

The Impact of New Media Promotion on Movie Box Office

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Abstract: In today's era, new media platforms have the tendency to become mainstream channels for film promotion. New media platforms are used and promoted by the industry, taking into account the various overwhelming advantages brought by the characteristics of new media platforms. It provides a more efficient promotion platform for film promotion. The forms of promotion have also become dominated by short videos, live broadcasts and other forms that the public prefers. Several previous high-selling films have also strategically used new media platforms for promotion. The multi-point dissemination method of new media platforms also provides consumers with a channel to express their opinions, bringing higher sales to excellent films. The main purpose of this study is to explore the proportion of new media platforms replacing traditional promotion channels and to analyze the propaganda methods of new media platforms and make suggestions for the ideological film industry.

1 INTRODUCTION

With the rapid popularization of the Internet, the Internet has become an indispensable part of people's lives. According to the "Statistical Report on the Development of the Internet" released by the China Internet Information Center, as of December 2023, China's Internet penetration rate has reached 77.5% (Liu, 2021; Su, 2024). The popularization of the Internet has brought about many positive changes in life, and the change in marketing strategies is one of them. In the context of digital economy, China's cultural and creative industries, represented by the film industry, have ushered in new development opportunities (Li, Zhang & Shi, 2023). Digital technology has driven the promotion and marketing efficiency of the film industry and reduced its entrepreneurial costs (Li et al., 2023). At the same time, Digital technology has pushed the film industry into an era of involution and lowers the barriers to entry for the film industry, enable more high-quality works to be continuously produced, effective publicity strategies are indispensable if film studio want to achieve high box office (Li et al., 2023). New media is a new way of sharing information that has emerged from digital development in recent years, its emergence has provided new publicity channels for many industries, typical new media platforms include Maoyan, TikTok, Xiaohongshu and other platforms

(Huang, 2018). New media platforms have the characteristics of immediacy, interactivity, and strong shareability. These characteristics contribute to the efficient publicity of new media platforms (Liu, 2021; Su, 2024). The film industry has also gradually expanded from radio and television media advertisements, brochures, offline meetings and other publicity methods, and promoted through major new media platforms. Now, the academic community widely believes that new media platforms have a huge impact on marketing. It breaks the multi-faceted limitations of traditional media, namely television, brochures and other one-way communication methods, its gradually replacing the old media promotion method and becoming a new channel for film and television promotion (Liu, 2021; Meng, 2024). In recent years, China's film industry is in full bloom, with a steady stream of excellent works coming out, choosing efficient strategies can improve its competitiveness.

Based on the research of many domestic and foreign scholars, this article discusses the differences between traditional publicity channels and new media publicity channels, as well as the factors that lead to the gradual replacement of traditional publicity by new media platform publicity, explored the publicity methods of new media platforms and analyzed their impact on box office. Combining the current status of the industry and publicity effects, it provides

reasonable suggestions for publicity strategies for the film industry. The discussion of these issues is very meaningful and provides some ideas for movie studios on how to promote movies more effectively.

2 COMPARISON OF TRADITIONAL FILM PROMOTION STRATEGIES AND NEW MEDIA PROMOTION STRATEGIES

Film marketing can be divided into traditional publicity and new media publicity based on different publicity channels. Among them, new media promotion is the main promotion channel after the popularity of mobile devices (Huang, 2018).

The traditional publicity strategy is mainly through traditional radio and television media, newspapers, magazines, and radio. Traditional propaganda mainly developed in the period when mobile network information technology was immature. Traditional propaganda is characterized by centralized and one-way dissemination of information (Dong, Wang & Kang, 2024). Traditional propaganda focuses on reinforcing the message and controlling its content and its flow and impact. Before the popularity of new media propaganda, various industries are willing to bear tens of millions of yuan in publicity expenses in order to promote their products in TV programs with high ratings (Liu, 2000). Using radio and television media as a medium for promotion was a popular choice for film and television studios to promote movies at that time, that is, in TV columns with high ratings, they purchased broadcast time at a high price and repeatedly played promotional short films (Dong et al., 2024).

