

Analyzing the Successful Reasons on Perfect Film and Television

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Abstract: Due to economic growth, the cultural industry's rapid expansion, and advancements in science and technology, Perfect Word, a game company, utilized financial leverage to establish Perfect Film and Television and enter the film and television industry. This move resulted in significant profits because their film and television productions gained immense popularity among viewers. The goal of this study was to investigate the factors that contributed to Perfect World's achievements in the film and television industries. This paper examines Perfect Film and Television's precise measures, using it as a case study, and evaluates its financial statistics and the accolades it has received. The primary factor contributing to its success lies in the company's foundation of producing top-notch content, consistently broadening its distribution platforms, and venturing into international markets. To achieve further growth, Perfect Film and Television can strategically establish a comprehensive industrial chain, leverage digital technologies to broaden distribution channels, and establish a distinct traditional cultural brand. The factors that contributed to this study's success can serve as a blueprint for the expansion of other film and television enterprises.

Keywords: Perfect Film and Television, High-quality Content, Distribution Channels, International Development Strategy

1. Introduction

China's economy has grown significantly during the last 40 years of reform and opening, and its national income has continuously increased. In 2018, China's per capita GDP was 9,780 US dollars [1]. People's living standards have improved, and in addition to material consumption such as clothing, food, housing, and transportation, the demand for spiritual and cultural consumption has increased significantly, resulting in the robust development of the national culture industry. In 2017, the film and television industry's added value accounted for around 4.5% of the country's GDP, representing a 15.8% annual growth rate since 2010 [1]. In 2018, the national film box office was 60.976 billion yuan, with Chinese-made films accounting for 37.897 billion yuan, or more than 60% [1]. However, with the rise of digital technology and the support of national policies, the entertainment industry has ushered in enormous development opportunities; however, as technology has advanced, enterprise competition has increased, and the application of technology may also result in various challenges, such as increased costs. Due to the intensifying market competition, businesses now face the pressing

challenge of achieving long-term industrial development, establishing a stable foothold, and capturing a specific market share.

More companies are entering the film and television sector, and Perfect World is one of them, fast establishing itself. Perfect World, a game business, entered film and TV in 2008. In July 2016, Perfect World Co., Ltd., or Perfect World, launched China's film and game complex. As a company that has been in the film and television industry for less than ten years and listed for four years, it used capital leverage to develop across borders from the game field, reaped huge dividends from the rapid development of the domestic cultural film and television industry, and became one of the industry's most outstanding performers in 2018. Perfect World, a culture and entertainment representation in China, has consistently placed among the top 30 cultural companies and is the country's largest film and game complex.

The rapid growth of Perfect World has garnered significant interest, prompting numerous academics and experts in the academic field to select Perfect World as their research subject and engage in discussions on relevant themes. Pei Xueli conducted a study on the financial effects of diversification strategies on Internet enterprises using factor analysis [2]. Gao Yanzhu conducted a study on the influence of Perfect World's international expansion strategy on its performance [3]. The study utilized the entropy approach [3]. Although there have been many studies conducted on Perfect World, the majority of them have concentrated on its financial components. However, there is a noticeable dearth of studies specifically examining Perfect Film's brand marketing approach. Hence, this study focuses on the determinants that led to Perfect World's triumph in the cinema and television sectors. The objective is to examine suitable tactics and policies for the expansion of the industry and to forecast Perfect World's future strategic path in this field for enhanced progress.

The article primarily consists of three sections. The first part is the case description, which analyzes the specific performance of Perfect World's success by taking Perfect World's efforts to promote Chinese culture to go global and become "perfect in the world" as an example. The second component is an evaluation of the challenges, which examines the motives for Perfect World's success based on its success data. The third segment is Suggestions, which provides recommendations for optimizing Perfect World's industry competitiveness based on the previously mentioned success reasons to promote its healthy and long-term growth.

2. Case Description

Perfect World is one of China's leading film and television cultural investment, production, and distribution institutions, and its main business is the development, production, distribution, and marketing of film and television projects, as well as other sectors. Founded in August 2008, thanks to the rapid growth of China's cultural industry and the strong support of national policies, Perfect World Film and Television has participated in the creation and distribution of more than 200 excellent film and television works and won more than 300 professional awards. In 2018, Perfect World Film and Television stood out and won first place in China Entertainment Golden Data's annual TV drama production company.

