

# Research on the Way of "Self rescue" and "Other rescue" of Domestic Film and Television Bases under the COVID-19 Epidemic Situation

-- Take Zhejiang Hengdian Film and Television City as an Example

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**Abstract:** In the process of Chinese film and television, Hengdian Film and Television City has created a group of magical data. Under the COVID-19 epidemic situation, the original vibrant film and television industry has entered the winter period, Hengdian Film and Television City is no exception. Under the COVID-19 epidemic situation, where should the domestic film and television bases go? How can the industry recover better? How to build a more perfect industrial chain? These are all urgent problems to be solved under the COVID-19 epidemic situation. This paper will conduct field research and interview to explore the "self rescue" and "other rescue" road of Zhejiang Hengdian Film and Television City under the COVID-19 epidemic situation from the aspects of school-enterprise integration, cultural tourism parallel, industrial thinking, etc., in order to find out the development road of the film and television city.

**Keywords:** COVID-19 epidemic situation of Hengdian industrial chain film and television base.

## 1. Introduction

In March, a local COVID-19 epidemic situation called "Omicron" occurred in many places in China. The new round of COVID-19 epidemic situation has challenged the film and television industry in the past two years for the COVID-19 epidemic prevention and control.

As the largest film and television live shooting base in the world, Hengdian has witnessed the birth of countless classic film and television works and is the place where many film and television people began their dreams. China Film Metropolis Competitiveness Index (2021) released in 2021.

Jinhua Dongyang, the location of Hengdian Film and Television City, ranked first with a comprehensive score of 80.7 points. As the largest film and television city in the world, Hengdian Film and Television City has been putting more weight on itself. In June 2020, Hengdian Film and Television Cultural Industry Cluster was officially awarded, becoming the first national film and television cultural industry cluster. According to relevant public data, there are more than 1500 registered film and television enterprises in Hengdian Cluster, more than 30 large-scale live scene bases, 130 high-tech large-scale indoor studios, and more than 100000 registered actors in Hengdian Actors Guild. The film output of Hengdian Film and Television City cluster area accounts for 1/4 of the country, the TV drama output accounts for 1/3 of the country, and the costume drama output accounts for 2/3 of the country. By 2020, it has received nearly 4000 drama groups, produced more than 70000 films and TV plays, achieved revenue of 169.5 billion yuan, paid taxes of 16.5 billion yuan, with an average annual growth rate of 15% and 10% respectively, and received nearly 200 million tourists.

During the "13th Five Year Plan" period, the film and television industry in Hengdian Cluster achieved a total revenue of 111.5 billion yuan and tax revenue of 7.73 billion yuan. From January to September 2021, Hengdian Cluster achieved a total operating revenue of 15.286 billion yuan, up

34.3% year on year; 325 theater groups were received, a record high; It received 7.6478 million tourists, a year-on-year increase of 49.4%. Hengdian Cluster has basically formed a closed loop of film and television industry covering film and television investment, production, distribution, projection and other businesses. The advantage is that the closed loop of film and television shooting has become very mature, with full system support from project approval, shooting and production, property rights trading, industry incubation, talent training, and complete industrial support from scene building, props production, equipment leasing, actor intermediary to catering, accommodation, entertainment facilities and so on.

The rich film and television resources and complete industrial chain make it one of the windows to observe the Chinese film and television industry. Hengdian under the COVID-19 epidemic is also experiencing turbulence. According to relevant public data, 39 drama teams were filming in Hengdian from January to February 2019; Affected by the outbreak of the COVID-19 epidemic in 2022, the number of film teams in the same period decreased to 26; Last year coincided with the special time node of the "centenary of the founding of the Party", and the number of era dramas increased. In January and February, there were 52 drama groups under filming, while this year, only 45 drama groups were shooting, and the number of drama groups was decreasing. At present, there are relatively few drama groups working in Hengdian, and many types of work are in a stagnant state. It is a great challenge for all types of employees.

The summer has come, but the film and television industry still has no signs of warming up. Under the influence of the epidemic, after more than two years of struggle and accumulation, industry insiders have gradually formed a consensus that the film and television industry is undergoing a series of adjustments and transformations, and must find more new opportunities for development in the process of breaking the situation. Hengdian film and television

practitioners have never given up easily. Whether they are drama groups and distributors in the upstream of the film and television industry, or production companies in the middle end, or cinemas at the end, they are trying to break through in various ways.

