

Research and Analysis of IP Adaptation in Film and Television Market Development

Yirong Li

School of Culture and Creativity, Beijing Normal-Hong Kong Baptist University, Guangdong, China

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Abstract: As the application of Intellectual Property (IP) adaptation in the film and television market becomes more and more widespread, IP adaptation has emerged as a significant trend in the evolution of contemporary movie and television industries. This study aims to explore the current circumstances and innovation trend of IP adaptation and its advantages in the contemporary movie and television market, and to analyse the impact of IP adaptation on the market and its future direction by combining typical cases. Through detailed case studies of two works, Ne Zha's Descent of the Demon Child and Game of Thrones, this paper explores how factors such as technological breakthroughs, content innovation and cross-media development have contributed to the success of IP adaptations and the continuation of their life cycle. The study shows that IP adaptation not only increases the market competitiveness of film and television works but also creates long-term value for brands.

1 INTRODUCTION

In recent years, the global film and television market has become increasingly competitive. As one of the strategies to cope with this competition, IP adaptation has steadily gained popularity. The term "IP adaptation" describes how original intellectual property is transformed (e.g. novels, comics, games, etc.) into film and television works, to enhance the market performance of the works through the existing brand effect and audience base (Li, 2020). With the development of technology and changes in audience needs, the form and content of IP adaptations have become increasingly rich. From the early novel adaptation to today's multimedia cross-border development, the ways of IP adaptation are becoming more and more diversified.

Especially in China, in recent years, film and television works adapted from IP have gradually emerged as an important part of the film, TV series and online content industry (Wu, 2021). As a typical Chinese animation film, Ne Zha's Magic Boy Descends, with its successful IP adaptation mode, proves that works with market appeal can be created through the combination of modern technical means and traditional culture. And in the international market, Game of Thrones not only successfully

adapted the novel into a high-quality TV series but also expanded its market value through cross-media development, becoming an important symbol of global cultural export (Peaslee & Vasquez, 2020).

This paper's goal is to investigate the development status, advantages and trends of IP adaptation in the contemporary film and television market through an in-depth analysis of IP adaptation, which not only involves the level of content creation but also relates to the operation of the entire industrial chain, including investment, brand extension, market expansion and other dimensions (Li, 2020). As digital technology advances, the expression and influence of IP adaptation are also increasing, hence, it holds great significance to study the market strategy of IP adaptation and its future evolution direction.

The case study method is employed in this paper to investigate the actual operation and market performance of IP adaptation by analyzing two works, Ne Zha's Descent of the Magic Boy and Game of Thrones. Firstly, it analyses the successful experiences of these two works in terms of technological innovation, content innovation and cross-media development, followed by exploring the future trend of IP adaptation and its market advantages considering the current changes in the area of film and television production. In addition, this study will refer to industry reports, market data and relevant literature to

comprehensively assess the extensive impact of IP adaptation on the film and television industry. Through case studies, two successful productions, 'The Descent of Nezha the Demon Child' and 'Game of Thrones', can provide the film and television industry with practical experience on IP adaptation, and help creators, investors and film and television production companies understand the value of IP adaptation and its market potential.

Regarding the research on IP adaptation, scholars at home and abroad have made many contributions. Domestic studies have focused more on market performance and audience feedback of film and television adaptations (Wu, 2021), while foreign scholars have paid more attention to cross-media development, branding effect and IP life cycle management (Luan, 2024). Although a lot of literature has explored the business model and technical aspects of IP adaptation, there are relatively few in-depth analyses of specific cases, especially studies that combine the Chinese market and globalization context. Therefore, this paper further explores the operational strategies and market impacts of IP adaptation based on existing studies and in the context of specific cases.

There are five parts to this paper. The first segment is the introduction, which introduces the background, theme and significance of the study; the second part is the case study, which mainly analyses two works, Ne Zha's Descent of the Demon Child and Game of Thrones; the third part is the market background and development trend of IP adaptation, which focuses on the historical background of IP adaptation, the contemporary trend, and its market advantages; the fourth part puts forward the suggestions for IP adaptation, including how to follow the trend of the times, cross-media guidance and other strategies; Part V is the conclusion, which summarizes the main findings of the study and looks forward to future research directions.

2 CASE STUDY

2.1 Analysis of the Descent of Ne Zha the Magic Boy

2.1.1 The Impact of Technological Breakthroughs on Adaptation

As a domestic animated film, Ne Zha's Magic Boy descends into the world, it is technically innovative in many ways. The film uses the most advanced 3D animation technology to modernize the traditional

mythological story while ensuring stunning visual effects and a sense of immersion for the audience. Compared with traditional 2D animation and early hand-drawn animation, the use of 3D technology makes the characters more three-dimensional and the scenes more grandiose. This technological breakthrough not only enhances the visual effect of the film but also enables it to compete with other animation blockbusters in the international market.

