

Where can I find microfilms in China?

The main dissemination channels for microfilms in China are video websites such as Youku and Aiqiyi, as well as some social media platforms, such as WeChat and Weibo.

How many types of microfilms are there in the Chinese market?

Basically, there are currently two types of microfilms in the Chinese market. What follows is an analysis of the business models for each of these-branded microfilms and independent microfilms.

Why is micro-film marketing so popular in China?

From 2012 onward, micro-film marketing via social media became a very popular new promotional approach among Chinese destinations. Social media use by the travel industry is growing far slower than among tourists (PhoCusWright, 2012).

How much does a micro-film cost in China?

For example, usually, the shooting cost of a micro-film in China ranges from 10,000 to 20,000 RMB per minute and no more than one million RMB per episode (Fan, 2012). A production cycle for making a micro-film including conceiving, finding actors, writing scripts, shooting, and post-production is about only four months (Fan, 2012).

What is microfilm?

What is Microfilm Nowadays, the media technology environment is characterized by information fragmentation, and people's art appreciation habits are expressed in the form of cultural fast food. Microfilm is produced in such an environment. As the product of microfilm appears in the new media era, it bears a strong technical imprint.

Can bat companies enhance the Chinese film industry?

This paper will, therefore, give an overview of the Chinese microfilm (online short movies) industry and investigate how Chinese BAT companies and other online video providers could enhance the Chinese film industry by developing infrastructure to direct revenue of microfilms to the creators.

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2015), in China it limits the opportunities for new talent to grow. This paper will, therefore, give an overview  
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