At the same time of doing well in COVID-19 epidemic prevention and control, how to improve the vitality of the film and television city is an urgent problem. This research will explore the way of "self rescue" and "other rescue" of Hengdian Film and Television City under the COVID-19 epidemic situation through field research and interviews with relevant practitioners, so as to solve the problem of how to manage the crew and actors under the COVID-19 epidemic situation? How to standardize and build the film and television industry supply chain? How to revive the industry and other issues.

## **2. School Enterprise Integration: Strengthen Talent Circulation**

The spatial area of Hengdian Cluster consists of a planned control area with Hengdian film and television cultural industry as the main body, and a radiation driven area composed of other areas within Jinhua City to develop film and television cultural industry; The main positioning is to build the world's strongest film and television industry base, urbanization and industrial integration development demonstration area, and film and television cultural industry mechanism and system innovation leading area. In December 2019, Hengdian released a series of film and television preferential policies, mainly including free use of the studio, accommodation and convenience services. This series of policies provided guarantees for the development of Hengdian and those who chose to come to Hengdian. Under the COVID-19 epidemic situation, a number of convenience policies continued, attracting cooperation between schools and enterprises.

During the epidemic, Hengdian issued a series of preferential policies, which also increased activities for the development of Hengdian. Hengdian strives to seek a new breakthrough under the epidemic, to go out and bring in, to enhance exchanges and understanding, and to strengthen school enterprise cooperation. This year, the leaders of Zhejiang Normal University investigated Hengdian Group, discussed more school enterprise cooperation issues, and let talents strengthen the circulation.

Zhejiang Normal University, located in Jinhua, is a comprehensive provincial key university characterized by training teachers. It has a complete range of disciplines, 70 undergraduate majors and 11 first level doctoral programs. In 2015, it was selected as one of the first batch of key universities in Zhejiang Province. In 2020, it was awarded the second "National Cultural Campus". It is one of the top ten foreign cooperation units in Zhejiang Province and the international characteristic university construction unit in Zhejiang Province. The university has established cooperation and exchange relations with more than 280 universities or educational institutions in more than 60 countries and regions on 5 continents. Zhejiang Normal University has also cooperated with Hengdian to integrate the advantages of both sides, so as to improve and optimize talents.

Hengdian Group is a super large private enterprise in China. Its four pillar industries, including electrical and electronics,

medicine and health, film and television, culture and tourism, and modern services, have developed steadily. It has six listed companies, including Hengdian Dongci, Puluo Pharmaceutical, Debang Lighting, Yingluohua, Hengdian Film and Television, and Nanhua Futures, with more than 50000 employees. Hengdian Group has two very obvious characteristics: first, it has the courage to assume social mission and responsibility and is the most socially responsible enterprise; Second, we should adhere to the principle of creating common prosperity, and use industrial development to promote the common prosperity of farmers and regions. Hengdian Group needs all-round support from universities such as Zhejiang Normal University for talents to achieve sustainable and steady development. Many graduates from Zhejiang Normal University have joined the development train in Hengdian. The largest integration of talents has taken place.

Hengdian is a very famous place. The "China Film and Television Dream Factory" is widely known. Datong and Zhejiang Normal University belong to Jinhua City, with obvious regional characteristics. The cooperation between Zhejiang Normal University and Hengdian Group has a long history. Zhejiang Normal University has established a wider relationship with Hengdian Group, such as establishing a practice base in Hengdian Group. Strengthening the introduction of talents can also enable more students of the school to come to Hengdian Group for internship, increase their understanding of Hengdian Group, and go to Hengdian Group for employment and entrepreneurship after graduation. At the same time, we will further understand the specific needs of enterprises for talents, so that the university can better adjust the discipline and specialty settings and talent training plan, better cultivate talents that meet the needs of employers, provide high-quality human resources for the society, and help build a talent power.

Combine the advantages of regional resources, get through the cooperation between schools and enterprises, let talents circulate better, and let the film and television industry accelerate the pace of recovery.