2.1.2 Updating and Creative Content

The Descent of Nezha successfully combines traditional Chinese mythology with modernized cultural elements to create innovative content. Ne Zha in the film is no longer a mere 'villain', but a complex character with humanity, struggles and growth. Through the profound portrayal of the character's personality and the modernization of the storyline, the film not only resonates with the audience but also breaks the limitations of traditional concepts and promotes the rise of Chinese comics (Li, 2020).

2.2 Analysis of Game of Thrones

2.2.1 Cross-Media Development

As a successful case of IP adaptation, Game of Thrones has fully demonstrated the great potential of cross-media development by expanding from the initial novel to the TV series, and then to the derivative handheld games, comics and other multiple media. Firstly, the TV series has successfully attracted millions of viewers around the world, making the IP, which originally belonged to literary enthusiasts, quickly cross over to the mainstream audience. Secondly, Game of Thrones has further expanded the brand's influence and market scope through secondary development such as handheld games and comics, forming a complete business ecosystem. This cross-media expansion not only creates more revenue sources for the brand but also enhances audience loyalty and engagement (Eder, 2015).

2.2.2 Life Cycle Management of IP

Game of Thrones also demonstrates the ability to manage the lifecycle of IP. Initially, the TV series was able to maintain long-lasting audience attention through continuous content updates and cross-media expansion, avoiding the problem of the 'fading popularity' of many productions. At the same time, while maintaining originality and depth, the producer also adapts the content for different audiences to meet

changing market demands. This flexible life cycle management strategy is one of the key factors for the success of IP adaptation (Fan, 2004).

3 MARKET BACKGROUND AND DEVELOPMENT TREND OF IP ADAPTATION AND ITS ADVANTAGES

3.1 Historical Background of IP Adaptation

IP adaptation, as an important part of the film and television industry, began to receive attention as early as the 1980s (Li, 2020). In the early days, the main focus of IP adaptation is on adapting literary works to film and television, such as the classic Harry Potter series and the Lord of the Rings trilogy. With the changes in digital technology and market demand, the scope of IP adaptation gradually expanded to comics, games and remakes of old classic films (Luo, 2020). After entering the 21st century, IP adaptation has gradually become the norm in the global movie and television market, especially in China, with the expansion of the market scale and the diversification of audience demand, IP adaptation has shown an even more vigorous trend.

3.2 Trends of IP Adaptation in Contemporary Film and TV Markets

In recent years, IP adaptation has risen rapidly in the global film and television market, especially in the context of digitalization and globalization, IP adaptation has shown the following major trends.

Cross-media development: with the diversification of audience demands, the adaptation of film and television works is not only limited to films or TV dramas, but also covers multiple media such as games, comics, novels and peripheral merchandise. For example, Game of Thrones does not just stay at the level of TV series but builds a complete IP ecosystem through various forms such as handheld games and derivative books (Peaslee & Vasquez, 2020).

Combination of globalization and localization: the development of the global market requires IP adaptations to consider the characteristics of different cultures. In this process, adaptations are often promoted globally based on localization. For

example, 'The Descent of Nezha the Magic Boy' was successfully launched in both domestic and international markets, becoming one of the global representatives of Chinese animation.

Technology-driven innovation: With the use of special effects, virtual reality (VR) and augmented reality (AR) technologies, IP adaptations are taking on a more innovative look. Film and television work have a stronger visual impact, bringing a stronger viewing experience and immersion.

Diversified development of IP: With the intensification of market competition, a single form of IP adaptation can no longer meet all demands. More and more production companies choose to carry out diversified development of IP through multiple channels and forms, such as the Marvel Universe, which has successfully constructed a huge global IP network through multi-platform linkage of films, TV series and games (Brundige, 2015).

3.3 Market Advantages

IP adaptation has several market advantages, which make it more and more important in the film and television industry.

IP adaptation has a brand effect and an audience base. Adapted works can quickly enter the market and attract a large number of fans by leveraging the brand effect of the original IP and the existing audience base. For example, the Harry Potter film series has ensured market success based on the huge fan base of the original novels.

IP adaptations are market-proven and can reduce risks: IP adaptations usually have a certain degree of market validation, and the audience groups and needs are relatively clear, which can effectively reduce the creative risks. By analyzing the market response to the original IP, the producer can optimize the adaptation plan and increase the success rate.

IP adaptations can generate long-term revenue and brand continuity: IP adaptations not only generate short-term revenue through box office and TV series broadcasting, but also create long-term brand revenue through spin-offs, sequels, theme parks, etc. For example, the Marvel Universe' has generated long-term brand revenue through its spin-offs, sequels and theme parks. For example, the Marvel Universe has created a continuous flow of profits through a series of films, merchandise and other derivatives (Brundige, 2015).

