Analysis of the Development and Expansion Path of Japanese Cultural Industry Based on Computer

Liqing Yang1,*

1School of Zhengzhou University, Zhengzhou, Henan, China, 450000

*Corresponding author e-mail: youngqing@gs.zzu.edu.cn

Abstract. The analysis of the development and expansion path of Japan's cultural industry has brought breakthroughs and explorations to my country's cultural consumption. Due to the imperfection of the system and the narrow environment, the path of the cultural industry is relatively blocked. Computer-based analysis of the development and expansion path of Japan's cultural industry, through the expansion and transformation of macroeconomic culture, makes the cultural industry enter a diversified development.

Keywords: Japan, Cultural Industry, Development and Innovation, Economic Effect, Industrial Narrowing, Cultural Compatibility

1. Introduction
In today's society, cultural consumption has become a new industrial highlight, bringing breakthroughs to economic pressures[1-3]. According to the analysis of the development and expansion path of Japan's cultural industry[4-6], combined with computers, it provides a reference for the expansion and improvement of my country's cultural industry, and also brings impetus to cultural consumption and economic growth.

2. The expansion path of Japanese cultural industry development and innovation
In 2004, the Ministry of economy and industry launched the "new industry creation strategy" and selected seven industries, including cultural industry. At the same time, the institutional innovation, management innovation and organizational innovation of Japanese cultural industry have effectively reduced the uncertainty of industrial development innovation, reduced costs and decentralized risks, and improved the efficiency and benefits of industrial development and innovation, thus providing a strong guarantee for the development of the entire industry. Various practices have shown that the development of Japanese cultural industry is a comprehensive industrial innovation which integrates institutional innovation, technological innovation, product innovation, market innovation, organizational innovation and management innovation. In terms of system innovation, Japan's cultural industry development focuses on promoting legislation, strategic planning, industrial policies and implementation measures as a whole. The government grasps and coordinates the orientation of relevant cultural industry policies and measures as a whole, sets up a cultural industry super department coordination agency in charge of the prime minister, and attaches importance to taking
flexible forms such as symposiums and deliberation meetings to play the role of all walks of life.

3. The economic effect of Japanese cultural industry development and innovation

3.1. Contribution rate of cultural industry development innovation and economic growth
From the perspective of growth rate, the growth rate of Japanese cultural industry is relatively fast. The period from 1991 to 2000 is known as Japan's lost 10 years. During the 10 years, Japan's economy stagnated and stagnated. At the same time, Japan's cultural industry still maintained high growth and became the industry with the best economic benefits. From 1995 to 2002, the growth rate of Japan's cultural industry was 58%, while the growth rate of Japan's nominal GDP decreased by 0.5% in the same period. From 2004 to 2007, the annual growth rates of cultural industry were 2.30%, 2.30%, 0.30% and 0.30% respectively, while the nominal GDP increased from 503.73 trillion yen to 512.98 trillion yen, and there was also a negative growth during the period. Although after 2006, especially in the international financial crisis since 2008, the annual growth rate of Japan's cultural industry has become smaller, and it still keeps a steady and strong development momentum against the trend. Since 2000, Japan's digital content industry has maintained a high growth rate. From 2002 to 2011, the market size of Japan's digital content industry increased from 3.4040 trillion yen to 7.6444 trillion yen, more than doubling. Since 2009, the average annual growth rate has exceeded 10% (see Table 1). Japan's cultural industry has become an important pillar of Japan's economy.

Table 1. market scale change data of digital content (each content) (unit: 100 million yen,%).

| Category        | 2002    | 2003    | 2004    | 2005    | 2006    | 2007    | 2008    | 2009    | 2010    | 2011    |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Animation       | 4876    | 5914    | 8415    | 12349   | 14970   | 18169   | 22082   | 29402   | 36746   | 42741   |
| Music /sound    | 14370   | 13408   | 18272   | 13377   | 13252   | 12912   | 12572   | 11382   | 10732   | 10311   |
| Game            | 10346   | 10474   | 11043   | 11151   | 12652   | 12344   | 11660   | 10703   | 11675   | 1234    |
| Still image/text| 4448    | 5276    | 6051    | 7380    | 7508    | 8759    | 10235   | 10269   | 10964   | 11038   |
| Total           | 34040   | 35067   | 38780   | 44257   | 48388   | 52184   | 56549   | 61575   | 70117   | 76444   |
| Year on year    | 2.9     | 3       | 10.6    | 14.1    | 9.3     | 7.9     | 8.4     | 9.2     | 13.5    | 9       |

3.2. Development and innovation of cultural industry and optimization and upgrading of industrial structure
From the perspective of the industrial structure of cultural industry, Japan's cultural industry structure presents the trend of digital upgrading. From 2002 to 2011, the digitization rate of Japanese content industry continued to grow, from 27.3% to 63.5% (see Figure 1).
structure has higher coordination and relevance. After decades of development, Japanese cultural industries have formed a benign and coordinated industrial structure system. Around animation production, Japanese cultural industry has formed an industrial structure operation system with close connection and efficient operation from planning to production to re circulation. It has the characteristics of organizational structure of aircraft, with smooth flow of information and capital, and effective integration of technical information, product information, market information, production information and circulation information, Comics, animation, books, audio-visual products and franchised peripheral products have formed a complete set of "industrial chain" in Japan, forming a strong overall force to support industrial innovation and development.

