Research on Automobile Culture and Entertainment Industry in China

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Abstract
Rapid development of the automotive industry and culture industry is promoted the rapid rise of automobile industry of the culture and entertainment. With the further development of the automotive industry and people’s living standards, automobile industry of the culture and entertainment in the proportion of China's economy is more and more important, but theoretical research in this area is nearly blank. With previous researches, automobile industry of the culture and entertainment in China was classified in the topic in the first. After detailed analysis of the status of each sub-categories, some development experiences were summarized. On the basis of the experiences, This paper presents suggestions how to make our automobile industry of the culture and entertainment healthy and rapid development.

Keywords: culture and entertainment, Industry classification, suggestion

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1. Introduction
The content about the positive provisions of the development of modern automotive service industry was issued by the automobile industry restructuring and revitalization plan“ March 2009. September 6, 2009, the "Cultural Industry Promotion Plan" was launched officially by the State Council. The plan to accelerate the revitalization of cultural industries and play the important role in adjusting the structure, expanding domestic demand, increase employment, promoting the development by the cultural industry was clearly put forward. With the combined cross-section of automobile industry and cultural industries, car culture and entertainment industry was developed in parts of our country. But theoretical researches in this area are concentrated in the automotive culture, The theory of car culture and entertainment industry is almost blank. Figure out the whole car culture and entertainment industry, a breakdown of each category of the status and the status and development trend, that is conducive to the healthy development of China’s car culture and entertainment industry. Therefore, the classification and current status & trends research of China’s car culture and entertainment industry is particularly urgent and necessary.

2. Classification of Car Culture and Entertainment Industry
The car is the crystallization of human civilization and the culture of the materialized. As a key element of civilized society, the car is beyond the concept of its own means of transport,
and based on a variety of forms and methods to penetrate at all levels of society. The car culture, including automotive art, car theater, car ads, automobile model, auto show, motor sport, car travel, motels, car restaurant, automobile community, automotive bank, has penetrated into the daily lives of people in developed countries and has changed people's lifestyles and the traditional concept. Then, the car culture will change the urban structure, village structure, employment structure, regional concept, place of residence, consumption structure, business model, life ways and leisure ways, social relations, communication ways, activity rhythm, knowledge structure, cultural practices. Last, the car culture will form colorful species.

Culture and entertainment industry is the extension of automotive industry chain. In terms of overall, car culture and entertainment industry is an endogenous growth model. It is a large income elasticity, and based on input-based intangible assets such as car culture or ideas, etc. It is a high degree of technological innovation and integration of content creation industry. Meanwhile, the automobile culture and entertainment industry is a high value-added and resource-saving and environment-friendly new industries.

Because of the existing research for the automobile culture and entertainment industry just beginning, car culture and entertainment industry standards and related research are almost non-existent. Based on this situation, we reference on the national bureau of statistics "Cultural and Related Industries" and automotive service classification. Combined with the actual situation in the automotive industry, the car culture and entertainment industry is divided into nine major sub-categories. The following conclusion is under this premise. Nine sub-categories are: 1) Automotive styling and interior design; 2) Automotive advertising and exhibition; 3) Automotive sports; 4) Car culture facilities and services; 5) Automotive cultural talents training; 6) Automotive media and information services; 7) Car culture creative services; 8) Automotive cultural and recreational services; 9) Car culture and entertainment production and management.

3. Status of Car Culture and Entertainment Industry

Distinctive car culture derived in automotive era in the worldwide, China has not formed a car culture with its own characteristics. With the increase in the number of cars, the role of car culture is increasing emphasis by local governments. Car culture entertainment industry, with its extensive influence, has been more concerned in modern social life and it is enormous potential for development in the future. With the progressive development of car culture and entertainment industry, nine sub-categories are showing the different characteristics.

3.1. Automotive Styling and Interior Design

Automotive styling and interior design is including concept and design, engineering design and development of body structure, interior and exterior automotive parts and components design and development etc. Companies engaged in automotive styling and interior design business, were including the known foreign companies, such as Italy's Italdesign, Pennsylvania, and domestic companies, such as TJ innova engineering & technology company, IAT automobile technology company.