First of all, during this period, the public passively received information and was unable to provide timely feedback on promotional content. Film studios were unable to optimize film content and improve film quality in a timely manner. Secondly, it is impossible to understand audience preferences, the promotion group is inaccurate, and the promotion group is deviated from the product audience group. Moreover, the advertising content is blunt and highly directional, making it difficult for the public to resonate emotionally. Finally, the audience of traditional publicity channels is decreasing year by year. With the popularization of the Internet, watching videos on mobile devices has become the choice of many young people. The audience of radio and television media is decreasing year by year. As a result, the exposure rate

of advertisements inserted in radio and television media is low, and publicity the results are not optimistic (Dong et al., 2024; Ye, 2024). Various factors have led to the low efficiency and high cost of publicity in traditional publicity channels.

The emergence of new media publicity has solved the limitations of traditional publicity. New media publicity is a publicity method developed based on mobile Internet technology. It mainly uses new media platforms as a medium to market and promote products or services to netizens. Because of its high communication speed, diversified content, and strong interactivity, it has gradually replaced traditional publicity methods (Liu, 2021).

According to data provided by the China Internet Network Information Statistics Center, as of January 2024, the number of online video users in China has reached 1.108 billion. The huge user base and the characteristics of almost real-time sharing of information provide a wider audience for new media propaganda. New media publicity breaks the traditional one-way communication method of content output from a central platform to users. Through new media platforms, the relationship between film studios and the public can be two-way and interactive. Digital platforms not only improve the promotion effect of movie studios but also reduce the search costs of the public (Li, Zhang & Shi, 2023). The new media platform's private messages, comment area and rating functions all provide users with channels to express their personal opinions. Since the quality of experiential products such as movies cannot be predicted, the review function is an important source of information for consumers to understand such products (Li et al, 2023). Scholars such as Dellaroca and YongLiu found that the number of online reviews in the early stages of a screening has a greater impact on box office than the positive or negative rate of reviews. However, the "Movie Rating Ranking" provided by the platform excludes low-value movies for consumers, and its movie classification function is to help viewers filter movie content (Li et al, 2023). The audience's timely feedback and opinions on the film provide direction for the film studio to optimize its works, effectively improving the quality of the film and the audience's satisfaction with the film. New media platforms have shortened the distance between studios and audiences, according to the "celebrity theory", because audiences are more willing to accept reviews and recommendations of films from trusted bloggers, audiences are encouraged to actively accept publicity. Digital publicity can more vividly and comprehensively display the content and highlights of the film. Real-time information sharing makes content

more timely. To realize the dynamic display of promotional content across the air, film studios can use short videos to shorten the distance with the audience and display the video content in a comprehensive and detailed manner. The promotional content does not have an obvious guiding tendency, and the audience is more receptive to the information. With the update and iteration of technology, search engine optimization (SEO) technology has been developed. This technology greatly improves the efficiency of publicity and helps discover potential customer groups. SEO can use big data to automatically analyze user preferences and push content to target customer groups more accurately.

Therefore, the advantages of new media publicity are greater than those of traditional media publicity in terms of publicity content and publicity efficiency.

3 NEW MEDIA PROMOTION METHODS AND IMPACT OR EFFECTS OF MOVIES

3.1 New Media Publicity Methods

New media promotion mainly uses the new media platform on mobile devices as a promotional medium to promote products or services. Because new media publicity has higher publicity efficiency than traditional publicity, it has greatly changed the way new films are promoted in the film industry. The new media platforms used by film studios to promote new films are mainly divided into short video platforms and movie ticket sales platforms. Among them, Maoyan Movies is one of the main platforms for movie sales. More and more consumers choose this platform to buy tickets. For example, 17.5% of ticket purchasers for summer movies in 2023 will be new users. This type of platform mainly uses the brand's own influence to formally promote the work (Ji & Du, 2023). The content released on the Maoyan Movie Platform is mainly the studio's official promotional video and ticket purchase links. The movie 'Hot and Spicy' is a movie that became popular in mainland China in 2024. According to box office data provided by Maoyan Movies' official website, the movie 'Hot and Spicy' is the highest-grossing movie in mainland China in 2024. The movie's cumulative box office from its broadcast to December 26, 2024 is as high as 3.46 billion. This movie is in the marketing strategy. It is very valuable for discussion. The total views of 12 related materials released on Maoyan Movie Platform alone reached 27.024 million times. On

