Development Exploration of Short Videos in the Field of Film and Television Second Creation in the New Era

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Abstract: As the mainstream form of short video creation today, short videos in the field of film and television second creation play a crucial role in the development of the film and television industry. Firstly, this paper provides an overview of short videos in the field of film and television second creation to clarify their basic characteristics and development background. Subsequently, by analyzing the video features of short videos in the field of film and television second creation, including the richness of creative content, diversity of creative subjects, novelty of creative forms, and comprehensiveness of creative types, the unique aspects of these videos are revealed. Building on a thorough analysis, this paper proposes optimization strategies for short videos in the field of film and television second creation, including clarifying value positioning, optimizing creative techniques; governing creative chaos, enhancing copyright awareness; delineating platform responsibilities, enforcing strict review standards; improving profit models, and optimizing revenue sharing. These strategies contribute to promoting the healthier and more sustainable development of short videos in the field of film and television second creation.

Keywords: New era; film and television; second creation; short video

1. Introduction

With the advent of the new era, short videos in the field of film and television second creation have experienced rapid development in the digital society, becoming an essential component leading the trend in the cultural and creative industry. This phenomenon not only enriches users' experiences in the digital entertainment field but also provides creators with a broader space for creativity. This paper aims to delve into the development trends of short videos in the field of film and television second creation and explore the key factors behind these trends. Through an in-depth study, we hope to provide insights and guidance for practitioners in the field of short videos in film and television second creation, promoting more significant achievements in the digital cultural and creative industry of the new era.

2. Overview of Short Videos in the Field of Film and Television Second Creation

Short videos in the field of film and television second creation, as a crucial component of the digital society's cultural and creative industry, play a significant role in the evolving entertainment consumption patterns of the new era.[1] This phenomenon stems from the rapid development of digital technology and the rise of social media, providing users with platforms for creating, sharing, and consuming diverse content. The concept of short videos in the field of film and television second creation encompasses the production of short-duration video content based on film and television works through second creation techniques.

Firstly, the concept of short videos in the field of film and television second creation differs from traditional forms of entertainment. Its core lies in the use of digital tools to perform second creation on original film and television materials, resulting in creatively rich and uniquely styled short-duration video works. The emergence of this concept is attributed to the rise of social media platforms, making it easier for users to access, share, and participate in creative processes in the digital age, thereby facilitating the rapid development of short videos in the field of film and television second creation.

Secondly, short videos in the field of film and television second creation are not merely a form of entertainment but also an expression of cultural creativity. Through techniques such as reediting,

dubbing, and special effects processing of film and television materials, creators can present unique creative expressions that resonate with the audience, forming a cultural phenomenon of social sharing. This creative form pays homage to the original works while serving as a clever response from creators to current events and social phenomena, injecting more vitality and creativity into the digital era.

Finally, the rise of short videos in the field of film and television second creation is also closely tied to the increasing demand for personalized content from users. In the information age, user preferences for entertainment content place greater emphasis on individuality and diversity. Short videos in the field of film and television second creation, with their diverse creators and rich content, effectively meet this demand, allowing users to quickly access content that aligns with their individual tastes.

3. Video Characteristics of Short Videos in the Field of Film and Television Second Creation

3.1. Richer Creative Content

The rapid development of digital technology has brought unprecedented diversity to the creative content of short videos in the field of film and television second creation. Empowered by digital tools, creators employ techniques such as editing, music composition, and special effects to reinterpret and combine original film and television materials in unique and innovative ways. This creative approach goes beyond mere imitation, involving a deep deconstruction and re-creation of the original works, injecting fresh vitality into traditional film and television content.[2]

Firstly, the exquisite use of editing allows creators to present the essence of the original work in a short period, creating captivating narrative effects through skillful transitions. The choice and application of music become a key factor influencing emotional resonance, as creators can better express their emotions and make their works more compelling. The widespread use of special effects not only enhances visual effects but also provides creators with richer means of expression, expanding the innovative space of creation.

This innovative approach is not limited to the second creation of movies and TV shows but extends to the reinterpretation of different types of film and television works, including animation and documentaries. Driven by digital technology, creators break through the boundaries of original themes and styles, cleverly merging different elements to form a unique interdisciplinary creative style. This diversity allows short videos in the field of film and television second creation to express depth while maintaining novelty in form, satisfying the audience's pursuit of rich and colorful content. By reinterpreting different types of works, creators can engage in more personalized creative expressions, making their creations more unique and innovative.

In the continuous evolution of digital technology, the introduction of emerging technologies provides creators with a broader creative space. From advanced special effects synthesis to innovative virtual reality experiences, the development of digital technology grants creators greater freedom in their artistic expressions. The use of advanced special effects enriches the visual effects of works, allowing creators to break traditional modes of expression and present more captivating scenes and visuals. The application of virtual reality technology enables audiences to immerse themselves in the content, interact with the work, and further enhance their sense of participation and immersion. These innovative trends not only enhance the aesthetic appeal of works but also contribute positively to the prosperity of the digital cultural and creative industry.

