which revitalize the traditional themes [2]. On the other hand, Chinese animated movies have also made remarkable achievements in exploring original themes. For example, works such as “*Big Fish Begonia*” and “*White Snake: Fate*” tell Chinese stories with unique story backgrounds and perspectives. These works have positive significance in theme innovation, injecting new vitality into the animation film market. However, in terms of theme innovation, Chinese animated movies still have certain limitations. In the process of pursuing innovation, some works have neglected the excavation and inheritance of traditional culture, resulting in a lack of deep cultural heritage. At the same time, some of the works are too much in pursuit of commercial interests, blindly following the Hollywood animated films, ignoring the characteristics and advantages of local culture.

In order to further promote the development of Chinese animation movies, it is necessary to make continuous efforts in the selection of themes and innovation. First of all, it is necessary to dig deep into Chinese traditional culture, integrate the excellent traditional culture into the creation of animation movies, and show the unique charm of Chinese culture. Secondly, it is necessary to pay attention to the cultivation of the spirit of originality and encourage directors and scriptwriters to draw inspiration from life and create animated films with contemporary characteristics and humanistic concern. Finally, it is necessary to balance the relationship between business and art, pursuing market recognition while adhering to the bottom line of artistic creation, and contributing to the sustainable development of Chinese animated films [3].

2.2.2. Production technology level

The production technology level of Chinese animated movies has improved significantly in the past few years. With the continuous progress of digital technology, the production process of animated movies has become more efficient and delicate. Instead of relying solely on traditional hand-drawing techniques, domestic animation teams have begun to widely use computer-aided design and animation production software, such as 3D modeling, animation rendering, and special effects production. The application of these technologies has greatly improved the production efficiency of animated movies, making the images more realistic and vivid. At the same time, Chinese animated films have also made significant breakthroughs in visual effects. Whether it is the use of color, scene design or character movement, they all show a high level of artistic expression. Through continuous learning and practice, the movie production team has mastered the international advanced animation production technology, which makes Chinese animation movies gradually emerge in the international market. In addition, the level of animation movie production technology is also reflected in its innovativeness. Chinese animation movies have begun to try a variety of animation styles and expression methods, such as ink animation, puppet animation, etc. The combination of these traditional art forms and modern animation technology has brought new possibilities for the creation

of animation movies [4]. However, despite the improvement in the level of production technology, Chinese animation movies still need to be strengthened in terms of technical research and development and innovation. Compared with the international advanced level, there is still a certain gap between China's animation production technology. In order to further improve the production technology level of Chinese animation movies, we need to increase the investment in technology research and development, cultivate professional skilled talents, and strengthen the exchange and cooperation with the international animation industry.

2.3. Audience and Market Feedback

2.3.1. Audience Age Structure

In the development of Chinese animation movies, the age structure of the audience is a very important market indicator. For a long time, the audience of Chinese animated films mainly focuses on children and family groups, which is because the development of China's animated film industry is relatively late, and there are fewer animated film productions, and most of them are of lower age. However, with the continuous development of the animated movie industry, the genres and themes of animated movies are getting richer and richer, and the age structure of the audience has also changed [5].

At present, the age structure of the audience of Chinese animated films presents two characteristics. First, the proportion of under-aged audience is gradually decreasing. With the improvement of the quality of animated films and the diversification of themes, more and more teenagers and adults begin to pay attention to and love animated films. Especially in recent years, some high-quality domestic animated films, such as “The Descent of Nezha the Magic Child” and “The Return of the Great Sage”, have attracted a large number of teenagers and adult viewers. Second, the proportion of family audience has remained stable. As a special kind of film and television work, animated movies have become an important choice for family-friendly activities due to their edutainment and entertainment characteristics. Therefore, family audience is always an important support for China's animation movie market. In addition, with the popularization of the Internet and mobile Internet, the age structure of the audience of Chinese animated films also shows a trend of rejuvenation. More and more young people watch animated movies through online platforms, such as Beili Beili and Aichiye. The animated movies on these platforms have young people as the main audience group and are of various genres, which satisfy the viewing needs of different young people [6].

2.3.2. Audience evaluation and feedback

In the development process of Chinese animated movies, audience evaluation and feedback play an important role. First of all, audience evaluation can reflect the quality, creativity and expressiveness of animated movies, which is undoubtedly a kind of direct feedback for production teams and production companies, helping them to understand the status of their works in the hearts of the audience, so that they can improve and enhance their creations in the future.

