

The Industrial Logic Behind Empowering National-Trend Music Consumption Through Secondary Creation

-- A Study on the Path from Content Production to IP Value Conversion

Xiyue Chai

School of Music, Shanxi Normal University, Taiyuan, Shanxi, China

Abstract

This study seeks to uncover the logic of how secondary creation in Chinese trend music empowers the consumer industry and demonstrate its successful route from content creation to IP value transformation. Using the literature research method, it reviews the related theories and current status of Chinese trend music, secondary creation and IP value transformation, and examines the successful cases and issues in specific practices through the case analysis method. The study reveals that secondary creation has greatly improved the innovation capacity of the industry in the content production of Chinese trend music by inspiring creativity, diversifying music styles and enriching content. In terms of communication, it has broadened the audience group and enhanced the communication effect through multi-platform communication. As for IP value transformation, it offers concrete directions for Chinese trend music based on secondary creation content, including IP incubation, cross-border cooperation and brand promotion. These insights offer valuable theoretical and practical insights for the sustainable growth of the Chinese trend music industry.

Keywords

Guo-chao Music; Secondary Creation; Content Production; IP Value Transformation; Industrial Logic.

1. Introduction

1.1. Background of the Development of National Trend Music

Guochao music is a novel art form that combines traditional culture and contemporary musical aspects, and it has been actively evolving in the cultural market during the last several years. It incorporates the contemporary production techniques with the expressive tools of the popular music based on the traditional musical materials, therefore preserving the essence of the finest traditional culture of China and exposing it to the new modern colours and aesthetic attractiveness. This innovative approach not only meets the demands of the youths in regard to their cultural identity, but also establishes a broad impact through various communication platforms. Commercial capital drives guochao music in an industrial sense, and digital technologies enable it, giving it certain advantages regarding content creation, distribution channels, and business models[8]. Moreover, guochao music is highly significant to cultural heritage and creativity- it is an instrument through which collective memories are reawakened and individual cultural identities expressed. It is also a concrete manifestation of how Chinese culture can achieve creative change and innovative development[11].

1.2. Research Question Proposed

Secondary creation has become a significant content-creation methodology in the evolution of the Chinese Guochao music industry, and it is slowly becoming one of the main forces that can increase music consumption and help to convert IP value. Nonetheless, existing studies on the specific influence of secondary creation on the Guochao music industry are still limited, and numerous questions remain open in the process between the production of content and the realization of IP value. Is secondary creation capable of solving the problems of the Guochao music industry-content homogenization and lack of distribution channels? And how can it balance the interests of all the stakeholders regarding copyright protection and profit sharing? The solution to these questions is highly important to the healthy growth of the Guochao music industry. Thus, this paper mainly examines how secondary creation can empower Guochao music consumption and enable IP value transformation, what logic and effective strategies lie behind it, to offer theoretical basis and strategic advice to industry practice[10].

1.3. Research Objectives and Significance

The main aim of the research is to unveil the industrial rationale behind the secondary creation that empowers the consumption of the music of Guochao, and to present in a systematic manner the particular channels through which the content is produced to the realization of IP value. This paper examines how secondary creation can be used to generate creative inspiration, add depth to musical styles, and increase diversity of content by examining different types of secondary creation, the major stakeholders in the process, and the mediums through which it is distributed. Meanwhile, it also looks at how secondary creation may become the engine of promoting the music of Guochao through increasing the number of people who listen to it, improving the effectiveness of communication, and forming the musical image[1]. Moreover, the paper will also explore some key considerations in the incubation of the IPs of the Guochao music, viable strategies of cross-industry partnerships, brand building and promotion strategies hence providing practical suggestions on industry practice. Theoretically, this research addresses the gap in the research area related to the secondary creation and IP value transformation in the music of Guochao, which offers a new perspective to the academic discourse related to it. Practically, the results of the research will contribute to the enhancement of the ecosystem of the "Guochao" music industry, enhance the dual realization of the preservation of cultural heritage and economic value generation, and eventually, to the sustainable development of the "Guochao" music industry[9].