Since its inception, Perfect World Film and Television has become one of the most important platforms for the incubation and development of Chinese film and television directors, with a deep understanding of the development of the cultural industry and an emphasis on outstanding talents. At present, there is a core production team consisting of Xin Baoyuan, Perfect Pengrui, and Youth Hello. The company has successively produced "Beijing Youth," "The Old Man Has Something to Rely on," "Divine Dog Xiaoqi" series, Rock and Roll Crazy y Flower, "Chasing the Light," "New Year's Day," and other high-quality dramas. The audience deeply loves Perfect World Film's works, which focus on the unity of ideology, artistry, and ornamentation, singing the main theme of the times and spreading positive social energy. They have won the "Five One Project" of the Central Propaganda

Department and the "Feitian Award" of Chinese TV dramas many times. In addition to the frequent release of TV dramas, Perfect World Film and Television has also invested in the filming of films such as "Piano of Steel," "33 Days of Broken Love," "Waiting for the Wind," and "Let's Get Married," which have become models in the industry with a good reputation and excellent box office results. Among them, "33 Days of Broken Love," a milestone work for domestic small-budget films and the biggest box office dark horse in the 2011 film market, not only won the "Outstanding Feature Film Award" at the 15th Huabiao Awards and the "Outstanding Feature Film" award at the 31st Hundred Flowers Awards, but also brought the audience and industry insiders infinite thinking.

In addition, Perfect World Film and Television adheres to the concept of open and inclusive development, is committed to promoting Chinese culture to go global and be "perfect for the world," and has accomplished remarkable results. The company's 'The Piano of Steel' has received favorable feedback both domestically and internationally. It has been nominated for the Best Feature Film at the 48th Taiwan Golden Horse Award and the "Best International Film Award" at the 28th Miami International Film Festival, which has become a classic for Chinese films in recent years. In 2014, the company's productions, such as '33 Days of Lovelorn', 'Beijing Youth', and 'Old Age', were chosen to be presented at the national ceremony. They were presented to the leaders of Brazil and Argentina during the president's Latin American trip.

3. Analysis on Problems

3.1. Reasons on Creating High-Quality Content

Perfect Film and Television has grown significantly due to the exceptional quality of its products. Perfect Film and Television began with a "high-quality" development strategy, emphasizing "ingenuity and high-quality content are king." Over time, the company has innovated and adapted to meet user needs, stay at the forefront of the market, integrate traditional culture, and build a strong boutique matrix. The organization has assembled a number of exceptional content production teams, including well-known directors, screenwriters, and producers, and has regularly introduced the market to high-quality works that evoke feelings, warmth, and value. This was achieved with a detailed arrangement of subdivisions for various themes, including reality, youth, urban, and ancient clothing, all while maintaining high and refined manufacturing standards. Audiences greatly appreciate Perfect Film and Television's work, which inspires great social energy. One internet user stated, "The three views are very positive." This is also the country's demand for the majority of film and television drama brand firms, which must maintain a high level of creativity while focusing on the new period, new ideas, and new adventures.

Numerous researchers have also emphasized the significance of this factor as well as the importance of obtaining high-quality content through analysis of actual conditions. Huang demonstrated that successful film and television companies need high-quality micro-short dramas, as evidenced by his study of high-quality micro-short dramas that emerged during the Spring Festival [4]. Their support of high-quality content and communication with content producers about user feedback are essential, in addition to relying on the platform's power [4]. Wang Ming was able to gain insights into the successful development path of Shanghai Stellar Gravity Film and Television Media Co., Ltd. [5]. He discovered that this company primarily focuses on IP operations and produces high-quality content [5]. The company's success is inseparable from its high-quality content, which young people love, as evidenced by its success [5].