In terms of market feedback, box office results of animated movies are often directly proportional to the audience's word-of-mouth. For example, films such as “The Descent of Nezha the Magic Boy” and “Begonia the Big Fish” have received high praise and enthusiastic responses from audiences after their release, and their box office results have climbed, injecting new vitality into China's animated film market. In addition, with the popularization of social media, viewers can express their movie-watching experience through various platforms, and these feedbacks can spread rapidly and have a far-reaching impact on China's animated movie industry. However, there are certain problems in the audience evaluation and feedback of Chinese animated movies. On the one hand, the audience's perception and acceptance of animated movies vary, leading to different evaluation standards, which brings certain troubles to the creation and promotion of animated movies. On the other hand, due to the fierce competition in the animated movie market, some well-produced animated movies may not achieve satisfactory results at the box office because of insufficient publicity or audience word-of-mouth spreading [7].

2.4. Problems and Challenges

2.4.1. Industrial Policy and Support Efforts

Industrial policy and support play a crucial role in the development of Chinese animation movies. First of all, the government's industrial policy can provide a clear development direction and goal for the animation movie industry, thus guiding enterprises and individuals to invest in the creation and production of animation movies. For example, the Chinese government has launched a number of policies in recent years to encourage and support the development of the animated film industry, such as increasing the support for original animated films, increasing the amount of investment in animated films, and providing financial support for the production of animated films. Secondly, the government's support efforts can also help the animated movie industry solve some practical problems. For example, the production of animated films requires a large number of skills and talents, the government can train and deliver a large number of professionals for the animated film industry by setting up specialized education and training institutions and providing professional training courses. In addition, the government can also provide tax concessions, capital subsidies and other support measures for the production of animated films to reduce the burden of enterprises and improve the production efficiency and quality of animated films [8].

2.4.2. Creative Concept and Talent Cultivation

Chinese animated movies are gradually shifting from the traditional didactic to the direction of rich storylines, distinctive characters and emotional tension in terms of creative concepts. The creation of animated movies is no longer just to convey some kind of educational significance, but more to tell a fascinating story, to impress the audience through the story, and to convey emotions. This transformation makes Chinese animated movies more competitive in the market and more capable of attracting the attention of the audience. However, the transformation of Chinese animated movies in terms of creative concepts is not thorough enough, and further exploration and attempts are needed. At the same time, there are some problems in the training of talents for Chinese animation movies. Although many colleges and universities now offer animation majors, the demand for animation talents far exceeds the supply, especially there is an extreme lack of high-end talents such as excellent animation directors, scriptwriters and designers. In addition, the existing animation education system also has some problems, such as the curriculum is unreasonable, focusing too much on technical education and neglecting the cultivation of creativity and storytelling; the teaching methods are too traditional and can't meet the actual needs of the animation industry. Therefore, the development of Chinese animation movies needs to further strengthen the innovation of creative concepts, and also needs to strengthen the cultivation of animation talents to meet the needs of the animation movie market [9].

2.4.3. Market competition and international influence

Chinese animated movies face a series of challenges in terms of market competition and international influence. First of all, in terms of market competition, China's animation movie industry is still immature and faces fierce competition from Hollywood and animation movies from other countries. Hollywood animated movies occupy a large market share by virtue of their strong brand influence and high quality production level. In addition, there are some problems in the domestic movie market, such as serious piracy, which affects the box office income of animated movies. Secondly, in terms of international influence, there is still a certain gap between Chinese animated movies. Although animated movies such as “The Descent of Nezha's Magic Boy” and “Big Fish Begonia” have made certain achievements in the international market in recent years, compared with animated movies from Hollywood and other countries, the popularity and influence of Chinese animated movies in the international market still needs to be improved. There is still a gap between Chinese animated movies and those of Hollywood and other countries in terms of storyline, characterization, production technology, etc., and they need to strengthen innovation and improve quality.

