

## Evaluating the Evolution and Impact of Film Talent Support Programs in Chinese Film Policy (2000-2022)

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### Abstract

*Since 2000, the Chinese film industry has transitioned to a market-oriented system, placing increased emphasis on the development of domestic film talent. The Film Industry Promotion Law, implemented in 2017, formally incorporated the "Film Talent Support Plan" into national legislation, reflecting China's commitment to cultivating film talent. Despite this, a well-defined policy framework for film talent training remains underdeveloped, and the effectiveness of current policies requires further improvement. Additionally, the collaboration between the film industry and academic institutions in talent development needs deeper exploration. This paper examines the current state of film talent training in China's film market, categorizing the types and models used. It investigates the historical role and mission of the Chinese film talent training system in the context of building China as a "film power" and promoting the healthy development of its film industry. The research objective is to analyze the characteristics of film talent support policies, evaluate their implementation and effects, and propose strategies for future improvements. Employing cultural ecology and globalization theories, this paper identifies three key characteristics of China's film talent policies: hierarchical structure, market-orientation, and collaborative frameworks. However, the impact and application of these policies need continuous enhancement. The paper concludes by recommending the establishment of an integrated mechanism linking production, education, and research, which can drive technological innovation and improve training quality, thereby ensuring the sustainable development of Chinese film talent.*

**Keywords:** *Film Talent Development, Chinese Film Industry, Film Talent Support Policies, Cultural Ecology, and Globalization.*

### Introduction

In recent years, fostering young filmmakers has become a key initiative in advancing China's film industry. Government agencies, associations, and film companies have launched various programs aimed at nurturing emerging film talents. Additionally, major domestic film festivals have introduced venture capital platforms tailored for young filmmakers. These platforms, with their alignment to the national film industry and their unique approach, reflect a distinctly Chinese characteristic when compared to European venture capital systems (Zhang & Wang, 2019). To mitigate challenges such as inexperience and insufficient qualifications among young filmmakers, specialized training camps focused on short film production have emerged. These camps bring together producers, directors, screenwriters, and cinematographers to mentor aspiring talents, offering both guidance and industry networking opportunities (Liu, 2020). Nevertheless, the venture capital and training camp systems, which largely emphasize artistic exploration, may not fully address the broader needs of the new generation within the industry.

Since the early 2000s, the Chinese government has increasingly recognized the importance of nurturing talent to support the continuous growth of its film industry. This has been reflected in National Film Funds and long-term strategic plans, such as the Five-Year Plans. These policies have provided significant financial and structural support aimed at developing young filmmakers into a core element of the industry (State Council of China, 2017). During the 13th Five-Year Plan (2016-2020), particular emphasis was placed on fostering creative industries, with a growing number of training camps and development programs being established (National Development and Reform Commission, 2016). In addition to these structural developments, the COVID-19 pandemic in 2020 introduced new challenges and reshaped the dynamics of China's film industry. Analysis of the industry in 2020 showed that the pandemic had profound effects on production, distribution, and consumption patterns, causing significant delays but also encouraging a shift

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toward digital platforms and alternative distribution channels (Yin & Sun, 2021). The introduction of venture capital platforms at major festivals like the Shanghai International Film Festival and the Beijing International Film Festival further expanded opportunities for young filmmakers to access resources and industry connections. Such platforms were designed to bridge the gap between emerging talent and financial investment, reflecting the Chinese government's commitment to cultivating a generation of filmmakers who can compete both locally and internationally (Chen & Yu, 2021).

Recent years have seen the rise of new-generation directors in the Chinese film market, largely thanks to these support mechanisms. These young directors are now a significant force in contemporary Chinese cinema. Such mechanisms are integral to China's broader talent strategy, ensuring a steady influx of new talent into the industry. As a result, a comprehensive study of these support mechanisms is crucial. Examining the five main types—government-led initiatives, diversified efforts by film companies and institutions, heritage-based support for filmmakers, and systematic platforms offered by festivals—can lay the groundwork for a more organized and collaborative framework to support the future of Chinese cinema (Wang, 2021).

However, despite the impressive achievements in supporting young filmmakers, challenges remain. Many young talents face difficulties accessing sufficient funding, especially for large-scale productions (Li & Zhang, 2022). The emergence of digital platforms has also transformed the landscape, requiring filmmakers to adapt to new distribution channels and audience expectations. As China's film industry continues to grow, it must also address these evolving challenges by providing tailored support mechanisms that are aligned with the current and future needs of the global market (Sun, 2020).

Furthermore, the policy framework for talent support in Chinese cinema plays a pivotal role in the broader development of the industry, shaped by China's dynamic socio-economic landscape. This article investigates the evolution of talent support policies over the past two decades and the challenges and impacts these policies have posed for the Chinese film industry.

### *Theoretical Framework*

Two key theories inform this study: structural functionalism and globalization theory. Structural functionalism, a sociological framework, analyzes the interconnections between social institutions, organizational structures, and their functions. It posits that these components work in tandem to maintain societal stability and equilibrium. The theory highlights how changes in one part of the social system can impact others, thereby affecting the overall balance (Parsons, 1951). By studying the interplay between these components, structural functionalism offers a lens to understand how film talent support policies maintain the stability and progress of the industry, promoting broader social and cultural development. This perspective can shed light on how different institutions within the film industry function cohesively to sustain its healthy growth.