2. Literature Review

2.1. Research on Chinese-style music

Guochao music is one of the products of the interaction between the traditional culture and the modern artistic expression, and over the past few years, it has been gaining more and more attention both in academia and industry. It appeared as a result of the new wave of interest in discovering and creatively redefining ethnic musical elements within the framework of the wider revival of traditional culture. Developmentally, Guochao music does not only retain the spirit of traditional music, but also incorporates contemporary production methods and popular music genres, thus creating a new mode of artistic expression. The fusion of classical melodies with rap rhythms and the use of traditional instruments along with electronic sound effects are some of the common features of Guochao music. Guochao music is considered a kind of living cultural practice in terms of cultural preservation and innovation: applying music as a medium to convert the traditional culture into a state of preservation into a process of active dissemination, thereby creating new possibilities of the creative transformation of the excellent traditional culture of China. In addition, studies have shown that the popularity of Guochao

music is not merely an indicator of the increasing sense of cultural identity among the young people today but also an expression of the increasing cultural confidence in the consumer market.

2.2. Current Status of Secondary Creation Research

Secondary creation is a cultural activity that entails re-creating works based on other works and in the digital era, it has assumed numerous forms. In general, secondary creation can be defined as a broad range of practices including adaptation, cover versions, and mashups. Its main aim is to give new life to original works by re-creating them in new perspectives and adding various elements. First, the concept of secondary creation was born out of fan culture, in which fans reinterpreted the works of their favorite idols. Nevertheless, as social media and online platforms became ubiquitous, the audience has grown beyond just fans to encompass professional musicians, amateur enthusiasts, and even AI systems powered by algorithms. Available literature suggests that secondary creation may lead to creative inspiration and add value to musical content in multiple ways thus addressing the needs of different audiences[3]. However, although the use of secondary creation in the music industry is becoming increasingly popular, its theoretical basis and research system are still underdeveloped. The research on how the secondary creation could facilitate the spread of culture and industrialization is at the very beginning in the new direction of the Guochao music.

2.3. Research on IP Value Conversion

One of the most important problems in the development of the cultural industry is the conversion of intellectual property (IP) value. Its theoretical basis covers a great number of scholarly fields, such as brand management, marketing and cultural communication. The transformation of IP value in the music industry usually begins with single musical works and broadens into a broad range of cultural products- e. g. cross-sector partnerships to create derivative products, virtual idols, or offline events- therefore, maximizing economic gains. It has been established that the key factors to successful IP value conversion are three main factors: uniqueness of the content, extent of its distribution, and user interaction. Examples of Bing Dwen Dwen and Luo Tianyi can be considered: both have reached very effective IP value conversion due to their extensive national culture background, innovating the way they spread it, and using internet-based social media. Nevertheless, existing studies on IP value conversion in the music industry largely concentrate on popular music, and not much attention has been paid to the so-called national trend music, which is a particular genre[4][9]. Furthermore, the concrete routes by which secondary creation can empower IP value conversion still have a considerable research gap.

2.4. Research Gaps and Innovation Points

A literature review shows that despite the fact that academia has done a lot of research on national-trend music, secondary creation and IP value conversion individually, there are relatively few systematic studies that combine all three aspects. At present, the majority of research is dedicated to the production and distribution of national-trend music content, whereas less research is conducted on how secondary creation can help transform IP value. Moreover, within the framework of secondary creation, despite the existence of some studies devoted to its contribution to music dissemination, no detailed examination of its balancing role between revealing the cultural richness of national-trend music and increasing its commercial worth has been carried out yet[8]. Lastly, in terms of IP value conversion, despite some studies suggesting particular strategies like cross-industry partnerships and brand building, it is not adequately shown whether such strategies can be applied to the environment of national-trend music. Thus, the current paper aims to address these gaps by using the theoretical framework of secondary creation-content production-IP value conversion to shed light on the inherent

logic behind the evolution of the national-trend music industry and offer fresh insights and directions to future studies.