4. Problems and challenges faced by Japanese cultural industry development and innovation

4.1. Excessive pursuit of entertainment and lack of value guidance
In order to pursue the market benefit, the Japanese cultural industry ignores the social benefit. In Japanese animation products, there is a general trend of "excessive entertainment". On the one hand, works with profound ideological content will be wiped out because they can't be recognized by the market for a time. On the other hand, they do not expand the guidance of cultural products on people's ideology and spirit, but cater to them, This will inevitably lead to vulgarization and vulgarization. In addition, Japanese game industry not only brings happiness to children, but also has a certain impact on children's body and mind. For example, street game rooms all over Japan can create an annual output value of 20 trillion yen, but at the same time, it also causes some children to indulge in the game world and cannot extricate themselves, and even produce some persistent psychological diseases such as vanity and autism, which has brought severe challenges to the education of young people. The innovation and development of Japan's cultural industry is always facing the interrogation of the media and all walks of life.

4.2. The challenge of the aging population structure with few children
The first is the challenge from demographic change. Japan's population has entered a stage of few children and aging, that is, in the total population composition, the population aged 60-80 is relatively large, while the population under 20 is relatively small. Over the past half century, the age structure of Japan's population has shown a trend of fewer children and aging (see Figure 3). From 1946 to 1976, Japan's population growth and decrease rate dropped from 55% to 25%. From 1986 to 1991, Japan's birth rate dropped significantly, and then slowly declined on this basis. It is expected that the population increase and decrease rate will continue to hover at zero point in the future. The proportion of the population aged 0-13 in the total population will continue to decline, while the proportion of the population over 60 will show an upward trend. 84 it is estimated that the total population of Japan will drop to 104 million in 2050, and the median age of the Japanese population is expected to exceed 50 by 2025.
The international competitiveness of Japanese cultural industry benefits from the strong and mature domestic market. It is with the help of nationwide development and consumption in the domestic market that Japan's cultural industry has won the "first pot of gold", accumulated enough strength, and through the screening of the domestic market, finally, the mature products will enter the international market. Therefore, the domestic market is the solid foundation for the development of Japanese cultural industry. However, under the situation of fewer children and aging, Japan's cultural industry is bound to face the shrinking domestic market. According to the Japanese Image Software Association statistics, in 2002 about 30% of the animation for children, and in 2008 it dropped to 10%. Fewer children means that the consumption groups of children and young people will be further reduced in the future, and these groups are the main target market groups and the most vigorous consumer groups of Japanese animation based cultural industry. Although for a long time, Japanese cultural industry has always attached great importance to the product innovation and market development for the elderly under the layout of the whole nation.

5. Conclusion
Facing the Asian market, we should mainly solve the problem of the influence of national political image on the export of cultural products. Japan's cultural diplomacy and export of cultural products are inevitably affected by political factors. In the long run, Japan needs to solve the problem of cultural construction and prosperity. Some scholars believe that the charm of Japanese cultural products is not the original Japanese culture, but the absorption and creation of the culture of the audience. In the final analysis, the development of cultural industry depends on culture as the support. Therefore, the power of cultural industry cannot do without the lasting charm of its own culture. In this regard, Japan also needs to strengthen cultural construction to continuously accumulate and enrich cultural connotation and inject new charm elements and contents.

References
[1] Jia, X., Dong, G., Li, H., Brunson, K., Chen, F., & Ma, M., et al. (2013). The development of agriculture and its impact on cultural expansion during the late neolithic in the western loess plateau, china. Holocene, 23(1), 85-92.
[2] Mehrpooya, M., Khalili, M., & Sharifzadeh, M. M. M.. (2018). Model development and energy and exergy analysis of the biomass gasification process (based on the various biomass sources). Renewable & Sustainable Energy Reviews, 91(aug.), 869-887.
[3] Takata, H., Khim, B. K., Shin, S., Lee, J. Y., Kim, J. C., & Katsuki, K., et al. (2019). Early to
middle holocene development of the tsushima warm current based on benthic and planktonic foraminifera in the nakdong river delta (southeast korea). Quaternary International, 519(Jun.10), 183-191.

[4] Araki, K., Okamoto, H., Graveson, A. C., Nakayama, I., & Nagoya, H.. (2010). Analysis of haploid development based on expression patterns of developmental genes in the medaka oryzias latipes. Development Growth and Regeneration, 43(5), 591-599.

[5] Nakahara, R., Nishida, K., Hashizume, K., Nasu, Y., Ozawa, M., & Harada, R., et al. (2014). Ab1097 development of statistical analysis and computer tablet based clinical score input system on the electronic medical record for rheumatoid arthritis. Annals of the Rheumatic Diseases, 73(Suppl 2), 1164-1165.

[6] Cho, M., & Kim, H.. (2013). A refined semi-analytic sensitivity based on the mode decomposition and neumann series expansion. Lancet, 375(9730), 2032-44.