Globalization theory, on the other hand, captures the profound changes brought about by increasing interconnectedness on a global scale. British scholar David Held argues that globalization fosters unprecedented levels of human connection through advancements in telecommunications, broadcasting, and transportation (Held, 1999). This theory provides insights into how Chinese film talent policies are shaped by global forces and adjusted to enhance the international competitiveness and influence of Chinese cinema. The objectives of this research were to evaluate the characteristics of supporting policy of film talent team in Chinese film policy, to evaluate the applications of supporting policies for film talent teams and the future prospect of film talent support policy.

### **Research Methodology**

This study employs a qualitative research approach combined with descriptive analysis to explore the evolution of talent support policies in China's film industry. By examining both historical and contemporary perspectives, the research investigates how changes in policy, market developments, technological

advancements, and globalization have impacted talent cultivation in the Chinese film sector (Liu, 2020; Chen & Yu, 2021).

#### *Population and Sample*

A purposive sampling method was utilized to select participants with direct involvement in the Chinese film industry, ensuring a range of perspectives from various stakeholders (Miles & Huberman, 1994). The sample is divided into three groups:

**Key Informants (n=9):** These individuals include broadcast television channel managers, film directors, film researchers, and government officials. Their insights help understand the strategic and policy-making aspects of talent development (Liu, 2020).

**Casual Informants (n=15):** This group consists of film investors and producers who provide insights into the economic mechanisms supporting young filmmakers, particularly venture capital platforms (Zhang & Wang, 2019).

**General Informants (n=10):** Film company managers and staff provide practical insights on the operational effects of talent support policies in the industry (Li & Zhang, 2022).

Participants were informed about the purpose of the study and gave their written consent to participate. No personal identification information was gathered, and they were free to withdraw from the study at any point. To protect privacy, all data was anonymized and kept confidential.

#### *Research Instruments*

This study adopts a mixed-method approach, combining qualitative interviews, literature reviews, and policy analysis to obtain a comprehensive view of the support mechanisms for filmmakers in China (Denzin & Lincoln, 2011). The use of multiple methods allows the research to address both broad policy changes and individual experiences within the film industry:

**Literature Review:** A thorough review of existing academic studies, government reports, and policy documents was conducted to explore how China's talent support policies have evolved over the years (Chen & Yu, 2021). This step provided foundational knowledge for understanding policy shifts from 2000 to 2022.

**Interviews:** Semi-structured interviews were conducted with the three categories of informants to gather qualitative data on how these policies are being implemented and experienced (Patton, 2015). Key informants contributed strategic insights, while casual and general informants provided operational and economic perspectives (Zhang & Wang, 2019).

**Policy Analysis:** Historical policy documents such as the *13th Five-Year Plan* and the *National Guidelines for Film Development* were examined to track significant policy changes affecting talent support (National Development and Reform Commission, 2016).

#### *Data Collection*

Data for this study were collected through two primary sources:

**Secondary Data:** This includes policy reports, official government publications, academic research papers, and market analyses. These sources provided a comprehensive understanding of the broader framework for talent support in the Chinese film industry (State Council of China, 2017).

**Primary Data:** Collected through interviews with key, casual, and general informants, primary data offered real-time insights into how talent support policies are perceived and experienced in practice (Li & Zhang, 2022). These interviews focused on challenges and opportunities within the current system.

### *Data Analysis*

The data were analyzed in two phases:

*Phase 1:* Secondary data from literature and policy documents were systematically reviewed and categorized. This process allowed for the identification of trends in the evolution of China's talent support mechanisms and highlighted shifts in government policy (Chen & Yu, 2021; Liu, 2020).

*Phase 2:* Primary data from interviews were coded and analyzed according to four key categories: government support, corporate and institutional support, support from film industry organizations, and support from film festivals and exhibitions (Patton, 2015). Specific attention was given to how these categories interacted to shape the development of young filmmakers.

**Government Support:** Focused on how state-led initiatives, such as funding programs and training camps, contributed to the growth of emerging filmmakers (State Council of China, 2017).

**Corporate and Institutional Support:** Analyzed the role of private enterprises and academic institutions in nurturing talent through partnerships and co-productions (Li & Zhang, 2022).

**Support from Film Industry Organizations:** Investigated the mentorship and networking opportunities provided by industry associations and training camps (Liu, 2020).

**Support from Film Festivals and Exhibitions:** Explored the impact of venture capital platforms introduced at domestic festivals, such as the *Shanghai International Film Festival*, on the career development of young filmmakers (Zhang & Wang, 2019).

By comparing these data points, the research draws conclusions on the effectiveness of China's talent support policies and identifies potential areas for improvement. This multi-method approach ensures a holistic analysis that captures both the macro-level policy environment and the micro-level experiences of individuals within the industry (Miles & Huberman, 1994).

## **Results**

- *The Characteristics of Supporting Policies for Film Talent in Chinese Film Industry*

The current Chinese film talent support policies display unique characteristics designed to foster a competitive, sustainable talent pipeline and align with international film standards.

