

Digital Media Art-driven Cultural and Creative Paths for Business Model Innovation in Enterprises

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Abstract: *With the rapid development of digital technology, digital media art has injected new development paths into enterprises, and cultural and creative industries have gradually become an important choice for enterprises to innovate their business models. This paper focuses on the core issue of how enterprises use digital media art to achieve cultural and creative business model innovation. By analyzing relevant theories and combining practical cases, it explores the cultural and creative implementation paths that enterprises can adopt, and points out the key points and safeguard measures in the process of cultural and creative business paths. The research aims to provide theoretical reference and practical suggestions for enterprises to achieve business model innovation through cultural and creative paths driven by digital media art.*

Keywords: *Digital Media Art; Cultural and Creative Path; Business Model Innovation*

1. Introduction

1.1 Research Background

In today's society, the digital economy is showing a thriving development trend. As an emerging art form, digital media art, with its unique technical advantages and artistic expressiveness, is gradually integrating into all aspects of enterprise market operations.^[1] At the same time, the rise of the cultural and creative industry has made cultural and creative paths a key way for enterprises to enhance their competitiveness and achieve differentiated development. ^[2]Consumers' demand for products and services with cultural connotations and creative elements is increasing day by day, and enterprises are eager to innovate their business models to meet market demand.

In such an environment, many enterprises have begun to try to integrate digital media art with cultural and creative paths to explore the direction of business model innovation. For example, some traditional manufacturing enterprises use digital media art to carry out cultural and creative design of products to increase product added value; Internet enterprises use digital media art to build cultural and creative platforms to expand their business scope. Therefore, research on how enterprises achieve business model innovation through cultural and creative paths driven by digital media art has significant practical value.

1.2 Research Purpose and Significance

This research aims to clarify the types of cultural and creative paths that enterprises can use under the drive of digital media art, and how to achieve business model innovation through these paths, providing enterprises with operable practical guidelines.

In terms of theoretical value, this research integrates digital media art, cultural and creative paths, and business model innovation, enriching the theoretical framework of related fields. Previous studies mostly discussed the impact of digital media art on enterprises or the development of the cultural and creative industry separately, while this research deeply explores the internal connection between the three, providing a new perspective for relevant academic research.

In terms of practical application, this research can provide effective support for enterprises' business model innovation practices. It helps enterprises understand how digital media art empowers cultural and creative paths, and how to select appropriate cultural and creative paths according to their own actual conditions, so as to effectively avoid potential risks in the innovation process, improve the success rate of business model innovation, and ultimately enhance enterprises' market competitiveness.

1.3 Research Status at Home and Abroad

Abroad, research on the integration of digital media art and the cultural and creative industry is relatively thorough. Some scholars have proposed that digital media art can break the time and space limitations of the cultural and creative industry, and improve the communication efficiency and influence of cultural and creative products.^[3]At the same time, foreign enterprises have accumulated many successful experiences in achieving business model innovation through cultural and creative paths. For example, Disney has built a huge business empire by creating cultural and creative IP, integrating digital media art into derivative development and theme park operations.

In China, with the rapid development of the cultural and creative industry, related research has gradually increased. Scholars have noticed the promoting role of digital media art in the design and communication of cultural and creative products, and have also analyzed cases of enterprises using cultural and creative paths to carry out business model innovation—such as the Palace Museum's use of digital media art to develop cultural and creative products, which has achieved a double harvest of cultural communication and commercial benefits^[4]. However, in general, systematic and targeted research on the topic of "how enterprises achieve business model innovation through cultural and creative paths driven by digital media art" is still immature and needs further exploration.

2. Relevant Theoretical Foundations

2.1 Theories Related to Digital Media Art

Digital media art is based on digital technology, integrating knowledge from multiple fields such as art, design, and media, and has the characteristics of interactivity, digitization, and diversification.^[5] Among them, interactivity allows users to participate in art creation and experience, thereby enhancing user stickiness to works; digitization makes it easier to spread, store, and modify art works; diversification is reflected in the rich forms of expression, such as digital animation, virtual reality works, and interactive installations.

The development of digital media art has provided enterprises with richer creative expression methods and communication channels. It can transform abstract cultural concepts into intuitive visual and auditory experiences, helping enterprises more effectively convey brand culture and product value.