3.2. Reasons on Expanding Distribution Channels

Perfect Film and Television has generated more revenue since it expanded its channels and paid attention to content. In recent years, Perfect Film and Television has established strong working

relationships with several TV stations and online media. The company also uses a combination of self-distribution and multi-channel distribution for distribution, giving its works greater exposure platforms and a strong assurance for future production of dramas on film and television. Jindian Cinema Line and Jindian Cinema were purchased by Perfect in 2016 for a total of 1.353 billion yuan [6]. The acquisition consists of two fundamental assets: theaters and theaters, of which Jindian Cinema primarily manages the development, financing, building, theater screenings, merchandise sales, advertising, and other theater-related enterprises. In addition to drawing in investors and raising the company's value, this helps the business gain more competitive advantages in the market, build a strong brand identity, and expand its impact by forming strong partnerships. According to Perfect World's 2017 financial report, the company's film and television business generated 517.8721 million yuan, an increase of 94.45% year over year [6]. Among them, the revenue from film and television content production was 125,879,900 yuan, and the revenue from the cinema business was 391,992,200-yuan, accounting for more than 75% of the revenue of the entire film and television business and more than 10% of the total revenue of Perfect World [6].

Numerous studies have demonstrated the importance of this component and the channel's relevance based on the analysis of real-world scenarios. For instance, Li once conducted research on how the mainstream media should overcome the limitations of the platform [7]. He suggested that they should effectively utilize channel thinking, create a matrix communication system, extend new content output paths, reconstruct information dissemination pathways, and piece together a new content influence map [7]. In a previous study, Tian examined how traditional radio and television should adapt to the "Internet+" environment [8]. She also pointed out that we should coordinate the development of new media and the integration of existing media to foster the more comprehensive, adaptable, and inventive development of radio and television, thereby highlighting the significance of channels [8].

3.3. Reasons on International Development Strategy

The popularity of Perfect Film and Television has grown dramatically as worldwide markets have expanded. Perfect Film and Television was among the first Chinese cultural and creative companies to go overseas. Since then, the company has consistently adhered to the international development strategy of "global production, global distribution, and global partners," which is based on China, looking outward, deeply cultivating overseas, delivering high-quality Chinese production to the world, and highlighting the allure of traditional Oriental culture. The company's high-quality film and television productions are progressively making their way into international markets, demonstrating the tenacity of Chinese drama content to go worldwide.

Perfect Film was the first Chinese entertainment company to directly sign a long-term cooperation agreement with six major Hollywood production companies. It announced in February 2016 that it had reached a film list investment and strategic cooperation agreement with Universal Pictures Hollywood. "Darkest Hour" is only one of many Oscar-winning cooperative films on the list. In 2017, Perfect World Film and Television took a significant step forward in the internationalization of film and television by investing in Jiaxing Media, leading the D round of funding for the new studio, expanding the strategic layout of pan-entertainment, and establishing Perfect Weixiu Entertainment Group. Perfect Weixiu produced and Zhang Yimou directed the film "Shadow," which captivated audiences both domestically and internationally, earning numerous accolades, including the Golden Horse prizes.

Numerous studies have also established the significance of this component. Wei Lina, for instance, investigated the cultural interaction of Chinese and international television and film. She gave an example of how integrating Chinese and foreign film and television cultures might encourage transnational civilizations to learn from one another, which is beneficial for the advancement of film

and television businesses [9]. Dou's study of the "going out" of Chinese film and television in the modern era also showed how this phenomenon can strengthen businesses and improve their position in the market, in addition to facilitating the external dissemination of culture and enhancing global understanding of China [10].

4. Suggestion

4.1. Suggestion on Creating High-Quality Content Strategy

The aforementioned analysis concludes that the success of perfect film and television is largely due to high-quality content, but establishing a complete industrial chain is also necessary. For the publishing, film, and television industries, opening up the industry chain is a long-term and professional process that requires the participation of personnel from various fields, such as personnel with the ability to operate user communities, personnel with the ability to integrate resources in the Internet industry, personnel with extensive production management experience, and management professionals. On this basis, it is possible for Perfect Film and Television to take original film and television products as the strategic center in the future, give full play to the advantages and efficiency of the entire industrial chain of film and television works investment and distribution, copyright marketing, and derivative development, rely on independent research and development, be pioneering and innovative, enhance the original ability of film and television works, and create

Perfect Film and Television can refer to Shenzhen Kukai Network Technology Co., Ltd. It invested in the establishment of a film and television company with Shenzhen Radio, the Film and Television Group, Anhui Publishing Group, Dongyang Character Media, and Tianwei Video. To empower new companies, enterprises give full play to their respective advantages. With the integration of all ecosystems, all scenes, and all channels, they will create a high-quality content strategy and promote the innovative development of the cultural industry [11].