### *Chinese Film Talent Support Exhibits Echelon Characteristics*

#### *Multi-level Talent Training System*

China's film talent development framework involves a multi-level training system that supports

talent growth from entry-level to senior professionals. The "Green Onion Program," for example, supports young creators by providing platforms for development, while established directors receive resources to enhance their global competitiveness. This model includes various support mechanisms such as awards, grants, and training initiatives, demonstrating a robust infrastructure for talent cultivation (Wang & Li, 2021).

#### *Bringing in International Resources and Cooperation*

Policies increasingly encourage international cooperation through co-productions, festivals, and academies. This access to international networks introduces Chinese filmmakers to global production techniques and standards, strengthening the internationalization of talent. Such collaborations have contributed to China's ability to produce globally recognized films like *The Wandering Earth* (Li, 2020).

*Special Funds and Talent Plans*

The Chinese government has created various national and local special funds targeting key positions in the film industry such as directors, screenwriters, and producers. The "Young Filmmakers Support Program" is a notable example that trains the next generation of filmmakers, ensuring a steady influx of talent into the industry (State Film Administration, 2022).

*Combination of Production, University, and Research*

The policy emphasizes the cooperation between academic institutions and industry, forming a

chain from research to practical application. For instance, film studies programs collaborate with industry leaders to expose students to real-world challenges early in their academic careers (Xiao, 2019). This approach cultivates innovation and ensures that students are industry-ready upon graduation.

*Focus on Training Talents Across the Entire Industrial Chain*

The policy ensures talent development across the film industry's various segments, from directing

and screenwriting to post-production. Specialized training programs and technical support initiatives ensure that the entire production chain is supported by skilled professionals, fostering innovation in areas such as visual effects and animation (Zhang, 2021).

*Regional Support Policies*

Local governments have introduced policies that leverage regional cultural assets to support

filmmakers. For example, cities like Beijing, Shanghai, and Guangzhou have developed targeted programs that support local talent, enriching the national pool of filmmakers with regionally diverse perspectives (Wu, 2020).

*Supporting Digital and Technical Talents*

With the rise of digital technology, China has increased its investment in technical talent,

particularly in areas such as CGI, animation, and virtual reality. This focus has filled gaps in the domestic film industry, enabling China to become a global leader in these fields (Chen & Liu, 2022).

*Dynamic Adjustment of Policies*

Policy support is dynamic and adaptable to shifts in industry needs. As market demands and

technology evolve, policies are revised to remain relevant, ensuring that Chinese film talent is not only abundant but also aligned with the industry's latest trends (Luo & Zhang, 2023).

From 2000 to 2022, these policy features reflect China's strategic approach to establishing a multi-tiered, comprehensive talent system that supplies the growing film industry with skilled professionals, positioning Chinese films for international success (Xu, 2022).

**Table 1.** During The Period From 2000 To 2000, Major Chinese Film Talent Support Policies

Year	Policy	Policy-making Department
2010	Guiding Opinions on Promoting the prosperity and development of the film industry	State Council
2013	Support program for young directors	State Film Administration

2014	Several opinions of the State Administration of Press, Publication, Radio, Film and Television on strengthening film creation	State Administration of Press, Publication, Radio, Film and Television
2015	Opinions on strengthening the training of film talents	Central Propaganda Department and other departments
2016	Film industry promotion Law	the State Administration of Radio, Film, and Television
2021	"14th Five-Year Plan" Chinese film development plan	State Film Administration

Source: <https://www.chinafilm.gov.cn/>

**Table 2.** From 2000 To 2022, Some Chinese Film Talent Venture Investment Support Program

Year	Venture capital policy	Authorities
2007	Chinese film project venture capital	China National Radio, Shanghai Municipal People's Government
2011	Youth film Project Venture	FIRST Youth Film Exhibition
2012	Film marketing project venture capital	Beijing Municipal People's Government, China Media Group
2015	Venture capital for film projects	Chongqing Film Bureau, Chongqing Federation of Literary and Art Circles
2016	Silk Road International Film Festival venture capital	Shaanxi Provincial People's Government, Fujian Provincial People's Government
2018	Golden Deer Venture Capital	China Radio and Television Group, Jilin Provincial People's Government
2019	Golden Rooster Film Venture Capital Conference	China Federation of Literary and Art, China Film Association

Source: Author (2024)

### *Chinese Film Talent Support Policies Show Market-Oriented Characteristics*

#### *Encouraging Market-Oriented Operations*

The state has increasingly promoted the market-driven cultivation of film talent. Platforms such

as film festivals and industry alliances allow filmmakers to showcase their work and connect directly with market opportunities. This reduces reliance on state intervention and fosters a more competitive and dynamic environment (Lin, 2020).

#### *Capital Market Intervention*

The opening of China's capital markets has been pivotal in the growth of the film industry. With

the introduction of diverse funding mechanisms such as film investment funds and crowdfunding, new talent can secure financing for their projects more easily. The 2021 film *Hi, Mom*, which was partially financed through a crowdfunding campaign, serves as a notable success story (Wang et al., 2022).

#### *Market-Oriented Talent Training Model*

Collaboration between academic institutions and film companies has streamlined the talent



pipeline. Programs like "school-enterprise cooperation" ensure that graduates are trained in areas where industry demand is high, thus enhancing job placement rates for film graduates (Qian & Zhang, 2019).