In conclusion, the continuous development of digital technology has brought profound changes to short videos in the field of film and television second creation. Guided by technology, creators break through the limitations of the original works through editing, music composition, special effects, and other means, creating rich and captivating short video works. This diversity of creative content not only satisfies the audience's desire for diverse content but also promotes the integration and collision of different types of film and television works, driving innovation and development in the entire field of film and television creation. The continuous innovation of digital technology provides creators with a broader imaginative space, allowing short videos in the field of film and television second creation to showcase a more brilliant and colorful future. This trend will continue to propel short videos in the field of film and television second creation towards a more healthy and sustainable development.

3.2. More Diverse Creative Subjects

In the digital age, the creators of short videos in the field of film and television second creation

exhibit unprecedented diversity. Unlike traditional film and television production, individuals with digital devices and creativity can become creators of film and television second creation. This open creative environment broadens and diversifies the range of creator subjects.

Firstly, professional filmmakers find it easier to utilize advanced technology and tools for creation in the digital era. These professionals may include directors, writers, cinematographers, and other practitioners in specialized fields. Through digital devices and creative software, they can engage in second creation in a more flexible and innovative manner. The inclusion of this group enriches the professionalism and depth of creation, injecting a higher level of artistic expression into film and television second creation.

Secondly, amateur film enthusiasts have become active contributors to film and television second creation. In the digital age, enthusiasts with a camera and editing software can showcase their creativity through user-friendly tools. While they may lack professional training, their love for film and creative pursuit have resulted in many works that are full of personality and innovation. The emergence of creators from this demographic injects fresh energy into film and television second creation, allowing audiences to experience more independent thinking and unique styles in the works.

Most notably, ordinary internet users can easily participate in film and television second creation. Social media platforms, short video applications, and other tools provide simple and easy-to-use creation tools, giving everyone an opportunity to express their viewpoints and creativity through second creation. This democratization of film creation transforms it from an exclusive domain of professionals into a more open and inclusive field. The participation of ordinary users brings a broader spectrum of contributors to film and television second creation and promotes the diversity of works.

This diversity of creator subjects injects a wide range of creative elements into film and television second creation. People from different cultural backgrounds and professional fields incorporate their personal experiences and unique perspectives into their works, forming a rich variety of creative styles. Such diversity not only enriches the content of creations but also provides audiences with more choices, expanding the boundaries of traditional film and television creation. Audiences can see unique perspectives from different demographics in the world of film and television second creation, making the works more diverse and inclusive.

In summary, film and television second creation in the digital age is no longer limited to the professional domain, allowing any creative individual to participate. This diverse range of creator subjects makes film and television second creation more open and diverse, bringing new vitality and innovation to the entire creative field. This trend will continue to drive film and television second creation towards a more diverse and inclusive direction.

3.3. More Innovative Creative Forms

The distinctive feature of short videos in the field of film and television second creation is prominently reflected in its innovative creative forms. In comparison to traditional linear narrative structures, film and television second creation places a greater emphasis on the innovative use of visual language, presenting a fresh appearance in terms of expression and viewing experience.

Firstly, film and television second creation pursues more novel visual presentations on a technical level. Creators, through the redesign of camera language and composition, break the frames of the original works, creating more dynamic and interesting visual effects. This may include the clever use of special effects, skillful design of camera transitions, and innovative picture composition. This form of creation provides audiences with a new and surprising impact on the visual front, injecting more fashion and unique elements into the works through technical means, allowing audiences to have a more enriching visual experience.

Secondly, the novel creative forms are also reflected in more abstract expressions of emotions and thoughts. Film and television second creators, through the reinterpretation of classic lines and plots from the original works, elevate the expression of emotions to a deeper level. Through the reediting and processing of plots, creators can imbue works with new meanings and emotional layers, prompting audiences to contemplate more profound thoughts. This abstract form of expression not only expands the creative space for creators but also provides audiences with a deeper appreciation and immersive experience. Through innovative expression of emotions and thoughts, film and television second creation infuses works with more avant-garde and exploratory artistic elements.

This novel form of creation not only satisfies the audience's pursuit of novelty but also injects more

avant-garde artistic elements into traditional film and television creation. When audiences encounter film and television second creation, they often experience a refreshing creative impact and perceive the original works in a different light through more unique forms. This innovation to some extent propels the entire film and television industry towards a style of creation and aesthetic standards, expanding the possibilities for future film and television creation. Through continuous innovation in creative forms, film and television second creation injects more vitality and creative impetus into the development of the digital cultural and creative industry.