3. COUNTERMEASURES FOR THE DEVELOPMENT OF CHINESE ANIMATED MOVIES

3.1. Support and Guidance at the Policy Level

3.1.1. Improve industrial policy system

Improving the industrial policy system is one of the key countermeasures for the development of Chinese animation movies. First of all, the government should formulate more favorable policies, such as tax reduction and exemption and financial support, in order to encourage enterprises and individuals to invest in the animated film industry. In addition, special funds should be set up to support the creation, technology and talent training of animated movies [10]. Secondly, the government should strengthen the supervision of the animated film market, standardize the market order, and prevent vicious competition and low-quality works. At the same time, it should strengthen copyright protection, combat piracy and protect the legitimate rights and interests of animated film producers. In addition, the government should actively promote the synergistic development of the industry, strengthen cooperation with media such as movies, television and the Internet, and form positive interaction in the industrial chain. At the same time, it encourages enterprises to cooperate with domestic and foreign universities and research institutes to jointly carry out technological research and development and innovation to improve the technical level and artistic quality of animated films. Finally, the government should strengthen international exchanges and cooperation, introduce international advanced technology and management experience, and, at the same time, actively promote Chinese animation movies to the international market and improve their international influence. Through the above measures, it is expected to promote the healthy development of China's animation movie industry.

3.1.2. Increase support for original animated movies

Increasing support for original animated movies is one of the key countermeasures for the development of Chinese animated movies. First of all, the government should raise the importance of the animated movie industry, elevate it to a national strategy, and provide strong policy support for the development of animated movies. Secondly, the government can encourage and guide enterprises to invest in the animated film industry and increase the output and quality of animated films by setting up special funds, tax concessions and other policy means. In addition, the government should also increase its support for the training of animation film talents, and cultivate a team of high-quality and professional animation film talents by setting up animation film-related majors and organizing animation film talent training. At the same time, the government should also strengthen the supervision of the animated film market, crack down on piracy and infringement, and protect the legitimate rights and interests of animated film creators. Only through these measures can we truly promote the healthy development of China's animated film industry and realize the prosperity of Chinese animated films.

3.2. Collaborative Development and Innovation of the Industry

3.2.1. Optimization of industry chain structure

Optimization of industry chain structure is a key link in the development of China's animation film industry. At present, China's animation movie industry chain is not yet perfect, and there is a certain degree of disconnection from pre-creating and production to post-distribution and derivatives development. In order to improve the operational efficiency and economic benefits of the whole industry, the industry chain structure should be optimized from the following aspects [11].

First, strengthen the creative research and development and script creation link in the upstream of the industry chain. This is the cornerstone of the success of animated films, which requires a professional

talent team and a long-term creative incubation mechanism. The government and related organizations can provide financial support and policy concessions to encourage the development of original content. Secondly, the production level of the midstream should be upgraded, including the improvement of animation production technology and visual effects. This requires not only the introduction of advanced production technology and equipment, but also the cultivation of a skilled and experienced production team. At the same time, it should pay attention to the artistry and ideology of animated movies, and strive to present works with more depth and temperature under the high quality picture and technical support. Again, optimize the downstream distribution and marketing. This involves the optimization of marketing strategies, the expansion of screening channels and the linkage with other media platforms. Through multi-channel marketing and promotion, the audience base of animated movies can be effectively expanded and the market share can be increased. Finally, actively explore and expand the derivatives market. Derivatives of animated movies include, but are not limited to, toys, clothing, games, etc. The development and sale of these derivatives can create additional sources of income for animated movies, and at the same time can further expand the influence of animated movies.

3.2.2. Explore diversified financing channels

In the current Chinese animation movie industry, the singularity of financing channels has become an important factor restricting its development. The traditional financing model mainly relies on government subsidies and TV station purchases, which is difficult to meet the financial needs of animated film production and limits the further development of the industry. Therefore, exploring diversified financing channels has become an urgent task for the development of China's animation movie industry.

First of all, private capital can be encouraged and guided to enter the animation movie industry by attracting social capital. This can not only increase the source of funds for the industry, but also promote the innovative development of the industry through the power of the market. In addition, more investors can be attracted to participate in the production of animated movies by issuing bonds, stocks and other financial instruments. Secondly, cooperation with international capital can be actively explored. Through cooperation with international investors, not only can more capital be introduced, but also the power of the international market can be used to enhance the international influence of Chinese animation movies. For example, it can cooperate with internationally renowned film companies to co-produce animated movies, which can share the production cost and also expand the audience of animated movies with the help of each other's distribution network [12]. In addition, more audiences can be attracted to participate in the production of animated movies through crowdfunding and other means. This model can not only increase the source of funding for the industry, but also improve the production quality of animated movies through interaction with the audience.