4 SUGGESTION

4.1 IP Adaptation Needs to Keep up with the Times

With the advancement of science and technology and the changing demands of the audience, IP adaptation should follow the trend of the times and fully integrate modern digital technology and values of the times (Li, 2020). In terms of content creation, film and television work should not only convey classic storylines and character charms but also keep pace with the mainstream values of the current society. For example, modern film and television works can incorporate themes such as environmental protection, gender equality, and scientific and technological innovation to respond to hot issues in society, thus increasing the social influence and cultural resonance of the works. Through the deep excavation of the background of the times, the connotation and emotion of IP can be closer to the audience's real life and enhance the audience's emotional identity (Li, 2020).

In addition, the use of digital technology has become an important means to enhance the effect of IP adaptation. Technologies such as virtual reality (VR) and augmented reality (AR) can bring audiences a more immersive viewing experience, while AI technology can help improve the efficiency and quality of scriptwriting, character setting and special effects production. Therefore, film and TV companies should actively introduce innovative technologies to achieve excellence in visual effects, production processes and other aspects, so as to stand out in the competitive market. At the same time, it is necessary to pay attention to the phenomenon of 'magical modification' in the process of IP adaptation, as 'magical modification' in order to attract viewers 'attention and consumers' attention will trigger resentment from fans and viewers (Fan, 2004).

4.2 Cross-Media Guidance (Film Hand Travel, Second Creation Such as Legend of Zhen Huan)

Cross-media integrated marketing has become an important strategy for modern IP adaptation (Li, 2020). The linkage of traditional media such as film and TV series with emerging media such as hand games, comics and novels can greatly enhance the value of diversified IP development. For example, the hand travel games adaptation of a classic film or TV series can not only continue the story and character

charms of the original work but also enhance the adhesion between the audience and the work through interactivity and game mechanisms. The combination of hand games, and movie and television works can allow the audience to interact with the characters in the virtual world, thus increasing the depth of identification with the original IP (Yu, 2016).

In addition, secondary creations (such as 'Legend of Concubine Zhen Huan' derived from a variety of adapted versions) has injected new vitality into the IP. Fans have shown strong enthusiasm for secondary creation and independent creation of the original work, which not only expands the audience of the IP, but also promotes the cultural dissemination and continuity of the IP (Peaslee & Vasquez, 2020). Film and TV companies can guide the benign development of the second creation works by encouraging fan creation and holding creative activities and expanding new profit channels for the commercialization of IP.

In conclusion, the success of IP adaptation is not solely dependent on content innovation, but also in the comprehensive development of a range of media channels, through cross-platform cooperation and marketing, to achieve the long-term value and sustainable development of IP.

5 CONCLUSION

IP adaptation is increasingly becoming an important creative trend in the film and television market, which brings rich creative materials and huge market potential to the film and television industry. Through the research and analysis of IP adaptation, we can conclude that a successful IP adaptation can not only attract a huge fan base of the original work but also attract more new audiences and expand the market influence of the work through innovative adaptation methods. Therefore, IP adaptation provides a win-win opportunity for film and TV companies with both cultural value and commercial potential.

However, despite its promising future, IP adaptation still faces many challenges. Firstly, there is the problem of 'magical modification', i.e. excessive modification of the original IP content, which is detached from the essence of the original work. Although creative freedom and artistic innovation are part of film and TV adaptation, excessive 'magic modification' may lead to dissatisfaction among fans of the original work, or even trigger a boycott by the audience, which in turn affects the box office and brand image of the film.

Therefore, when adopting an IP film, creators should fully respect the core values of the original film and make innovations on this basis to find a balance point, to avoid the negative impacts brought by ‘magical modification’.

Secondly, the risk of IP adaptation also includes the problem of market saturation. In the existing film and television market, many classic IPs have been repeatedly adapted, and the audience's expectations have gradually increased. Too many IP adaptations may lead to serious homogenization, affecting the uniqueness and attractiveness of the works. Therefore, film and TV companies need to be rigorous in selecting IPs, focusing on original works with long-term development potential and unique charm, and avoiding the dilemma of ‘assembly line production’.

Looking ahead, IP adaptations will continue to play an important role in the film and TV industry as technology advances and audience aesthetics change. In the future, IP adaptation may not only be limited to films and TV dramas, and cross-media linkages will become more frequent, such as the combination of games, comics, virtual reality and other emerging media, which will provide more possibilities for the development and dissemination of IP. At the same time, how to innovate on the basis of respecting the original work, how to reasonably use digital technology to enhance audience experience, and how to avoid the risk of ‘magical modification’ will be the key to the success of future IP adaptations.

In conclusion, IP adaptation, as an important part of the movie and television industry, has great potential for development and faces complex challenges. Only based on continuous innovation, respect for the original work and prudent management can IP adaptation gain a foothold in the competitive market and achieve long-term development.

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