3.4. More Comprehensive Creative Types

The diverse development of short videos in the field of film and television second creation is not only evident in the richness of creative content and forms but also in the remarkable diversity of creative types. From humorous skits, film commentary to emotional short films, and science fiction sketches, film and television second creation has covered almost all possible creative types, forming a vast and diverse creative ecosystem.

Firstly, humorous skit-type short videos attract a large audience with their humorous and lighthearted characteristics. Creators, through clever editing and dubbing of the original works, create amusing effects that bring joy to the audience in an entertaining manner.

Secondly, film commentary-type short videos primarily focus on interpreting and commenting on film and television works, providing the audience with a deeper level of film and television appreciation. Through in-depth analysis of plots, characters, and other elements, creators enable audiences to better understand and savor the meaning of the original works, creating a different immersive experience from traditional viewing methods.

Additionally, emotional short films present a strong emotional color, creating moving storylines through the reinterpretation and editing of original plotlines. Creators successfully craft stories that evoke deep emotional resonance in the audience within a short time.

Moreover, the creative type of science fiction sketches explores and presents imaginative and creative scenarios of the future, offering the audience a glimpse into unknown and marvelous spaces. Through the reasonable use of science fiction elements, creators construct captivating fantasy worlds, sparking the audience's infinite imagination about the future.

The diversity of creative types to some extent promotes collaboration and communication among creators. Through collaborative creation, creators of different types borrow from and exchange experiences with each other, forming richer and more profound works. This comprehensiveness not only provides audiences with a wider range of choices but also gives creators more expansive space for creation, driving the development of the entire field of film and television second creation.

In conclusion, the video characteristics of short videos in the field of film and television second creation are fully reflected in the richness of creative content, the diversity of creative subjects, the novelty of creative forms, and the comprehensiveness of creative types. This diversity not only provides audiences with a more exciting entertainment experience but also injects more richness and innovation into the digital cultural and creative industry of the digital era, constructing a symbiotic and co-creative digital cultural ecosystem for creators and audiences.

4. Optimization Strategies for Short Video Creation in Film and Television Secondary Creation

4.1. Clarify Value Positioning and Optimize Creative Techniques

In the flourishing development of the digital cultural and creative industry, short videos created through secondary adaptation of film and television content have emerged as a novel form of artistic expression. Their unique value lies not only in simple imitation of the original works but also in fully showcasing the creative ideas and expressions of the creators. For creators, clarifying value positioning is not only a process of self-awareness but also a crucial step in establishing a deep connection with the audience.[3]

Firstly, creators should recognize the unique status of their works in the digital cultural and creative industry. Secondary creation is not merely adapting film and television works but a creative process that breathes new life into the original content. This creativity is reflected in the reconstruction of plots, reinterpretation of characters, and even in-depth exploration of emotional themes. Therefore, creators

need to realize that their works are an indispensable part of the digital era's cultural and creative landscape, possessing unique aesthetic value and cultural significance.

Secondly, to better achieve clear value positioning, creators need to focus on optimizing their creative techniques. This involves not only continuous improvement in technical skills but, more crucially, innovation in creativity and expression. Through unique editing techniques, outstanding visual effects, and sophisticated sound design, creators can present short video works that are more captivating and artistically appealing to the audience. Such optimization enhances the artistic quality of the works and enables creators to stand out in the competitive market.

In addition, clarifying value positioning requires creators to deeply understand the needs and expectations of the audience. By actively engaging with the audience through social media platforms, user comments, and other channels, creators can listen to their voices. This two-way communication helps creators more accurately grasp the audience's interests and points of emotional resonance, enabling more targeted content creation. Through deep interaction with the audience, creators can build closer relationships, making their works more attractive and resonant.

4.2. Governance of Chaotic Creations and Enhanced Copyright Awareness

With the flourishing development of short videos created through secondary adaptation of film and television content, creative chaos has gradually emerged. To ensure the legitimate rights and interests of creators, it is essential to strengthen the regulation and effective management of creative activities. In this process, establishing comprehensive creation guidelines and ethical norms is a crucial measure. This includes clearly defining the principles creators should follow in secondary creation, regulating creative behavior, and preventing controversies and legal disputes arising from inappropriate creation. By formulating detailed creation standards, communities and platforms can provide creators with clear guidance, avoid potential issues, and ensure that creative activities occur within the framework of the law and ethics.

In addition to establishing standards, it is also crucial to enhance creators' awareness of copyright. Through strengthened copyright education, creators can have a more comprehensive understanding of the intellectual property ownership of the original works and recognize the importance of legally using original materials. Encouraging creators to use legitimate materials not only helps reduce copyright risks but also promotes the overall legitimacy and compliance of the creative ecosystem. Moreover, efforts from various sectors of society are needed to promote the establishment of convenient copyright protection mechanisms, providing creators with timely and effective channels for rights protection. This includes setting up dedicated rights protection platforms, strengthening legal assistance for intellectual property rights, and improving the efficiency of handling copyright infringement cases. By strengthening copyright protection, society can better safeguard the healthy development of the digital cultural and creative industry.