Overall, China's automobile styling and design is very backward relative to the automobile industry. From a global perspective, the business are mainly in Italy and there are no very strong domestic companies. The business are mostly commissioned by foreign companies, such as the zhonghua Junjie, Hafei Lobo, Chery A3, etc, Pennsylvania as the appearance design. In recent years, China's automobile industry emphasize their own brands, independent development, and also develop their own car design. It will gradually form an industrial with the business expanded in the future.

3.2. Automotive Advertising and Exhibition

Automotive advertising is the car companies advertise their products and product quality to the general consumer, and is the commercial means of demonstrate corporate image. Automotive exhibition refers to the conferences, exhibitions, events and other collective activities.

In China, the automotive advertising and exhibition industry are in full swing. Automotive advertising and real estate advertising are the two pillars together in most media advertising revenue. Automotive advertisers are mainly on print media. From January to September in
2008, the top 5 cities that the automotive industry was running flat fee ads are: Beijing (1,478 billion yuan), Guangzhou (517 million yuan), Shanghai (434 million yuan), Shenzhen (299 million yuan), Chengdu (264 million yuan). At the same time, annual growth rate of Internet advertising is more than 40%. Domestic automobile exhibitions (including exhibitions) are about 300 per year. Auto Show has grown to more than 10 million square meters of size in Beijing, Shanghai and Guangzhou. Turnover of exhibitions was more than tens of millions or billions. In the next few years, automotive advertising and exhibition will still be to maintain rapid growth, and will be diversified and networked.

3.3. Automotive Sports

Motor Sports are mainly refers to the car, including track race and non-track race. Motor sports are closely related with the automotive industry. Starting from the auto industry, the development of auto industry is along with the development of racing. According to the maturity of the foreign experience, Motor sports industry will be a sunrise industry in China. Relative to the rapid growth of China's auto consumption market, automotive event organization and promotion of the operation has been stagnant. There are mainly four problems: First, mass foundation of the car races is weak. Second, the consumption of motor sport is not reasonable. Third, the operation of the motor sport is relatively poor. Fourth, the combination of car races and automotive industries is not tight enough.

Car racing has a greater impact to enhance the brand of city. China has become three levels of professional race, including world-class events (such as: F1, A1, etc.), national races (CTCC, CRC, COC, etc.) and other events, but has not yet formed a complete racing chain from the car researching and manufacturing, event organization, transportation, catering, accommodation to racing derivatives.

The role of racing which drive the economy and enhance brand image of cities is obvious. For example, the number of audience viewing F1 race is 550 million each year. Due to the global race televised of Shanghai F1, Shanghai and the surrounding area became famous and a household name around the world overnight. Especially, a combination of activities constituted between motor sports and other marketing means, can attract tourists, bring a rapid increase in the local tourism consumption, promote local employment, promote urban economic development, enhance the brand image of the city.

3.4. Car Culture Facilities and Services

Car culture facilities are mainly some basic facilities, including car museums, car theme park, car banks, etc. Domestic car culture facilities was in the ascendant, and the number of the theme parks published by local governments, that has been built, under construction and plans was more than 60. The amount of investment was from tens of millions to billions and area was from a few acres to more than ten square kilometers. However, most projects were small, limited range of radiation, a lot of duplication and lack distinctive features and location. With the continuous development of culture and entertainment industry, the demand of these facilities will be the level and diversification. This will also make the service providers of the car culture facilities to scale and differentiation.

3.5. Automotive Cultural Talents Training

Automotive cultural talent is a variety of applications and complex human, including auto show and expo talent, auto sports and organizational management personnel, auto media planning and management personnel, car travel and tourism product development personnel, assessment and identification of cars personnel, car brand culture promotion personnel, history and culture of cars personnel.

