

## THE WORLDWIDE TRANSFORMATION OF DIGITAL CREATIVE INDUSTRIES: CHARTING THE PATH

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### Abstract

*The digital creative industry has gained significant attention and importance in the context of economic and cultural development. With the evolution of digital technology, this industry has become a strategic emerging sector in various regions, contributing to economic growth and cultural innovation. This article examines the trajectory of the digital creative industry in China, tracing its recognition from the Guidelines on the Development of the Yangtze River Delta Region in 2008 to more recent policy initiatives. The "Opinions on Promoting the High-quality Development of the Digital Culture Industry" in 2020 and the "Opinions on Promoting the National Cultural Digital Strategy" have further elevated the status of the digital culture industry, emphasizing the construction of a national cultural big data system. This system aims to integrate traditional Chinese cultural elements with contemporary culture, fostering a unique cultural identity while promoting economic growth. The digital creative industry has become a catalyst for personalized solutions, industrial optimization, and cultural vitality, contributing to a well-rounded development strategy.*

**Keywords:** digital creative industry, cultural innovation, economic growth, national cultural big data, emerging industries

### 1. Introduction

With the development of digital technology, the digital creative industry is gradually emerging. In 2008, the digital creative industry was mentioned for the first time in the Guidelines on the Development of the Yangtze River Delta Region and gradually connected with the cultural industry. Subsequently, a series of policy documents have been issued, emphasizing the development of digital creative industries and integrating them into the country's strategic emerging industries. However, in the layout of emerging industries in some regions, the development of digital creative industries is not ideal. Therefore, the "Opinions on Promoting the High-quality Development of the Digital Culture Industry" released in 2020 has further improved the strategic position of the digital culture industry. Recently, the release of Opinions on Promoting the National Cultural Digital Strategy has made it clear that the construction of the national cultural big data system will promote the integration of the cultural genes of the Chinese nation and contemporary culture[2]. These initiatives will further promote the development of the digital creative industries. Digital creative industries play an important role in economic, industrial, and cultural development[3]. It meets personalized needs, promotes economic growth, and also promotes industrial optimization and restructuring, and stimulates the vitality of cultural innovation.

With the rapid development of digital technology, the digital creative industry plays an important role in the process of global cross-border integration into a strategic emerging industry. However, the development of digital creative industries is uneven, with the overall scale and global distribution showing that they are mainly concentrated in Europe (led by the UK), North America (with the United States as the core) and Asia (with Japan and China as the core). This paper aims to compare the development trend and characteristics of the digital creative industry in the three major countries of the United Kingdom, the United States, and Japan, which are in the leading position of digital creative industry development, and the major cities in China. Analyzing and comparing the advanced development experience of various countries provides guidance for the high-quality development of China's digital creative industry in the future[4]. And it is of great significance for countries to promote the implementation of their national digital creative industry plans.

## **2. The foreign digital creative industry leads the national development status and characteristics**

### **2.1 Digital Creative Industry in Japan**

The Japanese government attaches great importance to enhancing its cultural soft power and regards it as the core of its national strategy. As a leading country in the global animation market, Japan produces more than 60% of its animation works, and the animation industry is also one of the important pillars of the Japanese economy. With the development of digital technology, Japan's digital content industry has exploded in video, music, games, and publishing. In order to promote cultural export, Japan has implemented the cool Japan strategy, integrating cultural industries with traditional culture, tourism, and manufacturing industries, and promoting the spread of Japanese culture overseas. By integrating culture, art, business, industry, and technology, Japan has adopted effective communication and marketing methods and enhanced the external environment to achieve the important goals of cultural export and national image building. In addition, Japan's animation industry has adopted the cooperation model of "industry and school officials", with the government playing a leading role, responsible for formulating policies and guiding the market, supporting the development of enterprises through tax incentives and investment subsidies. In addition, Japan's animation industry also has an important impact on tourism. For example, Akihabara is a well-equipped business and cultural tourist area, attracting many animation lovers to visit.