3.3. Enhance Content Quality and Creation Level

3.3.1. Strengthening storyline and characterization

In the process of improving the content quality and creation level of Chinese animated movies, it is crucial to strengthen the storyline and characterization. First of all, a fascinating storyline is the basis for animated movies to attract audiences. Chinese animated movies should focus on telling creative and deep stories and avoid falling into the same old template plot. Movie production teams need to dig up unique themes with all their heart, and impress the audience with sincere emotions. At the same time, the storyline should have good logic and consistency, so that the audience can be immersed in it and follow the development of the story. In addition, characterization is also a key factor in the success of an animated movie. A full, three-dimensional character can make the audience resonate and increase the fun of watching the movie. In character design, we should emphasize the distinctive personality of the characters and avoid too stereotypical and one-dimensional shaping. Through the

details of the character's speech, behavior and emotional changes, the character has a unique charm, so that the audience can have emotional resonance. At the same time, the characters should have reasonable emotional ties and conflicts with each other to increase the tension and attraction of the story.

3.3.2. Improve animation production technology

With the continuous progress of science and technology, animation production technology is also developing. The development of China's animation movie production technology is mainly manifested in the following aspects [13].

First of all, the continuous updating and modernization of animation production software has greatly improved the efficiency and quality of animation production. For example, domestic animation production software such as Toonmax and Blender have high functions and good user experience, which provides strong technical support for animation production. Secondly, the process and method of animation production are also constantly innovating. From the initial hand-drawn animation to the current computer-generated image (CGI) animation, the process and methods of animation production are becoming more and more diversified, which makes the quality and artistic expression of animation works have also been greatly improved. Thirdly, the popularization and promotion of animation production technology has enabled more and more creators to participate in animation production, further promoting the development of Chinese animation films. For example, some colleges and training institutions have opened animation production related majors and courses, cultivating a large number of animation production talents and providing sufficient human resources for animation production.

3.4. Cultivation and Exchange of Talents

3.4.1. Strengthening animation professional education

The development of China's animation movie industry cannot be separated from the cultivation of professional talents. At present, although many domestic colleges and universities have opened animation majors, the quality of education is uneven, and there is a certain gap with the industrial demand. In order to improve the cultivation quality of animation talents, it is necessary to strengthen animation professional education [14].

First of all, colleges and universities should optimize the curriculum of animation majors, combine theory and practice, and focus on cultivating students' creative thinking and practical operation ability. In addition, industry elites and business people can be invited to teach students and share frontline experience, so that students can keep up with the development trend of the industry. Secondly, strengthen school-enterprise cooperation and build a practical platform. Through cooperation with enterprises, we can provide students with internship and practical training opportunities, so that students can exercise themselves in real work and improve their competitiveness in employment. At the same time, enterprises can also select excellent talents through campus recruitment, realizing a win-win situation. Again, the establishment of animation industry talent training program, increase the support for outstanding talents. By selecting outstanding students and teachers, providing scholarships and project funding, etc., we can motivate them to create more excellent animation works and enhance the international influence of Chinese animation films. In addition, it strengthens international exchanges and cooperation, introduces foreign high-quality educational resources, and improves the international level of animation professional education. Through exchanges with teachers and students of internationally renowned animation institutions and the organization of international animation symposiums and other activities, students are stimulated to think creatively and broaden their horizons. Finally, establish a sound animation industry talent training system, support from policies, funds, projects and other aspects, provide more excellent talents for the animation industry, and promote the prosperity of China's animation film industry [15].

3.4.2. Establish internationalized talent training system

The development of China's animation movie industry cannot be separated from the support of talents. At present, there are some problems in the cultivation of Chinese animation film talents, such as the disconnection between the talent cultivation mode and the industry demand, insufficient teacher strength, and fewer practice opportunities for students. In order to improve the quality of talent training, China needs to establish an international level animation film talent training system.

First of all, colleges and universities should optimize the curriculum of animation film-related majors, combine theoretical learning with practical operation, and cultivate animation film talents with innovative spirit and practical ability. Colleges and universities can cooperate with enterprises and invite industry experts to teach students, so that students can understand the latest industry trends and development trends. Secondly, establish a perfect practical teaching system to provide students with rich practical opportunities. Colleges and universities can cooperate with enterprises to establish internship bases, so that students can exercise their skills in the actual work. At the same time, colleges and universities can also organize students to participate in domestic and international animation film exhibitions, competitions and other activities to broaden their horizons and enhance their innovation ability. Again, strengthen the construction of teachers and improve the professional level of teachers. Colleges and universities can introduce domestic and foreign excellent animation movie talents, strengthen communication and cooperation with industry enterprises, and improve teachers' practical experience and teaching level. Finally, establish internationalized talent training mechanism to promote students' international integration. Colleges and universities can carry out exchanges and cooperation with foreign excellent animation film colleges, learn from each other's teaching concepts and teaching methods, and provide students with more opportunities for international exchanges and cooperation.

