

# 中國大陸電影產業國際競爭力政策反思

朱春陽

## 摘要

大陸電影產業是近年來文化產業快速發展的標志性行業，但是，在國內票房、銀屏數、市場規模快速增長的同時，國際市場的收入卻呈現出明顯的不一致性的波動。國內市場競爭力如何有效轉化為國際市場競爭力？互聯網行業的發展經驗可以借鑒。

**關鍵詞：**大陸電影市場、國內票房、國際票房、國際競爭力

## **Rethinking on the policy of improving global competitiveness of Mainland China's film industry**

**ZHU Chunyang**

### **Abstract**

The film industry of mainland China is a symbolic indicator of its rapid growing culture industry in recent years. Whereas the gross box office, screens and market expand dramatically in China, the earnings from international market do not changed accordingly. The transformation of its competitiveness from domestic market to global market is crucial, for that we can learn from the development of China's successful internet industry.

**Keywords:** Mainland China's film industry, domestic box office, worldwide box office, global competitiveness