## **3. Culture and Tourism First: Closely Follow the Lifeblood of Development**

The culture and tourism industry has entered a period of slow development under the COVID-19 epidemic situation. Under this background, Hengdian has developed a new idea of culture and tourism. Hengdian Film and Television City has created fancy camping+sunset ferris wheel+fancy photos, enhanced the flow of personnel, and made the industry follow the new trend of market development. Under the COVID-19 epidemic situation, Hengdian also subverted the traditional development ideas, and created a more grounded cultural and tourism industry that is more in line with the current market development, allowing more people to come in and let people flow in Hengdian.

At the same time, Hengdian also creates the most distinctive competitive competition venue. In Hengdian Yushan Golf Course, there will be a golf event of the Zhejiang Provincial Games. As the most distinctive mountain forest ecological course in East China, the unique terrain makes each game extremely strategic and challenging. The course has 18 holes, a total length of 7140 yards, and 72 pars. It has successively undertaken the finals of China Business School Golf League, the 2021 Zhejiang Youth Golf Championship,

Hengdian International Golf Classic and other events.

In order to meet the requirements of the Zhejiang Provincial Games, a new standard archery venue has been built in Chengtianmen Square of Hengdian Ming and Qing Palace Scenic Area, where the Zhejiang Youth Archery Championships will be held in 2021. In recent years, relying on Hengdian's unique advantages in film and television tourism and cultural resources, Hengdian Sports Development Co., Ltd. has continued to innovate, strive to develop sports event channel resources, strive to build a comprehensive event service platform, introduce hundreds of events of various levels and scales, fully promote the integrated development of sports tourism in the region, and make Hengdian's sports industry well-known.

Next, Hengdian will take high-quality sports events as a platform, actively integrate sports elements, build an urban leisure tourism cluster and sports tourism products with the joint development of business, tourism, culture and sports, realize the interactive development of sports event products and tourism products, further cultivate nationwide brand events, and create a sports industry platform that is iconic, comprehensive, large-scale and diversified. Hengdian will make full use of its unique cultural resources to form a leisure sports industry with regional characteristics, promote the development of the sports industry, help the whole people build a healthy life philosophy and lifestyle, and make sports a part of daily life.

In addition, Hengdian is building the most distinctive parachute jumping base in China, where the landing area is large and safe, and has introduced experienced and skilled parachute jumping coaches to provide all-round and diversified parachute jumping services.

Hengdian Film and Television City, through a variety of industrial models, makes a single film and television shooting base more dynamic and makes the industrial chain more perfect while catering to the market.

#### **4. Industry Innovation: Multi Pronged Efforts**

Hengdian itself has strong film and television production resources. Under the COVID-19 epidemic situation, how to give preferential treatment to these resources? Everyone in Hengdian is trying to open up a new development path with their own practice.

Hengdian has also integrated its advantages in various aspects in terms of industrial development. Hengdian took the lead in launching the Hengdian index. As the first film and television culture industry cluster index in China, Hengdian Index has injected "Hengdian power" into the construction of cultural ecology that meets the needs of the new era, effectively improving the influence of the cluster; Hengdian also plays the role of Hengdian Film and Television Property Rights Trading Center as a platform to guide film and television enterprises to carry out property rights trading, project financing, Internet and financial docking, form an industrial ecosystem of film and television, Internet and finance, realize industrial re appreciation, and maximize the benefits of the industry; Under the epidemic, Hengdian still regularly organized investment and financing matchmaking meetings, inviting financial institutions, investment institutions and film and television enterprises to carry out project roadshows and capital matchmaking. At present, the domestic popular film and television platforms, such as iQiyi

and Tencent, are also making efforts to promote the network platform projects, which are still continuing under the COVID-19 epidemic situation. These projects provide the film and television enterprises in the cluster area with supporting services such as follow-up entertainment live broadcast, variety show, short video, and live telecast.

"Babes, today I am here for training. I will take you to see the Hengdian Actors Guild. If you want to come to Hengdian to perform in groups, you must first apply for an actor's license through the Actors Guild. If you have any questions, you can ask me." Xiao Xianghui, an actor of the Hengdian Film and Television City Art Troupe, took the opportunity of training to hold a live broadcast in the Hengdian Film and Television Industry Experimental Zone, and talked with netizens about "Hengpiao" through the screen.