4.2. Suggestion on Broaden Channels Strategy

The above analysis concludes that Perfect Film and Television have gained significant benefits from expanding their channels. However, as digital technology advances, Perfect Film and Television should fully integrate traditional and new media in a timely manner. If it relies too much on traditional distribution channels such as TV stations and cinemas and ignores the expansion and application of emerging channels, it will lead to poor promotion of film and television cultural works, make it difficult to effectively attract the audience's interest, and further enhance its economic benefits. With the popularization of the Internet and mobile devices, new media platforms such as short videos and live broadcasts have gradually emerged, becoming an important way for audiences to obtain entertainment content. Making better use of these emerging channels for promoting and distributing works and expanding market share is an important issue that Perfect Film and Television must face. Only by constantly innovating marketing strategies can the company improve the promotion effect and market share of film and television cultural works.

Cheng Bingying has conducted an exploration of "the development direction of the film and television cultural industry under the path of new media." The study illustrates how the advancement of new media technology has impacted the role of television and cinema in the film and television culture market. The development of new media, film, and television culture is constantly moving forward with the scientific and technological progress of the times and the changes in people's cognition [12].

4.3. Suggestion on Traditional Culture Projects

The aforementioned analysis determines that Perfect Film and Television has greatly improved its global market standing through the implementation of a worldwide development strategy. The Chinese traditional culture has a rich and extensive history, and Perfect Film and Television has the ability to establish a distinct traditional culture brand and effectively promote Chinese traditional culture internationally. Initially, it is imperative for film and television drama producers or screenwriters to derive resources and inspiration from the profound traditional culture. For instance, instead of simply remaking classic works, one can adapt traditional cultural stories into movies or TV series. This approach can effectively fulfill the audience's spiritual and cultural needs by showcasing fascinating traditional cultural narratives and promoting the preservation and advancement of outstanding traditional Chinese culture. Furthermore, judiciously employing traditional music, costumes, architecture, and other features in film and television productions enhances their distinct cultural ambiance and contributes to the creation of top-notch works that resonate with the audience. Finally, it is essential to concentrate on developing the brand of film and television culture by creating a powerful brand through exceptional works, a favorable reputation, and consistently improving brand recognition and impact. One can achieve this by upholding the brand's reputation, communicating the brand's fundamental principles, and improving audience engagement.

These efforts greatly contribute to the promotion of cinema and television culture, as well as traditional Chinese culture. For instance, the widely acclaimed animated film "The Blessing of Heavenly Officials" skillfully incorporates various aspects of traditional Chinese mythology into its storyline and successfully executes creative adaptations, such as conveying universal emotions through compelling narratives, while staying true to its cultural essence. This not only enhances international attention and comprehension but also showcases the distinctive oriental aesthetics and further advances the promotion of traditional Chinese culture [13].

5. Conclusion

Under the rapid development of China's economy, the rapid growth of people's demand for spiritual and cultural consumption, the global scientific and technological revolution, and the market characteristics of the new crown epidemic, this paper analyzes the commercial success of Perfect Film and Television with its research object and explores the reasons for its success and development suggestions. To address the aforementioned issues, this paper initially presents a basic overview of Perfect Film and Television, concentrates on its notable achievements from 2008 to the present, scrutinizes the factors contributing to its success, and then proposes three development recommendations that align with these factors, the current market conditions, and future development trends, thereby enabling Perfect Film and Television to achieve further growth. Perfect Film and Television should fully take advantage of China's vigorous development, based on the strategy of cultural boutiques, continuously expand channels and develop overseas markets, make full use of capital and technology, improve the scale, intensification, and specialization of the cultural industry, and build the company into a global film and television entertainment enterprise with long-term influence.

Most researchers have studied Perfect Film and Television's financial status and profitability in detail and there is little research on the success strategy, this paper adds research on Perfect Film and Television's brand marketing strategy. Simultaneously, this article's development strategy serves as a valuable reference and could assist other similar film and television companies in overcoming their challenges. However, this paper has certain shortcomings, including the absence of specific financial problem analysis and a lack of competitor comparisons. In future research, the paper should include

an analysis of the specific financial data of Perfect Film and Television and a comparison with different competitors to analyze the strengths and weaknesses of the company.

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