#### *Introduction of Market-Based Competition Mechanisms*

The government promotes competition within the industry through venture capital forums,

screenwriting contests, and director competitions. Such initiatives have uncovered talent that might otherwise go unnoticed, fast-tracking their entry into professional filmmaking. Winners of these competitions often gain direct access to funding and distribution channels (Wu & Zhao, 2022).

#### *Cooperation Between Transnational Corporations and Local Enterprises*

Increasingly, Chinese filmmakers collaborate with international studios, which offers them

exposure to global production standards. These partnerships not only elevate Chinese film quality but also enhance the market-oriented development of local talent (Wang & Lee, 2021).

#### *Policy Tolerance for Market Failure*

A notable feature of these policies is their tolerance for market failure. By encouraging a risk-

taking culture, the government enables film talents to experiment with different models without fear of punitive repercussions. This has fostered innovation and creativity within the film sector (Zhu, 2020).

#### *Balance Between Support and Supervision*

While promoting market-driven mechanisms, the state maintains oversight to ensure that social

benefits are not compromised by commercialization. This balance is crucial to preserving the cultural integrity of Chinese cinema while simultaneously fostering its growth in global markets (He & Liu, 2022).

#### *Interaction Between Policy and Market*

Policies are designed to evolve in response to market trends, allowing for flexibility in areas like

online film content and short-form videos. This interaction between policy and market has enabled China's film industry to adapt quickly to emerging technologies and audience preferences (Huang & Zhao, 2023).

From 2000 to 2022, China's film talent support policies evolved towards a market-oriented model, integrating competition, capital intervention, and transnational cooperation to promote the diversification and professionalization of film talent (Zhou & Wang, 2022).

#### *Chinese Film Talent Support Policies Demonstrate Collaborative Characteristics*

##### *Cross-industry Collaboration*

Increasingly, film talent development is supported through cross-industry partnerships.

Collaborations with tech companies, gaming studios, and educational institutions have broadened the skill sets of filmmakers, enhancing their creative capabilities and market competitiveness (Liu & Chen, 2020).

##### *Integration of Industry, Academia, and Research*

The combination of academic research and practical application in filmmaking has strengthened

the pipeline of highly skilled professionals entering the industry. Research in areas such as artificial intelligence in film production is a result of such collaborations (Xu, 2021).

##### *International Cooperation and Exchange*

International collaboration continues to be a pillar of talent development. Through programs such

as overseas training and co-productions, Chinese filmmakers gain exposure to advanced technologies and diverse storytelling techniques, which in turn enhance the global standing of Chinese cinema (Tian & Xiao, 2022).

#### *Regional Cooperation*

Regional collaboration platforms like the Yangtze River Delta Film Industry Alliance foster talent mobility and resource sharing across regions, strengthening the national talent pool (Chen et al., 2023).

#### *Intra-industry Cooperation Mechanisms*

The policy supports intra-industry collaboration, encouraging professionals to pool resources and expertise, furthering their collective creative potential. This cooperation enhances the quality and innovation of Chinese film projects (Zhao & Wu, 2020).

#### *Public-private Partnership*

Public-private partnerships have been instrumental in expanding the reach of talent development programs. Joint initiatives between the government and private enterprises, such as co-funded talent incubators, ensure the sustainability of these programs (Li, 2021).

#### *Platform-based Cooperation*

Digital platforms like video streaming services have emerged as vital partners in talent cultivation. These platforms provide opportunities for filmmakers to showcase their work to broader audiences, often leading to commercial success (Li & Zhang, 2022).

