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中國電影產業支持性策略之 政策法規分析

Mapping the Landscape of Strategies of the Sustainability for
Chinese Film Industry: A Policy Analysis*

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（編號：EL-96257）之部分研究結果改寫而成。

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摘要

本文提出，政策之積極介入是中國電影市場持續擴大的主因。由此，本文探究中國電影產業之法規如何運作，其支援電影事業的資源及對電影事業補助的方式為何，其推動傳統國片進入市場有哪些措施，以及目前中國電影市場的產業前景為何等研究問題。為回答上述問題，本文以法規內容為依據，分別闡述中國電影產業的市場表現、市場進入、政策介入、特種基金、發行系統支援等內涵。運用法規文本、新聞報導以及產業研究報告等三類文獻資料，本論文將中國電影政策中較特殊的國片支援方式與市場扶植手段勾勒出一個清楚脈絡。這種討論方式突出中國電影產業支持性策略的獨特性，也有助於呈現大陸電影市場在全球娛樂及媒體產業地景中的清楚位置。

關鍵詞：介入、市場進入、特種基金、娛樂及媒體產業

ABSTRACT

It is argued that it is Chinese government's active intervention that contributes to the continued enlargement of Chinese film market. The paper, therefore, explores the following research questions: How does the operation of China's legal system work? What regulatory resources sufficient enough to support the whole film industry? What are some of the forms of subsidies or tax-motivated support? How do films of China origin perform in its own market? What are those measures that promote traditional Chinese film's market access? In order to answer these questions, three types of literatures are used: legal texts, news reports and academic research reports on industry. Using literature analysis, this paper elaborates on various issues that both foreground the uniqueness of the Chinese film policy and posit the Chinese film industry in the geography of global entertainment and media industry.

Keyword: active intervention, market access, special funds, entertainment and media industry