### **2.2 Digital Creative Industry in the US**

The United States focuses on the coordinated development of digital technology and creative content and uses the "copyright industry" classification to divide the digital creative industry[5]. In order to strengthen copyright protection, it has established relevant agencies and promulgated laws and regulations. The United States encourages diversified entities to invest in digital creative industries, and data over the years show that the copyright industry contributes more than 11% to GDP growth. The government leads the development of digital creative industries and provides a good environment. The United States has long been a leader in technological innovation in the digital creative industries. In terms of film and television production, the United States has top production companies and advanced visual effects technology, driving the development of the work and maintaining a global leader. In the game industry, game developers and platforms in the United States have innovated a lot of globally influential works and technologies, achieved great achievements, and promoted the development of game technology. In addition, with the rapid development of the digital creative industry in the United States, the country has attracted a large number of support and investment from venture capital companies. The United States has a huge consumer group and market, which attracts the promotion and sales of domestic and foreign creative products in the American market. At the same time, the United States encourages innovation and cooperation, creating a thriving creative ecosystem. Creative industries work closely with higher education, scientific research institutions and science and technology enterprises to promote the development and application of new technologies and innovative content. Innovation and digitization will continue to drive the digital creative industry in the United States.

## **2.3 The UK's Digital Creative Industry**

Britain is the first country in the world to establish a "creative industry" and take it as a major economic development industry. In 1998, the UK issued policies to promote the digital upgrading of equipment and technologies in creative industries, providing a strong impetus for the development of the industry. In 2018, the UK formed an efficient strategic development system for the integration of creative industries and the digital economy, covering technology, talent, business environment, space and overseas markets [6]. The UK's creative industries cover nine industries, including television and film, music, fashion and design, art, architectural design, publishing, advertising, IT software games and crafts, crucial to economic development. The UK has identified the key research and development direction of immersive experience technologies such as virtual reality, augmented reality and so on, to promote the digital upgrading of creative industries and realize the digitalization of the whole industrial chain. The UK is committed to promoting the integrated development of "creative industries + technology research and development"[7], Pay attention to the cultivation of talents and the play of unique creativity. The business environment for creative industries is flexible and efficient, including government-industry interaction, intellectual property protection and financing. The collaboration between governments, enterprises and third-party organizations plays a key role in the development of creative industries. The UK is actively building creative industry clusters to drive the cluster development of regional creative industries, and strengthen the cooperation between government and industry, and promote the export of digital creative industries. Through cultural diplomacy and brand activities to build the high-end image of cultural products, the government comes forward to promote the traditional export of creative products. The UK's remarkable achievements in promoting the integrated development of creative industries and emerging digital technologies have provided an important reference for other countries to develop digital creative industries.

## **3. The development status and characteristics of provinces and cities**

### **3.1 Anhui Digital Creative Industry**

The digital creative industry is one of the ten emerging industries that Anhui province has vigorously developed. The government has set up a special work team to promote the development of the digital creative industry in the province. As the leading unit, the Anhui Provincial Department of Culture and Tourism has played an important role and achieved remarkable results. In 2022, the total number of projects signed, started and invested by the digital creative industry in the province ranked first among the ten emerging industries, and the investment in fixed assets increased by 22.3%. There are 806 digital creative enterprises above the designated size in the province, with an operating income exceeding 100 billion yuan, among which 57.9% of the enterprises are concentrated in Hefei and Wuhu. In order to promote the vigorous development of the digital creative industry, Anhui Province has adopted a series of measures, including planning guidance, practical and effective work, platform empowerment, coordination of services, mechanism coordination and other aspects. Anhui province will take specific measures to attract targeted investment, talent, diversified financing, key activities, and overall scheduling, and achieve sustained prosperity in the industry. Especially in the strategy of "double recruitment and double introduction", Anhui Province actively attracts excellent enterprises and human resources, improves the "white list" of financing needs, organizes capital matchmaking meetings, and promotes close cooperation between banks and enterprises. At the same time, it will continue to promote the implementation of various rescue policies to help enterprises, in order to promote the prosperity and development of digital creative industries.

### **3.2 Digital Creative Industry in Guangdong province**

Guangdong has established the Greater Bay Area Digital Innovation Alliance to promote the development of digital creative industries to increase the brand value and added value of the real economy. The Alliance will provide an industry exchange and service platform to promote copyright protection, talent training, resource sharing, achievement transformation and market operation management. Guangdong leads the country in the scale and development level of the digital creative industry, especially in the fields of games, animation, e-sports and digital

music. Guangzhou has the potential to leverage its advantages in attracting talent and promoting the integration of digital creative industries with traditional culture. Guangdong Province has issued the Action Plan for Cultivating Digital Creative Industry Clusters (2021-2025), focusing on promoting the development of digital creative industries, including the innovative development of the game animation industry, e-sports, live broadcasting and short video industry, promoting the application of digital technology, improving the ability of innovative design, and deepening the integration of digital creative services. The plan aims to promote the development of digital creative industry clusters and accelerate the formation of new drivers of the digital economy.