February 10, 2024, the studio of the movie "Hot and Spicy" released a promotional video on the TikTok platform featuring the starring boxing training, the next day alone, the number of people who "wanted to see" before the screening increased by 50,596 in a single day. It can be seen that the new media platform has the advantages of strong publicity, fast communication speed and wide communication range.

3.2 Short Video Marketing

As one of the important channels for brand marketing, the short video new media platform represented by TikTok affects consumer behavior to a high extent (Jin, 2019). The short video new media platform mainly focuses on fragmented information, and the publicity methods mainly include publishing short videos, electronic posters, and links to the movie information page of the ticket purchase platform on the new media platform. Registering an official account on the TikTok platform has become an indispensable step for film studios to promote their movies. More film studios choose to publish promotional videos directly on their official accounts. The content is designed to attract the audience to learn more, such as on-set behind-the-scenes, highlights. However, their promotional content is not result-oriented. Use the public's trust and love for actors or Internet celebrities to establish emotional connections with the public and increase the public's favorability and popularity of the film. The actors output the characteristics of the movie and the connection between the person and the character in their personal accounts to promote it to a wider customer group. Based on the recognition of the individual actors by fans, they are willing to actively pay attention to the movie information. On new media platforms such as TikTok, everyone can be a content creator, disseminator, or information receiver. Some consumers will choose to share their personal viewing experience with the public through the platform after watching the movie. Consumers or users with consumption tendencies will elaborate or discuss their opinions in the comment area, which will bring attention to the movie and help people. Consumer-prone users make more personally appropriate decisions. In fact, discussions about movies have invisibly increased their popularity. The relevant hashtags added by creators when publishing their works on the platform not only increase the exposure, but also classify the works big data will accurately push customer groups and potential customer groups based on user preferences. For publicity, a multi-point,

multi-angle communication model is undoubtedly a major advantage. Taking the summer of 2023 as an example, the number of movie topic views on the TikTok platform increased by 169% year-on-year (Ji & Du, 2023). Significantly increased buzz on TikTok platform drove positive box office results, compared with the single-day box office on weekdays during the summer season in 2019, the single-day box office during the summer season in 2023 increased by 27% year-on-year. In the summer season alone, there were four movies that exceeded 2 billion in box office, demonstrating the influence of new media platforms on movie promotion (Ji & Du, 2023).

3.3 Social Media Platform Marketing

The Maoyan platform is the fixed options such as ticket purchase and the area showing "Hot Movies" below, groups dynamically rotate to display different movie posters and their ratings. As early as 2007, Professor Li Daoxin published the film criticism work "History of Chinese Film Criticism", which comprehensively constructed the critical framework of Chinese films. In addition to experts' evaluations of Chinese movies, the public's online film and television evaluations also have a crucial impact on movie box office (Li et al, 2023; Shi, Zhong & Zhang, 2017). Maoyan Movies, Douban and other movie rating platforms with comment sections provide channels for the public to express their opinions (Shi et al, 2017). The opinions expressed by the public in the comment area are also called online film and television reviews. For consumers, online film and television reviews are not only easier to obtain than traditional reviews but also have high reference significance. With the update and iteration of technology, platform systems have been continuously upgraded, and all have adopted a short flat display mechanism, which folds extreme or invalid comments based on computer algorithms, making them more valuable for reference (Li et al, 2023). Both Maoyan and Douban implement a scoring system for films. The main scoring methods are divided into five-star system and ten-point system. The five-star system is mostly used by consumers to judge whether a film has value. The closer the score is to five stars, the higher the quality of the content and the higher the recommendation. However, the ten-point system is the optimal reference value when consumers compare and choose movies. Different from the traditional rating system, which is only criticized and rated by professionals. Although it lacks professionalism, online ratings are more objective. They are not

individual subjective values but the average of millions of consumer ratings.