3. The Current State of Secondary Creation in National-Trend Music

3.1. Secondary Creation Format

Several types of secondary creation exist in the music of guochao, some of the more common ones being adaptation, cover versions and mashups. Adaptation is the process of changing the melody, rhythm or harmony of the original work and adding new musical elements to provide the piece with a distinct style and meaning. Other creators have blended the timbres of traditional Chinese musical instruments with contemporary aesthetic sensibilities through the use of electronic music production techniques. Cover versions are defined as reinterpretations of old songs; artists employ their own unique interpretations to attract various audiences and connect with the younger generation. Moreover, there is a relatively new type of creative expression, mashups, which presupposes splicing and reassembling parts of several songs to create extremely innovative pieces. The approach is not restricted by the paradigm of the conventional music frameworks and provides additional possibilities in content creation. As different as these types of secondary creation may be, they all contribute to enriching and diversifying the expression of the music of guochao.

In terms of the presentation, the choice of the secondary forms of creation is based on the individual style of the creator and even on the taste of the intended audience. Adapted works are more inclined to emphasize a modern re-interpretation of traditional cultural symbols, mixing tradition and modernity with popular rap elements or Western classical music techniques. Cover versions rely more on the ability of the singer to get into the feelings of the original song and convey them in his/her own style thereby producing a strong emotional appeal to the listeners. When it comes to mashup videos, they are highly visual and auditory because of their high degree of technical sophistication and creative spirit, making them particularly suitable to be shared in the new media landscape such as short-video platforms. Overall, these various forms do not only expand the boundaries of the music art of guochao but also contribute significantly to facilitating innovation in the content-production process.

3.2. Participating Entities

Professional musicians, amateur enthusiasts and different music platforms are the key players in the secondary creation of the music of guochao. The two groups have a different role to play in the creative process and show varying motivations. One of the main driving forces of secondary creation is professional musicians whose deep artistic development and rich creative experience makes them such. They tend to push the limits of musical art in general and through secondary creation they strive to combine traditional cultural aspects with modern musical language so as to create works that not only have cultural richness but also can be marketed. Use famous musicians as an example: having re-created folk songs or classical pieces, they have received significant attention among young people, thereby creating a solid basis of the emergence of the music of guochao.

Another key group of stakeholders is amateur enthusiasts; they participate in secondary creation mainly due to personal interest and self-expression. They can engage in music creation at a relatively low cost, relying on convenient and accessible digital tools and social media platforms[2]. They get a feeling of achievement and recognition by sharing their own works. Such broad-based public involvement does not only increase the social impact of "Guochao" music but also constantly infuses new energy into the industry. In the meantime, music platforms are an inseparable part of the ecosystem of secondary-creation. These platforms create an effective connection between creators and audiences with their technological support,

traffic promotion, and copyright management services, thus enabling the mass production and mass distribution of the content of secondary-creation. Due to the collaborative nature of all participants, the phenomenon of secondary creation of "Guochao" music has become a rich and vibrant one.

3.3. Communication Platform

The spread of secondhand productions of the music of Guochao is a joint effort of many platforms, such as short-video platforms, music platforms, and social media. All platforms capitalize on their own strengths and features to enable the music of Guochao to gain extensive exposure and increase its impact. Short-video platforms have taken over the main platforms of circulation of secondhand creative content due to their enormous user bases and extremely effective algorithmic recommendation systems. Whenever content creators make quality mashup videos or cover clips, they can easily attract a lot of user attention and engagement therefore achieving the purpose of sharing viral content. In addition, short-video services are more likely to organize themed events and challenge contests to increase user activity and provide even more opportunities to share secondhand creative content.

The professional distribution of secondary creations has been facilitated by music platforms. These sites not only provide high-quality audio content, but also establish special sections with secondary creation or playlists of recommendations, thereby exposing more people to great content. The platforms that feature adaptations based on the trends inspired by Guochao (China-inspired trends) have attracted numerous professional musicians and amateur music lovers, which enables secondary creations to accumulate and mature over time. One such channel is social media, which allows creators to interact with their fans; its multiple functions, including topic discussion and sharing, enhance the interactivity and accessibility of the content of secondary creation[5]. Active discussions of secondary creations on social media like Weibo and Bilibili, on the one hand, increases the visibility of these works, and, on the other hand, contributes to the feeling of belonging to the culture of Guochao music among people. The multi-platform promotion provides a strong backing to the viral expansion of secondary creations within the Guochao music industry.