### **3.3 Digital Creative Industry in Shanghai**

The Shanghai Municipal Government has released the 14th Five-Year Plan for the development of strategic emerging industries and leading industries, aiming to promote the development of emerging digital industries. The plan aims to achieve an operating income of 1 trillion yuan, enter 20 leading enterprises in the digital economy, and build an industrial cluster of 100 billion yuan. The Ministry of Culture and Tourism and the China Development Bank have issued financial policies to support the digital strategy of the digital cultural industry. Shanghai has actively implemented the digital strategy of the cultural and creative industry, taking the digital cultural and creative field as a key area of industrial development, and stimulating the innovation vitality of market players. At the same time, the "Great Museum Plan" and the "Great Art Museum Plan" will be implemented, cultural and fine arts exhibitions will be held, and the China-fashion "New Experience of Intangible Cultural Heritage" Design Competition will be held. These measures aim to improve the core competitiveness of the digital economy, promote the activity of digital economy enterprises, expand the new track and new drivers, establish a data factor market system, and further promote the higher quality development of the digital economy and cultural and creative industries in Shanghai.

### **4. Comparative analysis of the development of the digital creative industry at home and abroad**

The development of digital creative industries in different countries stems from the different policies, markets and cultural environments of different countries. The opening, innovation and diversification of digital creative industries have brought new drivers and fun to the economic development and people's lives of all countries. In the UK, the profound cultural heritage promotes the development of the creative industry, the government pays attention to the comprehensive management of big culture, and quickly adapts to the trend of creative and digital integration; the United States leads the market mechanism, capital and technology jointly promote the development of creative industry, and the coordinated development of digital content and technology; Japan adopts the government-led model to guide the industrial development through policies. Although the digital creative industry is widely used in various fields of human life, no unified definition or concept has been formed in the world. The key areas of different countries are also different. The UK focuses on the cultural and creative industries, the United States takes the copyright industry as a general term, and Japan takes the animation and game industry as the pillar. The concept of the digital creative industry in China is different from the above countries. It organically integrates scientific and technological innovation and cultural creativity to form emerging industries and give full play to huge energy. China's digital creative industry controls the creative content and manufacturing industry of digital technology, takes science and technology, culture and art as the input, integrates the creative content and manufacturing industry through the digital creative industry, and exports the economic value and cultural influence. The development of China's digital creative industry is not only faced with risks and immaturity but also has broad market prospects and rapid growth. China should draw lessons from international experience, attach importance to and strengthen the innovative development of the digital creative industry from the national strategic level, take the digital creative industry as the breakthrough point, promote the digitalization, creativity and internationalization strategy of traditional industries, and lay a foundation for Chinese culture to go global and enhance China's international soft power. Therefore, it is necessary to fully draw on the development experience of leading countries and further explore the transformation and upgrading path of the cultural content industry under the digital background, so as to provide strategic guidance for the new pattern of globalization of China's digital creative

industry, so as to promote the digital creative industry to become the high point of China's cultural development and the bright spot of economic growth.

## **5. Experience and enlightenment**

### **5.1 Expand technology application and consumption scenarios, and promote the integrated development of "creative industries + digital technology"**

We should expand technology application and consumption scenarios, promote the integrated development of "creative industry + digital technology", apply digital technology to creative industries, promote the deep integration of the two, and the process of creating innovative application and consumption scenarios. The wide application of digital technology provides more creative opportunities and possibilities for the creative industry. Virtual reality (VR), augmented reality (AR), artificial intelligence (AI) and other technologies are combined with movies, games, art, culture and other fields, Creating both immersive and interactive experiences. Big data should be analyzed and processed to provide accurate market analysis and user demand forecast and improve the competitiveness of creative products. Digital technology promotes the expansion of consumption scenarios in creative industries. Digital platforms such as social media and mobile applications provide a wide range of promotion and sales channels for creative products, realizing online and offline multi-channel sales and services. Smart homes, smart wearables and other devices combine creative products with users' daily lives to create intelligent and convenient consumption experiences.