During the process of managing chaotic creations, social media platforms and secondary creation communities should play an active role. Firstly, platforms can strengthen the review of user-uploaded content, establish scientifically reasonable review standards, and ensure the legality and morality of creative content. Secondly, platforms can use technological means to automatically identify and block content that infringes copyright, fundamentally preventing infringement. In addition, platforms should establish a reporting mechanism, encouraging users to actively participate in supervision, promptly discover and address violations, and create a positive atmosphere of community governance.

At the societal level, government bodies, industry associations, enterprises, and other stakeholders should actively participate in jointly promoting the regulation and management of creative activities. By intensifying efforts against copyright infringement, increasing the cost of illegal activities, society can create a clearer environment for creative work. Additionally, governments and relevant institutions should encourage creators to participate in intellectual property protection, providing more legal assistance and training to enhance creators' legal awareness and legal consciousness.[4]

4.3. Platform Responsibility Division, Strict Review Standards

In the ecosystem of short videos created through secondary adaptation of film and television content, platforms play a crucial role not only in providing space for creation and viewing but also in bearing the responsibility of regulating content quality and legality. To ensure the legitimate rights of creators and a good user experience, platforms need to actively participate in content review and

management, leveraging their managerial functions.

Firstly, platforms should establish scientifically reasonable review standards, clearly defining the bottom line for creative activities. By formulating clear review guidelines, platforms can provide creators with precise guidance and avoid potential legal risks. This process requires platforms to fully understand various factors such as societal values, regulations, and laws, and to develop review standards that align with ethical and legal requirements. Avoiding the spread of vulgar or spoof content helps maintain the overall positive image of the platform, attracting more high-quality creators and users.

Secondly, to improve the efficiency and timeliness of reviews, platforms need to enhance real-time monitoring of user-uploaded content. By incorporating advanced content monitoring technology, platforms can promptly identify and address violations, reducing the risk of the spread of inappropriate content. This also helps enhance users' sense of security on the platform, increase trust in the platform, and contribute to the long-term stable operation of the platform.

In addition to content review management, platforms should actively cooperate with creators, providing more creative resources and support. Firstly, platforms can offer legitimate materials to ensure creators use legal content in their creative process, thereby reducing copyright risks. Secondly, by providing creative tools and technical training, platforms empower creators to better utilize digital technology and improve their creative skills. Through these means, platforms can attract more potential creators and enhance the quality and innovation of the entire creative ecosystem.

To achieve the goal of dividing platform responsibilities, platforms need to establish standardized management mechanisms. This includes regular internal training to continually improve the review team's skills and professional qualities. At the same time, platforms can collaborate with third-party organizations, introducing independent review forces to ensure the objectivity and fairness of reviews. Through these standardized management mechanisms, platforms can better fulfill their responsibilities and provide a more favorable development environment for short videos created through secondary adaptation of film and television content.

4.4. Improve Profit Models, Optimize Revenue Sharing

To stimulate the enthusiasm of creators and ensure their legitimate rights, platforms for short videos created through secondary adaptation of film and television content need to improve profit models and optimize revenue-sharing mechanisms.[5]

Firstly, platforms can establish more reasonable revenue-sharing models, ensuring that more income goes to the creators. This not only increases the motivation of creators but also helps attract more outstanding creators to join the platform.

Secondly, through diversified profit models, creators can receive more rewards for their work. This includes revenue-sharing through advertisements, paid subscriptions, virtual gifts, and various other methods, allowing creators to earn income at different levels. Platforms can also provide more business opportunities for outstanding creators through sponsorships, collaborations, and other means, promoting the healthy development of the digital cultural and creative industry.

In summary, by implementing a series of optimization strategies such as clarifying value positioning, governing chaotic creations, dividing platform responsibilities, and improving profit models, the industry of short videos created through secondary adaptation of film and television content can better adapt to the development trends of the new era. This ensures the vitality of creative work while simultaneously safeguarding legitimate rights, promoting the prosperity of the digital cultural and creative industry. The effective implementation of these strategies will contribute to establishing a healthy, innovative, and sustainable ecosystem for short videos created through secondary adaptation of film and television content.

5. Conclusion

In the new era, the flourishing development of short videos created through secondary adaptation of film and television content highlights the importance of clarifying values, regulating management, and defining platform responsibilities. By optimizing creative techniques and strengthening copyright protection, we can shape a healthy creative ecosystem. The active participation of platforms and collaboration with creators will propel the industry to higher levels. Through collective efforts, we can

create a more creative and profound digital cultural and creative industry, embracing the challenges of the new era

Acknowledgements

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