4. The Empowerment of Secondary Creation in the Production of Guochao Music Content

4.1. Inspire Creative Inspiration

The secondary creation, which combines various views and aspects, has brought new life and inspiration to the evolution of the music of guochao. It is on this background of digital transformation and innovative development that the traditional music industry demands that secondary creation, its openness and diversity, has become one of the key driving forces behind innovation in the content of musical guochao. The success story of virtual idols such as Luo Tianyi who represent Chinese traditional style proves that it is possible to create a musical work that is both clearly national and at the same time closely related to the spirit of our times by combining modern technology with traditional cultural symbols. Moreover, the secondary creation presupposes the reevaluation and redefinition of traditional musical elements, which not only preserves the vitality of the traditional culture but also provides it with a new modern sense. Among the methods through which secondary creation can produce creative inspiration is the use of traditional elements to enter into innovative practices. Meanwhile, studies in the music economy have shown that original-based music products, which are facilitated by technological innovations, can be more effectively distributed and converted into consumer demand, thereby encouraging creators to think about even more possibilities.

4.2. Rich Musical Styles

Secondary creation breaks the traditional musical genre, and adds a variety of stylistic elements to "guochao" music. Adaptation, covering or remixing of existing music works enables secondary creators to escape the limitations of a certain style, and integrate and experiment with elements of different musical genres. As a result, in secondary creations, the boundary between popular and classical music is blurred and thus a new type of music that is both aesthetically sophisticated and popular is created. Moreover, the innovative use of the traditional Chinese music elements is the unique characteristic of the music of guochao. Not only does this improve the modes of musical expression but also satisfies the palate of individuals of all generations. Historically, the music industry has moved beyond the old model of venue + performance to the new model of digital + copyright and cross-disciplinary integration has become the key trend in the development of musical styles[7]. This has seen the secondary creation widen the repertoire of styles of the music of guochao enabling it to be spread and embraced worldwide.

4.3. Enhance Content Diversity

The secondary creation has made the diversity of "guochao" (Chinese-style) music in many aspects, including theme and expression, thereby increasing its market value and cultural appeal. After exhausting traditional cultural resources, secondary creators have incorporated elements such as poetry, opera and folk tales into their musical creations, creating a variety of unique themes. The creation of "guofeng" videos on Bilibili demonstrates that since the popularity of user-generated content (UGC), the themes of "guochao" music are more in line with young people's values, thus breaking the cultural dissemination cycle within a closed circle. In the era of short video platforms and social media, there are various ways to secondarily create "guochao" music. These platforms not only enable musical works to be presented in an attractive manner but also utilise interactive features to enhance users' sense of participation and immersion. Therefore, secondary creation - via multi-dimensional content innovation and optimisation - has improved the quality of "guochao" music, offering a powerful boost for the development of the cultural industry in the new era.

5. The Promotion of Secondary Creation in the Dissemination of National Trend Music

5.1. Expand the Audience Base

Secondary creations, in different forms of presentation and distribution channels have greatly expanded the audience base of the music of Guochao and have essentially broken the siloed walls that have traditionally restricted the spread of musical genres. Secondary works on short-video sites, social media, and music streaming services are available in a variety of formats, such as adaptations, cover versions, and mashups. These creations not only find their audience among those who already know about the music of Guochao but also an even broader audience. On short-video platforms, secondary creation videos of "Guochao" music typically contain visual elements and trending topics, bringing previously niche music genres to the mainstream. Moreover, the sharing features of social media enhance the influence of these secondary creations even further, enabling them to transcend age, geographic, and cultural boundaries, thus achieving a wider reach of the audience. Talking about the relevant research, cross-platform and multi-format content distribution strategies can not only help to make the music of Guochao more visible but also give it new life and make it more culturally communicative in terms of globalization[5].