Xiao Xianghui, born in 1992, is a native of Huainan, Anhui Province. He has been "drifting horizontally" for 11 years. His main business is a water stuntman in the Guangzhou Street · Hong Kong Street Scenic Area of the Hengdian Film and Television City Art Troupe. He usually plays some other types of roles in films and TV plays. Affected by the epidemic, the frequency of performances has been greatly reduced. Under the epidemic, actors are also seeking transformation and some new development opportunities. Therefore, with the support of the art troupe, Xiao Xianghui began to transform into self media creation in April this year, sharing some short videos shot in Hengdian Film and Television City on the social platform, and interacting with netizens through live broadcast. In just over a month, Xiao Xianghui's Tiao Yin account "Hengdian Yibao" has gained nearly 100000 followers. When the number of people online in the live broadcast room was the highest, it was 46000, with a total viewing amount of nearly one million, and some short videos had more than ten million hits.

"It's really harder to do We Media than I thought. A 'self' means that everything depends on oneself. I lost 10 pounds in the first half month of making short videos." Xiao Xianghui said that it was good to be an actor in an art troupe or a special actor, as long as you can complete your performance tasks with quality and quantity guaranteed. Now, to be an We Media, you need not only to set up your own operation team, but also play multiple roles, such as screenwriter, director, and lead actor. Every day you are thinking about what to shoot and how to shoot it, and often stay up late and lose sleep. However, Xiao Xianghui said that there are natural advantages in doing We Media in Hengdian: "props, sets, costumes, etc. are readily available, even the actors who play the role are also readily available. Hengdian has rich resources of various types in various scenic spots, and the film and television city will also provide entrepreneurs with a lot of convenience and help, which is also the motivation I am willing to continue to adhere to."

Like Xiao Xianghui, Sun Guorui, an art troupe actor working in the Qin Palace Scenic Area, and Peng Hui, his wife working with the art troupe also switched to the "race track" and embarked on the path of We Media creation. At the beginning of this year, the art troupe organized a training on self media creation. Sun Guorui and his wife were the first members of the art troupe to register for the training. "As early as 2019, we started to operate the Tiao Yin account, and gradually accumulated more than 400000 fans. This year, we started to try to operate the account of local life and group buying talent, 'Brother Rui is in Hengdian' and 'Sister Huijie is in Hengdian'. In recent months, we have promoted the

tourism products of Hengdian Film and Television City through live broadcast and short video, and created several blockbusters, such as a Dream Valley scenic spot we released during the Qingming Festival holiday. The performance clip of "Rainstorm and Mountain torrent" only has a short video of 4 seconds, but it has brought more than 100 single sales. The accumulative turnover exceeds 10000 yuan." Sun Guorui said. Up to now, the account of "Brother Rui in Hengdian" has sold more than 130000 yuan with goods. Although he has made some achievements, Sun Guorui said that he is still learning and groping. At present, group purchase products are mainly concentrated on scenic spot tickets, hotel catering and accommodation and other tourism products. In the future, we hope to integrate more local businesses and products, so as to promote the healthy development of Hengdian tourism, reduce the impact of the epidemic, and enhance the risk of resisting external forces.

Influenced by the epidemic, in the past two years, the Hengdian Film and Television City Art Troupe has innovated and developed its own media operation business, encouraged employees to actively participate in the production of our media works related to film, television and performance, and spawned a number of voice buffets such as "blowing snow in the west of Hengdian" and "a small assistant director in Hengdian". At the beginning of this year, while ensuring the performance operation and doing a good job in performing arts upgrading, the art troupe also made every effort to "reduce the cost" on the basis of professional advantages and resource advantages, encouraged all members to open our media accounts, and selected and cultivated a group of actors to engage in our media creation, to carry out our media short video and live broadcast for the scenic spots, hotels and professional company products of the film and television city.

Since this year, the media accounts of the art troupes have shot more than 500 short video works, broadcast more than 300 live broadcasts, have accumulated more than 10 million fans, and have earned nearly 200000 yuan of income with goods.

The cold winter of the film and television industry also gave birth to a group of actors in Hengdian who kept exploring the road of transformation.

"My name is '00'. Today is my twelfth day of working in Hengdian. What should I pay attention to on the first day of my journey?" Recently, the new employee "00" released a short video on the Tiao Yin account "Hengdian Strategy". In just a few tens of seconds of video, there were many national fashionistas, such as @ Long Songs to Strive, @ April, @ Niuniuniu, @ Big Brother Cang, who received 213000 hits and more than 4700 likes. It is the Hengdian Film and Television City official who can get a lot of "online popularity" blessings.