### **5.2 Strengthen efficient linkage among the three parties and promote intellectual property protection in the digital creative industry**

To strengthen the efficient linkage among the three parties and promote the intellectual property protection of the digital creative industry requires the joint efforts of the government, enterprises and all social parties to form a cooperation mechanism and protect the innovation and development of the digital creative industry. The government needs to formulate better laws, regulations and policies to strengthen intellectual property protection in the digital creative industry. Strengthen the crackdown on infringement and enhance the legal punishment; strengthen the publicity and education of intellectual property rights, and enhance the public awareness of protection. In terms of enterprises, more effective technical means and management measures should be taken to strengthen intellectual property protection. Establish a perfect copyright management system, strengthen confidentiality education, and avoid creative leakage[8]. we should cooperate with the government and all sectors of society to jointly promote the protection of intellectual property rights. On the social side, through public education and publicity, we should enhance the awareness of intellectual property protection and form an atmosphere of respect for intellectual property rights. We should supervise and report infringement and assist the government and enterprises to strengthen the protection of intellectual property rights.

### **5.3 Build digital creative industry clusters to drive the development of digital creative industries with regional characteristics**

Creating a digital creative industry cluster and driving the development of regional characteristic digital creative industries is achieved by bringing together interrelated and complementary digital creative enterprises, talent, capital, and technology resources to form a competitive industry ecosystem that promotes the rapid development of the digital creative industry and the promotion of the regional economy. Building a digital creative industry cluster can promote industrial agglomeration and upgrading, and improve industrial competitiveness and regional economic strength. By attracting excellent enterprises and talents to settle in, providing perfect supporting services and policy support, and strengthening industrial publicity and exchange and cooperation, a digital creative industry ecosystem with regional characteristics can be formed, and the rapid development of digital creative industry and the improvement of the regional economy can be promoted.



#### **5.4 Adhere to the "internal education and external introduction" of talents, and cultivate skilled personnel and talent skills**

Adhere to the "internal education and external introduction" of digital creative talents, not only pay attention to internal training but also introduce external talents, to jointly promote the development of the digital creative industry. In terms of internal training, the education system and training institutions for the digital creative industry can be established to provide a stable talent supply for the industry. In primary and secondary schools, relevant courses and activities are set up to cultivate students' interest in digital technology and basic skills. In the stage of higher education, relevant majors should be set up to cultivate professionals with both theoretical and practical abilities. In addition, through internal training and internships. In terms of external introduction, high-level and experienced digital creative talents can be introduced through job fairs and talent exchanges. At the same time, policies and measures will be set up to attract talent, such as providing housing policies and scientific research funds. Through industry-university-research cooperation and talent sharing, all resources will be integrated to jointly promote the training and development of digital creative talents.

#### **5.5 Strengthen cooperation between government, industry, university and research institutes to promote the export of digital creative industries**

Strengthening the cooperation between government, industry, universities and research institutes and promoting the export of digital creative industries requires the cooperation of the government, enterprises, academia and scientific research institutions. The government will formulate relevant policies and measures to encourage and support the export of digital creative industries. We will provide export subsidies, concessional loans and tax breaks to reduce the export costs of enterprises, increase their enthusiasm for export, and strengthen international cooperation and expand the international market. In terms of enterprises, they should strengthen their own strength and brand building, improve the quality and competitiveness of their products and services, expand their export markets, strengthen their research and development and innovation capabilities, launch digital creative products and services with independent intellectual property rights, and improve their technological content and added value. We should also increase international marketing efforts and expand overseas markets through overseas branches and partners. In academia and scientific research institutions, they carry out digital creative technology research and innovation, provide technical support and guarantee for the export of the digital creative industry, and cooperate with enterprises and governments to jointly carry out research and development to promote technological progress and export development of the digital creative industry.

#### **6. Conclusion**

In conclusion, the development of the digital creative industry requires the expansion of technology application, intellectual property protection, formation of industry clusters, talent cultivation, and enhanced cooperation among stakeholders. By implementing these measures, the digital creative industry can experience rapid growth, improve regional economies, and achieve international success.

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