3.5. Expanding Markets and Improving International Influence

3.5.1. Cultivate domestic audience market

Cultivating the domestic audience market is the key to the development of China's animation movie industry. First of all, animation movie producers need to deeply understand and satisfy the aesthetic needs and movie-watching habits of the audience. Through market research, they should analyze the preferences of audiences of different ages, genders and regions, so as to provide references for the contents and forms of animated films. In addition, the producer should also pay attention to social hotspots and trends, and integrate elements with a sense of the times and close to life into animated movies to make them more attractive. Secondly, improving the quality of animated movies is the core of cultivating the audience market. This includes the splendor of the storyline, the fullness of the character image, the beauty of the animation picture, and the compatibility of the music score. Producers need to continuously introduce and absorb international advanced technology and concepts to improve the production level of local animated films and bring better viewing experience to the audience. In addition, strengthening publicity and promotion is also an important means to expand the audience market. The producer can conduct extensive publicity through various channels, such as social media, movie channels, outdoor advertisements, etc., to increase the popularity of the animated movie and the audience's expectations. At the same time, cooperate with theaters and cinemas to carry out animated movie theme activities and fan meetings, etc., so as to enhance the audience's attention and love for animated movies. Finally, cultivating the domestic audience market requires long-term planning and strategy. Animated film producers should cooperate with educational institutions, cultural institutions and other organizations to cultivate the audience's interest in and love for animated films, starting from the youth. By organizing animation film festivals, exhibitions and other activities, the social status and influence of animation films can be improved, creating a good environment for the development of the industry.

3.5.2. Strengthen international exchanges and cooperation

The influence of Chinese animated movies in the international market is gradually increasing. In order to further improve its international status, it is especially important to strengthen international exchanges and cooperation. Firstly, through the cooperation with international famous animation movie production companies and technical teams, advanced animation production concepts and technologies can be introduced to improve the production level of Chinese animation movies. Secondly, participating in the competition and cooperation in the international animation film market can promote the standardized and standardized development of China's animation film industry and improve its competitiveness in the international market. In addition, strengthening international exchanges and cooperation can also help broaden the distribution channels of Chinese animated films, increase their international exposure, and attract more international audiences to pay attention to and love Chinese animated films. In order to realize this goal, the government and enterprises should increase investment in international exchange and cooperation of animated films, support Chinese animated film enterprises to participate in international animated film exhibitions, film festivals and other activities, and promote international exchanges and learning. At the same time, it should establish an internationalized animation film cooperation mechanism, and co-develop, produce and distribute animation films with excellent foreign animation film production companies and technical teams, so as to realize resource sharing and complementary advantages. In addition, it is also necessary to cultivate a team of animation movie talents with international vision and professionalism, so as to provide strong support for the international exchanges and cooperation of Chinese animation movies.

4. CONCLUSION

The support and guidance at the policy level is an important guarantee for the development of the animated movie industry. The government should continue to improve the industrial policy system and increase the support for original animated movies, such as providing tax incentives and financial support. However, the implementation effect of the policy is affected by various factors such as policy design, implementation strength and supervision mechanism, which requires the joint efforts of the government, enterprises and industry associations to form a synergy. Secondly, the collaborative development and innovation of the industry is the key to improving the quality of animated films. Optimizing the industrial chain structure and exploring diversified financing channels can effectively improve the production level of animated films. However, this requires in-depth cooperation between enterprises, as well as the recognition and support of financial institutions for the animated film industry. In addition, industrial synergy also requires innovation, including technological innovation, management innovation and market innovation, which requires the joint efforts of enterprises and practitioners. Once again, improving content quality and creation level is the core competitiveness of animated movies. Strengthening storyline and characterization and improving animation production technology can enhance the attractiveness of animated movies. However, this requires the professionalism and innovation ability of animation movie producers, as well as a good creative environment and market environment. Finally, talent training and exchange is an important support for the development of animation movie industry. Strengthening animation professional education and establishing an internationalized talent training system can enhance the talent level of animation film industry. However, the cultivation of talents takes time and requires a good education system and career development prospects.

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