With the development of China's automobile industry, automotive training professional and technical personnel has become a more complete system of higher education and vocational education. But education and research of car culture is just beginning, car culture professionals are extreme short. Technical personnel related research and education, scattered power engineering, vehicle engineering services, industrial design, animation, film and television, media and many other professional, was not yet formed a cluster effect. The training of car culture will become the key constraints development of China's growing car culture entertainment industry in the future.
3.6. Automotive Media and Information Services

Automotive Media is mainly including automotive website, automotive publications, car radio [5] to provide information services including systems integration, value-added network services, database services, consulting services, etc. China's automotive media and information services has already been formed a group of service units represented by “Family of Cars”. However, the media service provider of car is small, less exposure to market risks. Service orientation is not accurate enough and level is not high. The field of information services is relatively narrow, too. Automotive publications and radio content is convergence and lack the section which has distinctive characteristics of market segments. Automotive Web site is an important platform for auto-related information dissemination, product purchase and exchange ideas. However, the profitability model of sustainable development has not yet formed. They are relatively simple and to be innovative in the information services and the form.

With the rapid increase in car ownership, market size of automotive media and information services industry is also rapidly expanding. The depth of services for customer segments will be inevitable.

3.7. Car Culture Creative Services

Creation of car culture is mainly including the production of automotive film, car music, car cartoon, car games, etc. Creation of car culture in our country is almost empty. Influential works are not yet produced in the car animation and films. China's market has been occupied by the foreign products, such as the "Transformers" and "Toy Story". In the car games, some car games has been developed in China, part of them with supporting the development of brand-building and marketing by the car companies and manufacturers. But they have not really an independent profit model. Car music became popular in the majority of owners. Although there are some professional car music sites, but still relatively simple operation and construction, lack of market-oriented operation. Creation of car culture and car can be closely combined with branding, is also more categories cross-industry. Cultural industries of film and animation is the country's emerging industries. It has huge potential for development in the next few years.

3.8. Automotive Cultural and Recreational Services

Automotive cultural and recreational services are mainly including automobile travel, automobile human eco-tourism, car camping, car catering accommodation, car cinema, etc. With the increasing living standards, automotive cultural and recreational services market has great potential. Automobile travel, around the large domestic auto manufacturers, has become a new tourist format. Development of traveling by car is rapid. Car camping as a way of emerging eco-tourism has become fashionable leisure. "Second-line three times,” camping camp have been planned by auto camping federation of automobile sports of China. The number of projects, such as movie theater, restaurants, motels based on the development of auto camps and theme parks, is increasing [6]. Although cultural and recreational vehicles is still in the early stages of development projects, facing the growing consumer groups, existing cultural and recreational services has been a shortage situation in the period of holidays and other time.

3.9. Car Culture and Entertainment Production and Management

Car entertainment products are including car entertainment products and automotive entertainment products. Car entertainment products are including car GPS, CD and DVD players, car audio systems, etc. Auto-related entertainment products are including car games, car toys, etc.

In recent years, car culture and entertainment market has grown rapidly and fierce competition. However, product homogeneity was serious. Some market segments and high-end market were to be open. The proportion of Car audio and video entertainment products in foreign car market is more than 70%. In our country, currently only about 10%, the market has great potential. Car games was including driving bar games, racing games, PSP games, etc. At present, domestic enterprises can produce driving bar games, racing games. Such enterprises are small, quantity. Lack of comparative well-known large companies, there is still a relatively small gap between foreign enterprises. In China, toy car toy occupies quite a small market share, but car models and other toys are accounted for only a small part. According to the
forecast, with the domestic automobile consumption increasing in the number of people, the output value of car models will reach 100 billion. Cultural and recreational vehicle market is pregnant with infinite business opportunities.

4. Suggestions for the Development of Car Culture and Entertainment Industry in China

By analysis and researching on the development of sub-category of car culture and entertainment industry, we can see that product innovation and innovation of the forms, brand as the core value chain improvement, are the key of the rapid and large-scale development of culture and entertainment industry. For China's car culture and entertainment industry, We want to follow the laws of self-development (economic laws, culture, law) to promote the development of cultural industries, and understand fully economy properties of car culture entertainment. In the policy and institutional building, we should maximize the market allocation of resources and regulation to develop in line with industrial development policies and institutional arrangements. In marketing environment, we should foster competitive market players and strategic investors. By accelerating the introduction of car culture, incubation, we should nurture industry clusters and the core competitiveness, enhance the international competitiveness of entertainment industries. Through the above efforts, we can promote healthy and rapid development of entertainment industry. In the future, it is another important industry in terms of promoting China's economic construction.

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