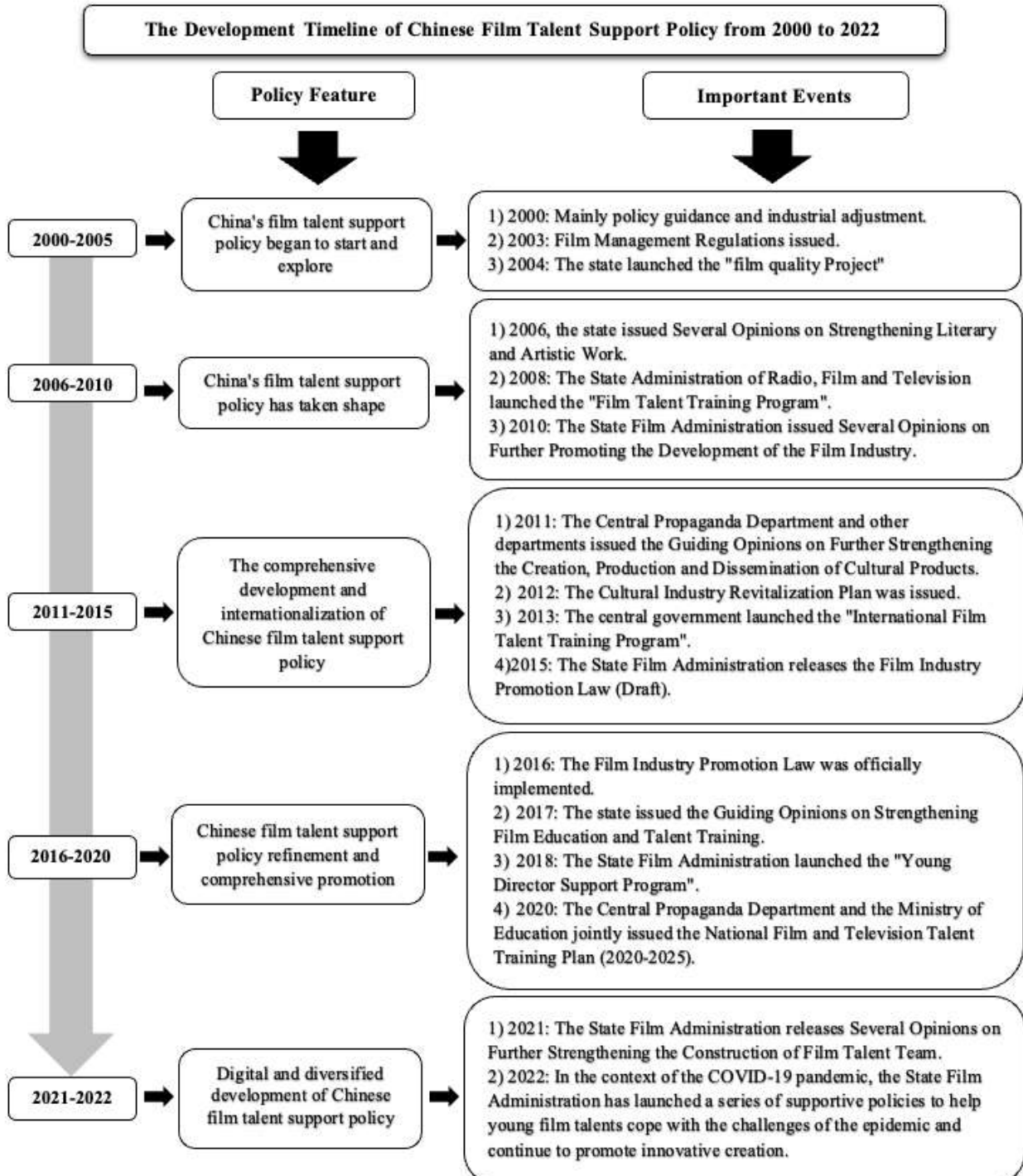
#### *Diversified Cooperation Models*

Cooperation models are diversifying, covering areas from copyright management to international distribution, ensuring that film talent gains exposure to all facets of the industry (Qiu & Zhang, 2020).

Between 2000 and 2022, China's film talent support policies evolved to exhibit multi-level and multi-dimensional characteristics, emphasizing cooperation across industries, international collaborations, regional partnerships, and public-private synergies. These diverse forms of collaboration not only improved the quality and global competitiveness of Chinese film professionals but also contributed significantly to the holistic development of China's film industry. During this period, China's approach to supporting film talent advanced from foundational training and industrial support to a more structured, internationalized, and digitalized system. This transformation reflected an increased emphasis on fostering a highly skilled and versatile workforce, essential for the sustained growth of the industry. By enhancing its talent pipeline, China ensured that its filmmakers could meet the demands of a globalized market, incorporating advanced technologies and innovative production techniques. Moreover, from 2000 to 2022, China's film talent support policies became more intensive and specialized. This strategic shift enabled the film industry to prosper, contributing to the rapid growth of China's domestic market and increasing the number of cinema screens. The expansion of the market, supported by robust film management policies, laid a solid foundation for the entire Chinese film ecosystem. As the policies matured, they continued to play a pivotal role in creating an environment conducive to both artistic development and commercial success, ensuring the long-term sustainability of China's film industry.

In summary, the progression of film talent support policies during this period illustrates China's deliberate and multifaceted approach to developing a world-class film industry. Through systemic, international, and digital innovations, China's film sector has achieved remarkable growth, both in terms of market capacity and the global reputation of its filmmakers.





**Figure 1:** The Development Timeline of Chinese Film Talent Support Policy from 2000 to 2022

Source: Author (2024)

## *The Implementation and Impact of Film Talent Support Policies*

### *Enhancement of Talent Flow and Industrial Upgrading in China's Film Industry*

China's film talent support policies have significantly contributed to the professionalization of the film industry, fostering both talent flow and industrial development. Through initiatives such as the establishment of specialized film schools and training programs, a large number of skilled professionals have been cultivated, facilitating more efficient utilization of talent within the industry. This has led to substantial improvements in film production quality. These policies have also encouraged the movement of film professionals between different regions, enhancing the sharing of resources across the country. Specifically, the creation of film industry parks by local governments has enabled the exchange of talent and resources, promoting balanced regional development in the film sector.

Furthermore, with the growing international presence of Chinese films, more Chinese film professionals have been involved in international collaborations, which has broadened their global perspective and improved the competitiveness of Chinese cinema. This international talent flow has also facilitated the introduction of advanced film technologies and global best practices into China.

The effectiveness of these talent support policies is particularly evident in the advancement of film technology and creative output. Government funding and incentive mechanisms have supported numerous high-quality film projects, leading to breakthroughs in areas such as special effects, editing, and cinematography. A new generation of directors and screenwriters has emerged, utilizing modern technology and innovative techniques to elevate both the content and format of Chinese films. Additionally, these policies have fostered the development of the entire film industry chain, from production and distribution to marketing and exhibition, ensuring a coordinated and integrated approach to industrial development.