"00", whose real name is Xiang Weilin, is a native of Hengdian and a new employee born in 1996. This job is an activity planner of Hengdian Film and Television City Planning and Promotion Center. At the beginning of this year, Hengdian Film and Television City established a live broadcast operation organization, and Xiang Weilin was transferred to become a new anchor. The account of its live broadcast platform, "Hengdian Strategy", is also the official operation account of Dongyang Hengdian Film and Television City Tourism Marketing Co., Ltd. Since January 16, "00" has broadcast 110 live broadcasts through this account, and has successively introduced many high-quality tourism products of Hengdian Film and Television City. For

example, during the Tomb Sweeping Day, the 99 yuan parent-child package ticket in the Dream Bund Scenic Area, the health buffet package ticket in Broadway Building, and the buffet small hot pot package in the VIP Building, among which, the buffet small hot pot package in the VIP Building has sold more than 20000 sets, scheduled for the summer vacation, and has become a well deserved "hot pot" product.

In addition to the full-time anchor with goods, the guides in the major scenic spots of Hengdian Film and Television City have also played their advantages and become popular "guides" on the live broadcast platform, leading tourists to "cloud tourism" in the major scenic spots of Hengdian. Wang Huanhuan, an online celebrity tour guide, has worked in Hengdian Film and Television City for more than 10 years, and is currently a tour guide in the Spring Garden of Hengdian Yuanming New Garden. On May 20, Hengdian Group held a group wedding in Xiayuan, Yuanming New Garden. Wang Huanhuan and "00" together broadcast the romantic wedding live on WeChat video number and audio platform.

After the wedding, Wang Huanhuan, who was dressed in Manchu flags, also led his fans to punch out the scenic spots of Xia Yuan one by one, and gained the attention of tens of thousands of fans with professional explanations. "During the live broadcast, we mainly introduced the characteristics of the scenic spot to netizens, and also recommended some cost-effective tourism products. For example, recently we were promoting a 98 yuan parent-child weekend package ticket for Spring Garden, which includes fruit picking, intangible cultural heritage handicraft and other projects, and the sales volume was relatively good. The tourist flow of the most recent scenic spot on the weekend has obviously rebounded." Wang Huanhuan said. In fact, Hengdian Film and Television City has incubated a number of popular online tour guides. For example, the guide department of the Ming and Qing Dynasties Palace collectively created interesting palace videos, and the Qingming Shanghetu Guide Group collectively became NPC

Hengdian Film and Television City has given full play to its resource advantages, established the MCN Hengdian Entertainment Association and the official live broadcasting department, carried out short video and anchor training in batches, fully integrated the local talent matrix, connected with social talents, etc., and carried out live streaming in all aspects. Up to now, Hengdian Entertainment Association has signed more than 20 experts and created a number of online red accounts such as "Hengdian Yibao", "Tiangan Hengdian Exploration", "Brother Rui in Hengdian", and "Royal Beauty".

Next, Hengdian Film and Television City will incubate a group of national style cross dressing talents and scenic performance talents based on the characteristics of the scenic area, further promote Hengdian tourism products, fully tell the story of Hengdian, and boost the recovery of Hengdian tourism economy.

In addition to grasping the communication advantages of We Media, Hengdian has also expanded its studio to find more breakthroughs.

As the largest film and television shooting base in China, Hengdian Film and Television City has come up with many ways to build a "double line of defense" for COVID-19 epidemic prevention and control and safe production, so as to create a good environment for the crew to shoot. Feng Jian, Deputy Director of the Management Committee of Hengdian Film and Television Cultural Industry Cluster, said: "We put the crew members and horizontal floating actors under the

control of key monitoring personnel, dynamically adjusted the nucleic acid detection frequency according to the COVID-19 epidemic situation, and developed a 'crew code' to pre-report the crew members coming to Hengdian, and immediately found, tracked and controlled the staff coming to Hengdian from medium and high risk areas."