In the meantime, diversity of secondary creation participants is a significant boost to expand its audience. The collaboration between professional musicians, amateur enthusiasts and music

platforms has not only enriched the content of the secondary creation but also diversified it in terms of style and theme thereby satisfying the aesthetic requirements of different audiences. Having sung the traditional songs of Guochao (Chinese-style) and made their own additions to them, some amateur performers have already become notable among young people; in turn, professional musicians have contributed to the artistic value of Guochao music by offering high-quality adaptations, which further popularized this genre among the listeners. This multi-layered model of content production does not merely make Guochao music more attractive, but also gives a solid foundation on which the music can be marketed in a diversified market.

5.2. Enhance Communication Effectiveness

Secondary creation is a significant aspect of the propagation of the "guochao" music because it establishes high topicality and interactivity, which enhance its visibility and impact significantly. In general, secondary creations capitalize on trending or breaking news to quickly attract attention, thereby making sharing easier. Based on guochao music, secondary creations often become a popular topic in social media during traditional festivals or cultural events, becoming popular and shared widely[6]. Not only does this extend the lifespan of original works, but it also gives new life to the spread of the music of guochao.

Second, secondary creation employs interactive design to enhance the interaction and sense of belonging among the audience. Short-video platforms and social media allow users to view and enjoy content created by secondary means, and participate in its distribution by commenting, liking, sharing, and other forms of interaction. Not only does this two-way interactive model help to decrease the distance between creators and viewers, but it also causes content to circulate repeatedly and become more widespread. Moreover, the act of secondary creation is creative and entertaining on its own, which makes the emotional appeal to people during the dissemination process easier and thus more effective. Combining modern technology with the traditional elements of culture, hybrid montage works not merely show the beauty of the so-called guochao music as an individual phenomenon but also contribute to forming the sense of identification with the Chinese traditional culture among the spectators.

In conclusion, secondary creations, being topical and interactive, have played a significant role in the propagation of the music of guochao. On the one hand, they increased its audience base; on the other hand, they made a significant contribution to its social impact and cultural value.

5.3. Shaping Musical Images

National-chic music has established a distinctive cultural image and brand recognition based on different forms of secondary creation, thereby enhancing the cultural identification of the population with it. As national-chic music is redefined by secondary creators who redefine traditional musical elements and infuse them with modern aesthetics, the music has acquired more colorful characteristics of our time and richer cultural depth. Not only has the use of classical instruments retained the original feel of the national-chic music but also contributed to it the popular touch that attracts the younger generation today making the impact of this cultural phenomenon both visually and sonically powerful. This innovative approach has assisted the national-chic music to stand out in the saturated music market and has gained increasing popularity and acceptance among the youths.

Moreover, secondary creation is a significant aspect of the image construction of "guochao" music as it enables an in-depth exploration and manipulation of cultural symbols. In successful domestic IP cases, such as "Bing Dwen Dwen", traditional cultural symbols have been re-embellished with modern design styles and marketing strategies. This can be achieved in the secondary creation of "guochao" music. By recombining melody, rhythm and lyrics, secondary creators can highlight the cultural characteristics of "guochao" music and leverage multimedia

platforms to launch a mass promotion campaign, thereby promoting brand image and cultural identity.

Finally, the different forms of secondary creation provide a treasure trove of resources and concepts to develop national-trend music brands. No matter whether through cross-industry collaborations to develop derivative products or through brand promotion initiatives to gain exposure, secondary creation can offer valuable support in extracting the most value out of national-trend music IP[1]. By doing so, it becomes clear that secondary creation is not only a notable element of content production but also a powerful instrument in shaping the cultural image of national-trend music and raising brand awareness.