For instance, the *Plan for Promoting Medium- and Long-term Development of the Film Industry (2006-2020)* introduced several measures aimed at promoting the marketization of films, encouraging investment, and optimizing the industrial chain. As a result, China's film market has become increasingly competitive. Film companies and individuals benefiting from policy support have been able to produce and release a range of high-quality films. In 2022, China's total box office revenue exceeded 60 billion yuan, underscoring the substantial growth in market share and international influence.

### *Expansion of International Influence*

China's film talent support policies have also played a crucial role in expanding the international influence of Chinese cinema. Policies such as the *Film Industry Promotion Law* actively encourage film professionals to engage in international exchanges, collaborations, and co-productions. This support has provided Chinese filmmakers with more opportunities to showcase their work on the global stage, thereby facilitating cross-cultural integration and exchange between Chinese and international film industries.

Chinese filmmakers have increasingly participated in prestigious international film festivals, gaining global recognition. Notably, in recent years, Chinese directors have won awards at major film festivals such as Cannes, Berlin, and Venice, boosting the international reputation of Chinese cinema.

Chinese films are also making significant inroads into the global market. Government incentives have supported the international distribution and promotion of films with cross-border appeal, leading to a consistent rise in international box office revenues. In 2021, for example, Chinese films generated hundreds of millions of dollars in overseas earnings, a significant increase from 2000. Films like *Crouching Tiger, Hidden*

*Dragon, Hero, and Chosin Lake* have achieved global success, reinforcing China's cultural soft power and expanding its cinematic influence worldwide.

### *Strengthening the Competitiveness of the Chinese Film Market*

The support policies for film talent have greatly contributed to improving the competitiveness of the Chinese film market. These policies have facilitated the professionalization and standardization of various aspects of the industry, including production, distribution, and marketing. The resulting structural improvements have enhanced the overall competitiveness of Chinese cinema on a global scale.

Through policy support, Chinese film production companies have made substantial advances in technical areas such as special effects and sound design, enabling Chinese films to meet international standards in terms of visual and auditory quality. Moreover, the formation of local film industry clusters, such as those in Hengdian, Qingdao, and Wuxi, has concentrated film production activities in these regions, fostering a specialized industrial structure that has significantly bolstered regional market competitiveness.

These policies have empowered Chinese filmmakers to produce higher-quality films, which have been well-received in both domestic and international markets. Between 2010 and 2022, the number of high-quality films produced in China steadily increased, with more films winning national and international awards. For instance, the film *Hello, Li Huanying* earned 5.4 billion yuan at the box office in 2021, becoming the third highest-grossing film globally, exemplifying the competitiveness of Chinese films in the international market.

Additionally, the improvement in film production quality and the overall movie-going experience has attracted more audiences to theaters. In 2022, the number of cinema-goers in China reached 1.5 billion, a 650% increase from 2000, highlighting the growing competitiveness of the Chinese film market in attracting and engaging audiences.

In conclusion, China's film talent support policies have been instrumental in enhancing both the professionalization and competitiveness of the domestic film industry, facilitating the industry's global expansion, and strengthening its cultural influence.

### *Future Prospects for China's Film Talent Support Policy*

Looking ahead, the development of China's film talent support policies will likely focus on several key areas aimed at advancing the film industry both domestically and internationally. These areas include the upgrading and optimization of the industrial chain, deepening international cooperation, promoting technological innovation, enhancing the education and training system, supporting multicultural expression, and establishing a comprehensive policy evaluation mechanism. Together, these strategies are designed not only to enhance the competitiveness of China's film industry but also to position Chinese cinema as a major force in the global film landscape, transitioning from being a "film-producing country" to a "global film power."

### *Upgrading and Optimization of the Industrial Chain*

Future policies will prioritize strengthening the entire film industry chain, from production to distribution and exhibition. This comprehensive approach ensures that each segment of the industry is developed to international standards. By encouraging collaboration between production companies, technology providers, and educational institutions, the aim is to create a highly efficient and innovative industry that can sustain long-term growth. For instance, policies may continue to support the creation of specialized industry clusters in key regions, further consolidating resources and enhancing efficiency (Wu & Zhao, 2022).

### *Deepening the Internationalization Strategy*

Building on the successes of current international collaborations, future policies are expected to deepen China's engagement with the global film market. This will involve expanding co-production agreements, participating in international film festivals, and enhancing the global distribution of Chinese films. By promoting cultural exchange and aligning with global production practices, China aims to further elevate the status of its filmmakers on the world stage. The ultimate goal is to foster global partnerships that not only promote Chinese cinema but also allow domestic filmmakers to integrate advanced international techniques and storytelling approaches (Tian & Xiao, 2022).

### *Promotion of Scientific and Technological Innovation*

Technological innovation will remain a key focus of future policies, particularly in areas such as special effects, animation, artificial intelligence, and virtual reality. As digital technology continues to evolve, policies will likely prioritize the training of technical talent and the development of cutting-edge film production technologies. This approach is essential for maintaining competitiveness in the increasingly tech-driven global film industry. By promoting innovation in both content and production techniques, Chinese cinema can continue to push creative boundaries and meet the demands of modern audiences (Chen & Liu, 2022).