In Hengdian Film and Television Cultural Industry Cluster, there is a film and television cultural industry brain in operation. This is a scene application platform that includes multiple modules such as decision analysis system, Hengyingtong, Yunkengjing, etc. It can provide higher standard services for the theater team, and will even gradually realize the digitalization, standardization and industrialization of the whole industry chain of film and television works from script creation, theater team preparation, film and television shooting, post production, publicity and distribution.

For example, through VR panoramic photography, the application of "Cloud Scenery Survey" has gathered 130 studios, 36 real scene bases, and 60 provincial and external scene bases, so that the crew can see the scene in the cloud, greatly improving work efficiency, and reducing the flow of personnel during the epidemic.

In Hengdian Film and Television City, there are many clever ways to transform and break the cold winter. For example, the "Hengyingtong" application links actors and crew with one click. The crew can complete online actor recruitment, announcement release, hotel reservation, high-risk operation application and other businesses. Employees can also apply for the "Hengyingtong Code" to enter and exit the crew without obstacles, avoiding the complex steps in the past. The participation process is reduced by 80%, greatly improving the work efficiency.

"Since the launch of the film and television culture industry brain in October 2021, 20% to 30% of the shooting time and 10% of the production cost have been saved for the crew coming to Hengdian." Chen Wandong, director of Hengdian Film and Television Cultural Industry Development Service Center, said.

In Hengdian, digital scenes have been applied in the whole industrial process. Walking into the high-tech studio of Hengdian Film and Television Industrial Park, a large circular screen shows the scene of road traffic shuttling. With the vehicles in front of the screen, the scene of driving in the city under the camera is very real. Qin Lvjiang, the person in charge of the base operation of Hengdian Film and Television Drama Group Service Co., Ltd., said: "This is the third generation of ring screen LED technology introduced by Hengdian. Through digital virtual shooting, combined with advanced technologies such as 3D production, laser scanning, model optimization, it can present realistic digital virtual scenes. Shooting here, the crew can save a lot of transition time, and the work efficiency has been greatly improved."

Not only that, Hengdian High tech Studio is also equipped with sufficient auxiliary rooms, which are designed with double deck packways and double deck sound insulation effects to meet the diverse needs of the crew. In terms of architectural form, Hengdian Film and Television Industrial Park adopts a new way of "interior+exterior", and by refitting the facade, the studio area has the function of a real scene base.

The "virtual space" created here can create "thousands of worlds". Qin Lvjiang said: "The uncontrollable factors caused by the COVID-19 epidemic situation make the difficulties and uncertainties faced by location shooting more and more prominent. More and more film and television crews see the

huge prospect of digital technology. The demand for high-tech studios such as film and television dramas, variety shows and advertisements is expanding." It is understood that 15 high standard studios will be completed and delivered in Hengdian before the end of August this year.

Looking for opportunities in the midst of danger, there is a broad road. Chen Wandong revealed that since this year, Hengdian Film and Television Base has been operating normally.

Apart from the COVID-19 epidemic situation, a prominent problem in the film market in recent years is the scarcity of high-quality film sources. The contradiction in front of cinemas is: there are few good films, which makes it difficult to attract audiences into cinemas, leading to low attendance and low box office; On the other hand, when the box office was low, the film makers were unwilling to invest in making blockbusters. The cinemas did not have enough high-quality film sources to support them, so they had to wait passively for good projects to return to the market.

Looking forward to the recovery of the film market, how to make cinemas warm up, each theater also tried to open the "stop loss" mode. "For example, Hengdian Group plans to launch a cultural and tourism card to show films with its own copyright in its cinemas again and link them with relevant activities to attract more audiences in the form of free or low prices." Li Lin said.

Many cinema services are moving towards personalization and crowdsourcing. For example, VIP cinemas, parent-child cinemas and so on. The cinemas are gradually refined and niche, in order to more effectively meet the needs of the audience. And the cinema has developed a large number of private customization businesses, such as private celebration, live broadcast, etc.

Live broadcast is a new track for film and television under the COVID-19 epidemic situation. "We will carry out live broadcast at least once a week to sell movie tickets, and we can usually earn about 10000 to 40000 yuan." He Yuetao, head of Hengdian Film and Television Marketing Department, told me.

These rescue measures are not only "emergency", but also exploring the long-term development of the industry. How to reposition the scene of the cinema? Can cinemas do more than upgrade their equipment? When the cinema is built as a cultural consumption scene that can establish more contacts with everyone, it may attract more audiences back here.

