
Original Research Article**Research on the strategy of digital economy to empower the high-quality development of cultural industry**

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Abstract: Cultural industry is an important pillar to help social development, in the context of the current era, with China's emphasis on high-quality economic development, the improvement of people's quality of life and the growing spiritual demand, promoting the development of cultural industry has attracted great attention. However, there are still some problems in the development of the cultural industry, in order to change the status quo, relevant units must keep up with the pace of development of the times, combine advanced technology and cultural industry from the perspective of digital economy, and escort the realization of high-quality development. This paper explores the strategy of digital economy to empower the high-quality development of the cultural industry for reference.

Keywords: Digital economy; Cultural industries; High-quality development

1. Introduction

The development of cultural industry can not only meet the cultural needs of the people, but also strengthen the cultural self-confidence of the masses of the people, and lay a solid foundation for the realization of the goal of cultural power. Under the new economic situation, the rapid development of the Internet, the wide application of information technology in all walks of life, and the promotion of the development of various fields, the digital economy has received extensive attention. In order to achieve its strategic goals, China must highlight the advantages of the digital economy, vigorously develop the cultural industry in the context of the digital economy, and help the innovation and upgrading of cultural undertakings.

2. Overview of the high-quality development of the digital economy and cultural industries**2.1. Digital economy**

In the mid-90s of the last century, the concept of digital economy was officially born, and this concept has been widely valued since its appearance, and at the same time, the development of the Internet is accelerating day by day, and information technology has provided strong support for the development of the digital economy. However, the connotation of digital economy has not yet been unified in the academic circles, so the author refers to the previous research results and summarizes the concept of digital economy based on personal practical experience.

2.2. High-quality development of cultural industries

With the acceleration of the process of global integration, the cultural industry has had a significant impact on various fields, including economy, politics, etc., and the high-quality development of the cultural industry can enhance the country's soft power and allow the country to better gain a foothold in international competition. With the rapid development of society, there are more and more types of modern cultural industries, and the

acceptance of cultural types by the public is also increasing, so it is necessary to further innovate cultural products and improve the innovation level of cultural industries to promote the high-quality development of cultural industries^[1].

3. The impact of the digital economy on the development of the cultural industry

3.1. The operation mode of the cultural industry has been innovated

The rapid development of the digital economy has not only promoted scientific and technological innovation, but also subverted the traditional industrial formats. At the same time, the public's enthusiasm for participating in cultural creation has risen, as the threshold for cultural industries has been lowered, and the development of the digital economy has given the public more opportunities and channels to create culture.

3.2. The birth of a new context of cultural consumption

In the context of the digital economy, people can get in touch with culture anytime and anywhere, perceive cultural differences from different countries, and consume a variety of cultural products, which increases their self-satisfaction and happiness index. For example, consumers participate in cloud concerts, online concerts, cloud exhibitions, etc. through smart terminals, which promotes the combination of virtual and real traditional cultural consumption, meets the cultural needs of the people, and also provides a driving force for social and economic development.

3.3. It has opened up a new space for the development of cultural industries

To a certain extent, the development of the digital economy has broken the boundaries between different cultural industries, for example, Chinese culture flows into Western countries, and Western culture also flows into China, which promotes cultural integration, highlights the inclusiveness of cultural industries, enhances their carrying capacity, and can further accelerate cultural exchanges between countries and promote the common development of economies of all countries^[2].

4. The strategy of digital economy to empower the high-quality development of the cultural industry

4.1. Strengthen policy support

Although the government attaches great importance to the development of the digital economy, the relevant policies are still not perfect, which is very unfavorable to its development, and it is urgent to strengthen policy support.

First, improve laws and regulations and scientifically delineate responsibilities. Government departments should look at the cultural industry from the perspective of the digital economy, clarify the goals, methods and processes for the development of the cultural industry, and stipulate them from a legal point of view, put an end to any unreasonable behavior, and must be held accountable according to the legal system when problems arise, so as to ensure the healthy development of the cultural industry. Second, the development of cultural data security standards, the digital economy is a double-edged sword, can help the development of the cultural industry, but also bring some negative impacts, so it is very necessary to establish data security standards, in order to prevent personal privacy leakage, to avoid damage to the legitimate rights and interests of the public, government departments to further optimize the personal information protection law, to avoid the privacy of users from being

violated.

4.2. Improve infrastructure

Looking at the development of the cultural industry in China in recent years, the industry has shown a variety of new trends, most of which are closely related to digital technology, such as the communication channels of traditional culture have changed, and a variety of new media provide media for it, so that the scope of communication is wider and the audience is more. The way of cultural storage has also changed, and it can be stored through electronic media, which is more efficient and lays a solid foundation for later dissemination. In other words, infrastructure is the top priority in the high-quality development of the cultural industry empowered by the digital economy, and it is also the core element.

First of all, the relevant departments should be at the forefront of the times, keep up with the pace of development of the digital economy, build basic network facilities for the development of the cultural industry, such as the establishment of 5G base stations, optical fiber networks, etc., and thus build cultural industry scenarios, such as the development of cloud platform museums, support the public to understand history and culture online, and improve their quality and cultivation. Secondly, it is necessary to optimize the cultural product service system, integrate digital technology and the development of cultural products, develop new cultural and creative products, promote the dissemination and promotion of traditional culture, and improve the utilization rate of traditional cultural resources. Finally, we should actively develop and rationally use cultural equipment, such as interactive projection and glasses-free 3D, to bring users a better sense of experience and feel the charm of culture^[3].

4.3. Establish a talent team

The development of all walks of life is inseparable from excellent talents, and the same is true for the cultural industry, and high-quality talents can provide strong support for the operation of the cultural industry. In today's society, talent has also become the focus of attention in all walks of life, and the competition between enterprises is inseparable from talent, so to vigorously develop the cultural industry, we must form a high-quality talent team.

First, to strengthen the training of talents, relevant units should optimize the talent training plan based on the development needs of the cultural industry, incorporate professional content and knowledge into the training system, and enhance the comprehensive ability of personnel through training. In the era of digital economy, online training and offline training can be combined to enhance the enthusiasm of staff to participate in training. It is also necessary to strengthen the introduction of outstanding talents, and a comprehensive investigation must be carried out at the stage of recruiting talents, in addition to evaluating their practical experience and professional ability, they should also examine their quality and accomplishment, so as to replenish fresh blood for the existing team and improve the overall level of the entire team. Second, to implement the talent subsidy policy, the relevant government departments should provide talent subsidies for the cultural industry, such as internship subsidies, housing subsidies, etc., and provide financial support for the training of talents, and urge the establishment of long-term cooperative relations between units and universities to jointly cultivate high-quality talents. Third, establish and improve the incentive mechanism, for the development of the cultural industry, it is very important to retain outstanding talents, if the brain drain, the development of the industry will inevitably be affected. Therefore, the relevant units should optimize the incentive policy, combine equity incentives and

performance incentives, stimulate the potential and creativity of staff, urge them to take the initiative to enhance their core competitiveness, and actively contribute to the development of the cultural industry.

5. Epilogue

In short, the development of the cultural industry is revitalized by the advent of the digital economy, but it is also facing multiple challenges, and relevant units and departments must strengthen policy support, improve infrastructure, and form an excellent talent team to promote the prosperity and sustainable development of the national cultural industry to promote the high-quality development of the cultural industry.

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