4 SUGGESTIONS FOR NEW MEDIA PROMOTION OF MOVIES

Based on the weighing of the pros and cons of traditional publicity channels and new media platform publicity channels, the author puts forward the following reference suggestions for the film's new media publicity strategy and the improvement of new media platforms.

In an era dominated by traffic, after the movie officially releases its trailer and sets its schedule, relevant information about the movie, behind-the-scenes footage, character stories, and behind-the-scenes production processes should be regularly released on the official account. The interaction between actors and audiences at a movie premiere can effectively promote the movie. Measures should be taken to simultaneously broadcast offline activities through real-time broadcast on multiple platforms to maximize the number of viewers participating in the event. During the screening stage of the movie, the authors actively collect and disseminate positive feedback from the audience, giving consumers the opportunity to learn about the movie.

The production of promotional videos can draw lessons from the trailer of the Hollywood movie "Transformers 4", that is, when producing promotional videos, they should arouse the sensory resonance of the audience as much as possible. For example, when promoting action movies, use high volume and strong visual impact.

The highly interactive nature of the new media platform brings the audience closer to the movie, giving the audience a stronger sense of participation and prompting them to actively accept promotional information. Gathering the main actors of the movie to host a live broadcast on a short video platform and interacting with the audience to answer questions is also an effective promotional tool. When the work is being filmed, the actors share informal behind-the-scenes and stills from the filming set on their personal accounts to build up the popularity of the work. The studio can publish formal interview videos and entertainment interview videos that are highly interactive. The studio should not only jointly release movie information on multiple platforms to enhance publicity, but also effectively use the traffic of the actors themselves and the content of the work to

promote publicity. Studios and entertainment media should achieve win-win cooperation and bring attention to both parties. The studio relies on the influence of entertainment media to implicitly promote the movie, but the entertainment media attracts readers based on undisclosed information provided by the movie studio. The studio uses different entertainment media to disseminate the filming situation of the film from a public perspective and convey the progress of the film shooting to the public without leaking too much content. A good first impression of the film, increase the audience's expectations for the film, and warm up subsequent publicity work.

For platforms, a reward mechanism can be set up to encourage consumers to leave short online comments after watching the movie. For example, after commenting, the platform will feedback points to consumers. Users who accumulate a certain number of points will be ranked higher, and high-level users will receive benefits.

While promoting in new media, it is also beneficial to hold a small number of offline promotional activities. Taking advantage of the highly interactive nature of the new media platform, a lottery mechanism was set up online, with participation in the premiere ceremony as a reward, and audiences were randomly selected to participate in the premiere event. While promoting the film, the audience's suggestions for the film were collected.

5 CONCLUSIONS

The emergence of new media platforms has helped boost the box office of movies. New media platforms have more advantages than traditional publicity channels due to their high publicity efficiency and low publicity costs, and are the best choice for film studios to choose publicity channels. Compared with publishing information in radio and television media, the threshold for publishing information on new media platforms is lower. The application of search engine optimization technology makes the publicity groups more precise and pushes information to the customer groups in a precise manner. The role of the public is no longer limited to recipients of information, but can also be publishers of information, expressing personal views on movies on the platform. The main forms of new media promotion are posters, videos, texts, live broadcasts. The online review screening system of Maoyan and Douban platforms eliminates extreme reviews and provides consumers with reviews with more

reference value. According to the comparison of the advantages of publicity channels, the film industry should first choose new media platforms as the main publicity channel. The application of new media platforms in marketing has changed traditional promotion channels. This article discusses the impact of new media platforms on movie box office. Future scholars' research focus can be on the impact of new media platforms on movie content, whether new media platforms improve the quality of movies, and whether the emergence of new media platforms improves the audience Satisfaction with the movie.

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