2.2 Theories Related to Cultural and Creative Paths

Cultural and creative paths refer to the paths through which enterprises achieve commercial value through innovation in products, services, brands, etc., with cultural creativity as the core driving force. Its main types include product cultural and creative transformation, brand cultural and creative transformation, and platform cultural and creative transformation^[6].

Product cultural and creative transformation refers to integrating cultural and creative elements into product design and functions to enhance the cultural connotation and added value of products. Brand cultural and creative transformation is to integrate cultural creativity into brand building, shape a brand image with cultural characteristics, and enhance consumers' recognition of the brand. Platform cultural and creative transformation is to build cultural and creative-related platforms, integrate cultural resources and creative forces, and provide users with cultural and creative products and services.

2.3 Theories of Business Model Innovation

Business model innovation refers to enterprises' restructuring of existing business models or creation of new business models to optimize value creation, value delivery, and value acquisition. Its core elements include value proposition, profit model, customer relationship, and channel access. Business model innovation can help enterprises reduce costs, improve efficiency, and explore markets, which is the key for enterprises to maintain competitive advantages.

3. Cultural and Creative Paths Available to Enterprises Driven by Digital Media Art

3.1 Product Cultural and Creative Path: Making Products "Carriers of Cultural Experience"

Core logic: Converting cultural elements into perceivable and interactive product functions or added value, through digital media art. The Palace Museum has achieved remarkable results in product cultural and creative transformation. With the help of digital media art, it has deeply explored and developed cultural and creative products based on the Palace Museum's cultural relics and historical culture. For example, the "Digital Cultural Relics Library" launched by the Palace Museum uses 3D scanning and other digital media technologies to present cultural relics in the form of high-definition digital models, allowing users to view cultural relic details in 360 degrees. Based on these digital resources, the Palace Museum has developed a series of cultural and creative products, such as digital wallpapers with cultural relic patterns and 3D printed models based on cultural relics.

In terms of business models, the Palace Museum sells cultural and creative products through online and offline channels, and also provides customized cultural and creative product services. The development of digital cultural and creative products has reduced reliance on physical cultural relics, expanded product types and sales scope, and realized the effective transformation of cultural value and commercial value.^[7] The success of the Palace Museum lies in its full use of cultural resources and the flexible application of digital media art in product design and communication.

3.2 Brand Cultural and Creative Path: Making Brands "Digital Symbols of Cultural Values"

Core logic: With digital media art as the carrier, combine brand concepts with cultural cores to shape a "culturally recognizable and interactively communicable" brand image, allowing users to choose the brand because of "cultural identity". Pop Mart, with trendy toys as its core, has achieved business model innovation through the brand cultural and creative path. It uses digital media art for brand image shaping and promotion. Pop Mart's cartoon image design incorporates popular cultural elements and is spread through digital illustrations, animations, etc., accumulating a large number of fans on social media.

Pop Mart has created a "blind box" sales model and carried out marketing activities combined with digital media art. For example, when launching new products, it produces animated short films to introduce character stories and conducts blind box lucky draws through online live broadcasts. This brand cultural and creative strategy has allowed Pop Mart to form a unique brand culture, attracting a large number of young consumers. Its business model has also expanded from simple toy sales to IP authorization, theme exhibitions and other fields, achieving rapid development^[8].

3.3 Platform Cultural and Creative Path: Building a "Digital Ecosystem of Cultural Resources + Users + Business"

Core logic: To build a platform through digital technology, making it a hub for the circulation of cultural and creative value. Tencent, relying on its own Internet technology advantages, has built the Tencent Cultural and Creative Platform. The platform integrates Tencent's literary, animation, game and other cultural and creative resources, and uses digital media art to provide users with rich cultural and creative content and interactive experiences. The platform understands user needs through big data analysis, provides creators with creative tools and display platforms, and provides enterprises with cultural and creative IP cooperation opportunities.

In terms of business models, Tencent Cultural and Creative Platform makes profits through IP authorization, advertising, value-added services, etc. Digital media art plays an important role in the platform's content presentation and user interaction, such as allowing users to experience game scenes and animation worlds through virtual reality technology. The success of Tencent Cultural and Creative Platform lies in its strong resource integration capabilities and digital technology support, providing a new ecological environment for the development of the cultural and creative industry.