### *Improvement of the Education and Training System*

Enhancing the education and training infrastructure will be crucial for the sustainable development of film talent. Future policies are expected to focus on strengthening collaborations between academic institutions and the film industry, ensuring that students receive both theoretical knowledge and practical experience. Additionally, film education may expand to include a broader range of disciplines, such as digital filmmaking, post-production, and international film markets, ensuring that graduates are equipped to meet the diverse needs of the industry (Xu, 2021). This will help cultivate a new generation of filmmakers who are not only skilled but also adaptable to the evolving demands of the global film market.

### *Support for Multicultural Expression*

Future policies are likely to place greater emphasis on promoting diversity in film content, encouraging filmmakers to explore and showcase China's rich multicultural heritage. By supporting films that reflect the diverse cultural and regional identities within China, the government aims to create a more inclusive film industry that resonates with both domestic and international audiences. This strategy aligns with China's broader goal of using cinema as a tool for cultural diplomacy, fostering greater understanding and appreciation of Chinese culture on a global scale (Qiu & Zhang, 2020).

### *Establishment of a Scientific Policy Evaluation Mechanism*

To ensure the effectiveness of film talent support policies, a more scientific and systematic policy evaluation mechanism is expected to be implemented. This will involve regular assessments of policy outcomes, using data-driven methods to measure the impact of various initiatives on talent development, film production quality, and market competitiveness. By establishing clear metrics for success and continually refining policies based on empirical evidence, the government can ensure that its support mechanisms remain relevant and effective in an ever-changing industry (Zhou & Wang, 2022).

As China continues to evolve its film talent support policies, the future focus will be on building a more resilient, innovative, and globally competitive film industry. By upgrading the industrial chain, fostering international collaboration, promoting technological innovation, enhancing education, and supporting multicultural content, China aims to solidify its position as a leader in the global film industry. Additionally, the establishment of a robust policy evaluation system will help ensure that these initiatives are effectively implemented, driving the long-term growth and success of Chinese cinema.

## Conclusion and Discussion

From 2000 to 2022, China's film talent support policies have undergone a transformation from initial exploration to systematic development, marked by broad policy coverage, increased support intensity, and expanding international cooperation. These policies have played a pivotal role in strengthening China's film industry and enhancing the creative and competitive abilities of its film talent.

*Broad Policy Coverage and Gradual Systematization:* Over the last 22 years, China has established a comprehensive support system for film talent, covering not only core areas such as film production, scriptwriting, and directing but also extending to education, international collaboration, and digital technologies. What began as sporadic support measures has evolved into a systematic legal framework, exemplified by the *Film Industry Promotion Law*, which institutionalized support for film talent and provided a legal foundation for sustained industry growth.

*Increasing Support Intensity:* With the rapid development of China's film market, government support for film talent has intensified significantly. This is evident in both the scale and diversity of financial support provided through programs such as the *Young Directors Support Program* and the *China Film Talent Training Program*. These initiatives have helped emerging filmmakers overcome creative and logistical challenges, leading to the production of higher-quality films that have gained both national and international recognition.

*Deepening International Cooperation:* Chinese film talent support policies have placed increasing emphasis on international cooperation, encouraging filmmakers to participate in global projects and to benefit from exposure to advanced international practices. Through initiatives like Sino-foreign co-productions, participation in international film festivals, and partnerships with overseas talent, Chinese filmmakers have become more competitive on the global stage. This trend toward internationalization not only broadens the global perspective of Chinese film talent but also strengthens China's presence in international markets.

*Emphasis on Technological Innovation and Digital Development:* As technological advancements have transformed the film industry, China's policies have increasingly focused on encouraging filmmakers to adopt and integrate cutting-edge technologies such as virtual reality (VR), augmented reality (AR), and artificial intelligence (AI). These innovations have injected new life into Chinese cinema, fostering a generation of filmmakers adept at using digital tools to create content for both traditional theaters and emerging streaming platforms.

*Continuous Improvement of Film Education:* Driven by policy support, China's film education system has seen substantial improvements. Universities have established film-related programs and fostered collaborations with both domestic and international film schools, creating a robust pipeline of trained film talent. This educational framework provides a steady flow of professionals to meet the growing needs of the industry, laying a solid foundation for the sustainable development of Chinese cinema.

*Diversity of Cultural Expression and Support for Independent Films:* In recent years, policies have increasingly supported a wider diversity of cultural expression within Chinese cinema, encouraging filmmakers to explore a range of themes and genres. Independent and experimental films have received greater attention, allowing filmmakers to push the boundaries of artistic expression. This diversification enriches the cultural landscape of Chinese cinema, contributing to its global appeal and artistic depth.