The "Zhejun" at each node of the film and television industry chain is tirelessly seeking new anchor points. In the face of change and development, it is hopeful to reach the other side of success by following the trend, taking the initiative to innovate, and working together.

Although under the influence of the epidemic, the film and television industry's chill will not fade away in a short time, and the film and television practitioners will face a difficult and arduous endurance war, they are reflecting and settling, and I also see vitality and vitality from them. Love makes them choose not to give up, and responsibility makes them go forward bravely. We just need to wait for the flowers to bloom.

In recent years, the national tax system reform has been deepening, and the tax preference for enterprises has been increasing, especially for film and television cultural enterprises, aiming to encourage the development of film and television cultural enterprises.

The development of the whole film and television industry chain is a major trend in the future. At present, Hengdian has

basically formed a closed loop of the whole industry chain, and post production and publicity are still weak; We will strengthen the film and television industry to supplement the chain, do a good job in the film and television industry layout and leading enterprises' guidance, and strive to create professional, high reputation, strong resonance "head content"; With the popularity of online dramas, the cluster area should increase cooperation with major broadcast platforms and traffic platforms, explore more diversified content models and sharing models, extend the existing business chain and explore new revenue and profit growth points, and gradually improve the anti risk ability of film and television enterprises in the cluster area.

Faced with the difficult and expensive financing of film and television enterprises, Hengdian Film and Television City should try its best to shorten the cash of various financial support policy funds, so as to ease the financial tension for film and television enterprises; In view of the difficulties in broadcasting the dramas of leading film and television enterprises and the slow payment collection, the gathering area should strengthen communication with the superiors and strive to broadcast the relevant dramas as soon as possible; Establish a guiding fund for the development of film and television culture industry, and guide more social capital to the film and television industry through the market-oriented operation mode; In view of the characteristics of film and television enterprises such as no collateral and difficulty in financing guarantee, a policy based financing guarantee company was established to provide financing support with enterprise accounts receivable, works copyright, etc. as guarantee mortgages, so as to reduce the financing costs and risks of film and television enterprises.

When people flow, capital can also be mobilized. Hengdian Film and Television City can strengthen investment attraction and business retention, and effectively improve and standardize the film and television industry chain. Further strengthen the publicity of Hengdian Film and Television Industry Cluster, introduce the preferential filming policies and intimate filming services of "the government that knows film and television best" to more film and television enterprises, and attract film and television enterprises to join and invest; Continuously innovate investment promotion methods, and carry out comprehensive investment promotion tracking and docking by means of leading investment promotion, fixed-point investment promotion, theater group investment promotion, film and television festival investment promotion, exposition investment promotion, joint investment promotion, etc; Focusing on strengthening the chain and supplementing the chain, we will focus on attracting investment from enterprises engaged in network drama production and post production; With the help of the reform of the film and television culture industry to "run at most once", the film and television enterprises have been continuously reducing their business processes, simplifying their business procedures and constantly improving their satisfaction.

Highlight Hengdian's advantages, strive for the country to be the first to try, and let Hengdian's advantages continue to charge forward in the industry. At present, Hainan Free Trade Port has a great impact on domestic film and television cities, and the impact is expanding. At the moment of the epidemic, on the one hand, Hengdian Film and Television City should strive for a national film and television cultural industry pilot zone, on the other hand, it should strive for the return of tax

retained part to enterprises, significantly reduce the policy gap with Hainan Free Trade Port, and retain the film and television industry foundation of the cluster. At the same time, it is necessary to fully tap the rich film and television resources in Jinhua City, take Hengdian as the leader, fully integrate the resource advantages of major film and television bases within the city, complement and cooperate with each other, strengthen the industrial chain, deepen the value chain, improve the core competitiveness of film and television culture in Jinhua City, create a number of film and television enterprises and works with "Hengdian" as the label of competitiveness, and create a more standardized industrial chain, Let the industry develop with a long history. In combination with the regional attributes, Dongyang City should build a common prosperity and spiritual civilization highland as the starting point, constantly improve the influence of the film and television industry, constantly improve the contribution of the film and television industry to local taxes, share the winter of film and television, and create new brilliance of film and television.

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