4. The Driving Role of Digital Media Art in Enterprises' Achievement of Business Model Innovation through Cultural and Creative Paths

4.1 Promoting Innovation in Cultural and Creative Products and Services

Digital media art provides technical and creative support for the innovation of cultural and creative products and services. It can break the limitations of traditional creation and create more imaginative and attractive product and service forms. For example, cultural and creative experience services developed using virtual reality technology allow users to have an immersive experience; cultural and creative advertisements produced through digital animation are more able to attract consumers' attention. These innovative products and services can meet the ever-upgrading needs of consumers and lay the foundation for enterprises' business model innovation.

4.2 Enhancing the Effect of Cultural and Creative Communication and Marketing

Digital media art has changed the way cultural and creative content is disseminated and marketed. Through social media, short video platforms and other channels, spreading cultural and creative information in the form of digital animation and interactive H5 can achieve rapid diffusion and wide coverage of information.^[9] At the same time, with the help of big data analysis technology, enterprises can accurately target target customer groups and carry out personalized marketing.

4.3 Improving Cultural and Creative User Experience and Interaction

Digital media art emphasizes user participation and interaction, which can enhance users' experience in the process of cultural and creative consumption. For example, interactive installations can be set up in cultural and creative exhibitions, allowing users to interact with the exhibits through touch, gestures, and other actions. High-quality user experience and interaction can enhance users' stickiness and loyalty to the brand, promote users' repeat consumption and word-of-mouth communication, and provide strong support for the long-term development of enterprises' business models.

5. Key Points and Safeguard Measures for Enterprises to Achieve Business Model Innovation through Cultural and Creative Paths

5.1 Key Points

(1) Accurately positioning the cultural core: When using cultural and creative paths, enterprises should clarify their own cultural positioning and deeply explore cultural connotations. Enterprises should align with their own brand philosophy and the cultural needs of their target customer base to select appropriate cultural elements for innovation.

(2) Focusing on the depth of integration between digital technology and cultural and creative industries: Digital media art should not be merely used as a decorative means, but to achieve in-depth integration of digital technology and cultural and creative industries. Enterprises should select appropriate digital technologies based on the characteristics and requirements of their chosen cultural and creative path, and continually explore new application methods.

(3) Establishing a diversified profit model: In the process of business model innovation, it is necessary to break through a single profit model and build diversified income sources. In addition to product sales, revenue can also be obtained through copyright authorization, service fees, advertising cooperation, etc., to improve enterprises' ability to resist risks.

5.2 Safeguard Measures

(1) Strengthening talent training and introduction: Enterprises need to cultivate and introduce compound talents who understand both digital media art, cultural and creative industry, and business operations. Enterprises can build a professional talent team through avenues such as internal training and external recruitment, thereby providing talent support for business model innovation.

(2) Increasing investment in technology research and development: Enterprises need to continuously invest funds in the research, development, and application of digital media technology to

maintain a leading technological position. Simultaneously, they must closely monitor industry technology trends to enhance their innovation capabilities.

(3) Establishing an effective risk management mechanism: In the process of using cultural and creative paths for business model innovation, enterprises face various risks such as market risks and cultural risks. Enterprises should establish risk assessment and early warning mechanisms to identify and respond to risks in a timely manner to ensure the smooth progress of the innovation process.

6. Conclusion and Outlook

6.1 Conclusion

This research discusses the topic of "enterprises achieving business model innovation through cultural and creative paths driven by digital media art" and draws the following conclusions: Digital media art provides strong technical support and rich creative sources for enterprises' cultural and creative paths. Enterprises can achieve business model innovation through product cultural and creative transformation, brand cultural and creative transformation, platform cultural and creative transformation and other paths. In the innovation process, it is necessary to accurately anchor the core cultural connotation, pay attention to the in-depth integration of technology and cultural and creative industries, build a diversified profit model, and implement safeguard measures such as talent training, technology research and development, and risk management. Case studies have further confirmed the practical feasibility and application effectiveness of these paths and key points.

6.2 Outlook

In the future, with the continuous development of digital media art and the continuous growth of the cultural and creative industry, enterprises will have more room to achieve business model innovation through cultural and creative paths. New technologies of digital media art, such as artificial intelligence and metaverse, will bring more innovation possibilities for cultural and creative paths. Enterprises should constantly explore new cultural and creative paths and business models to adapt to market changes and technological development trends. At the same time, relevant departments should strengthen policy guidance and support to create a good environment for enterprises' innovative development. It is hoped that this research can provide useful reference for enterprises' innovation practices and promote more enterprises to achieve business model innovation through cultural and creative paths driven by digital media art.

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