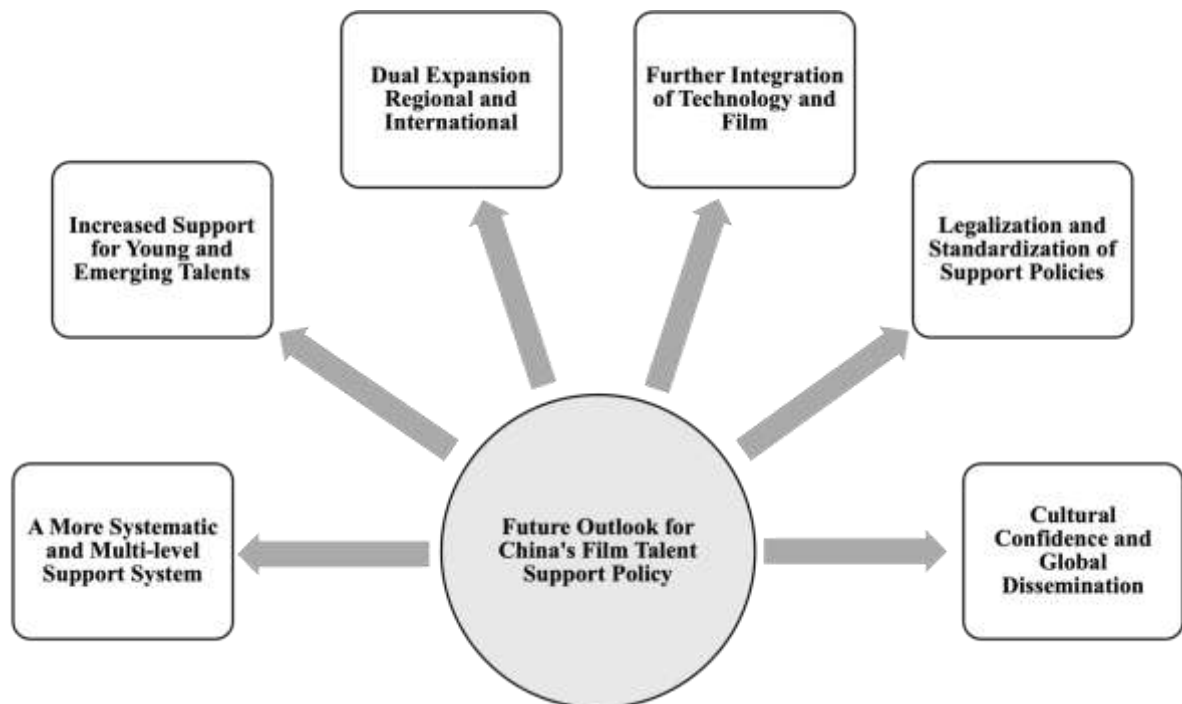
Overall, the policies implemented between 2000 and 2022 have significantly advanced the Chinese film industry, enhancing both the creative capabilities and the market competitiveness of Chinese filmmakers. These policies have evolved from providing singular, focused support to offering comprehensive, multi-level assistance, fostering both domestic growth and international competitiveness. Despite the increasing support, challenges remain. Balancing market demands with artistic integrity, enhancing Chinese cinema's global cultural influence, and further integrating emerging technologies into filmmaking are key areas that require continued attention.



### Recommendation

#### Future Outlook for China's Film Talent Support Policy

The future direction of China's film talent support policies will likely build on the achievements of the past two decades, focusing on further systematization, technological integration, and global competitiveness, as seen in Figure 2.



**Figure 2.** Future Outlook for China's Film Talent Support Policy

Source: Author (2024)

#### Key Trends Include

*A More Systematic and Multi-level Support System:* China's film talent support system will likely continue evolving toward a more systematic and comprehensive framework. Future policies are expected to cover every stage of talent development, from education and training to production and market promotion. This approach will create a more robust ecosystem for nurturing talent from early career stages to established industry leaders.

*Increased Support for Young and Emerging Talents:* Recent years have seen a growing emphasis on supporting young and innovative filmmakers. This trend is expected to continue, with future policies focusing on attracting and nurturing filmmakers with fresh perspectives and global outlooks. Programs aimed at providing practical opportunities and resources for emerging talent will be expanded, fostering a new generation of creative leaders in the industry.



*Dual Expansion: Regional and International:* As China's film industry expands into smaller cities and western regions, regional policies will increasingly focus on supporting talent development in second- and third-tier cities. Simultaneously, international cooperation will remain a priority, with policies encouraging Chinese filmmakers to engage in cross-border collaborations and global distribution, further enhancing their competitiveness on the international stage.

*Further Integration of Technology and Film:* The integration of advanced technologies like AI, VR, and AR into filmmaking will be a key focus of future policies. Support for cross-disciplinary talents will be strengthened, encouraging collaboration between filmmakers and tech experts. Educational institutions and research centers are expected to offer more courses on these technologies, and funding for technology-driven film projects will be expanded.

*Legalization and Standardization of Support Policies:* As China's legal framework continues to develop, future film talent support policies will become more standardized and transparent. This will include the introduction of specific laws and regulations to protect the rights of filmmakers and ensure the equitable implementation of support measures. Legalization will also enhance the effectiveness of policies by providing clear guidelines and protections for film talent.

*Cultural Confidence and Global Dissemination:* Future policies will likely place greater emphasis on fostering filmmakers with cultural confidence, encouraging them to create works that reflect Chinese values and aesthetics. These policies will promote the global dissemination of Chinese culture through film, combining traditional elements with modern cinematic techniques to enhance the global influence of Chinese films.

*Shift from Quantity to Quality:* While previous policies focused on expanding the quantity of films produced, future policies will emphasize quality over quantity. Resources will be allocated to high-quality, innovative projects that push creative boundaries, encouraging originality and reducing the focus on mere output. This shift will support the long-term sustainability of the industry by fostering a culture of artistic excellence.

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