6. The Path from Content Production to IP Value Conversion in National Trend Music

6.1. IP Incubation based on Secondary-created Content

Secondary creation is a powerful driver of the production of "guochao" (Chinese-style) music content. It enhances the expression of musical works and provides a source of IP. When selecting promising secondary-creation works for IP incubation, there are many factors to consider such as originality, cultural value and market potential. Secondary-creation works that combine traditional culture with modern musical elements are more likely to be accepted by the public. Furthermore, the potential for dissemination and user feedback are also important factors; interactive and relevant works have greater IP incubation potential.

The reduction of the essence of the content, the correct definition of the target audience and the combination of multi-dimensional resources are the most crucial elements of IP incubation. To obtain the core of value in the content, one would have to locate cultural symbols or themes in the works produced by the secondary source that may form an emotional appeal, thereby becoming the spiritual center of the IP. The following step is, based on the analysis of data, to define the needs and preferences of the audiences of different age groups, geographical location, and cultural background and subsequently develop certain incubation strategies depending on them. Finally, synergies are created due to the combination of multi-dimensional resources such as collaborations with music platforms, social media, and capital investors that lead to the first creation and subsequent development of the IP.

The IP incubation process normally entails four stages, which entail content screening, concept design, market testing and commercial promotion. Technological tools and big data analytics are used in the content screening phase to identify high potential secondary creation works. In the concept design stage, the key elements of these works are visualized and depicted in a narrative form thereby forming an overall IP character system. In the market testing stage, the works are released on small scale to gauge the reaction of the market and changes are made based on the feedback received. Finally, during the commercial promotion phase, multi-channel distribution and cross-industry collaborations are employed to ensure that the introduction of the IP on a large scale and its value realization happen.

6.2. Cross-border Collaboration and Derivative Product Development

The development of the value of Guochao music IPs cannot be without cross-sector collaborations with other sectors. Such partnerships can enhance the presentation forms of these IPs and, through the development of derivative products, extend the commercial lifespan of the IPs. In practice, Guochao music IPs tend to have close cooperation with various industries including fashion, film and television, gaming, and cultural creativity, thereby reaching broader audiences and enhancing brand influence. Take the mascot of the Beijing Winter Olympics, Bing Dwen Dwen: it has integrated musical elements into its IP, releasing numerous songs and other associated items, thus producing a win-win effect of cultural symbols and music.

The cross-industry partnership is a complementary resources and co-creation. When it comes to national-trend music IPs, one should choose partner brands with similar styles to their own. On the one hand, the partner brand should be characterized by high penetration and brand attractiveness, which will enable the IP to enter the new field successfully in a short period of time. On the other hand, the two parties should settle on cultural values in order not to confuse consumers because of the difference in their worldviews. Moreover, cross-industry collaborations should also be innovative and sustainable, so as not to fall prey to homogeneous competition. Based on national-trend music IPs, collaborating with independent designer brands to launch apparel collections that combine traditional cultural elements with modern aesthetic values has been highly appreciated in the market.

The direct result of cross-industry collaboration is the development of derivative products, and these products encompass various aspects such as physical products, online content, and offline experiences. In regard to physical goods, common derivative merchandise include album merchandise, co-brand merchandise, and limited-edition collectibles. Speaking of digital content, short videos, animations, and games can serve as platforms that can be utilized to expand the reach and popularity of an IP. Speaking of offline experiences, some of the activities that offer consumers a comprehensive experience of culture are concerts, themed exhibitions and immersive performances. These in-licensed products not only render an IP more competitive in the market but also contribute more commercial value to the IP.

6.3. Brand Building and Promotion

The process of increasing the visibility and reputation of Guochao music IPs is important in brand building and promotion, which are also a guarantee of value maximization of the IPs. To this end, it is essential to develop an overall brand strategy and embrace multi-dimensional communication strategies to create a unique brand identity and increase cultural identification. Finally, values should be the foundation of brand creation, demonstrating the cultural value and emotional appeal of the music IPs of Guochao, in order to achieve a competitive advantage in a highly competitive environment.

Brand positioning is the foundation of brand building. It is essential to identify competitive advantages and unique selling points of an IP taking into account the needs of the target audience and the market environment. As an example, one can consider the music IP Guochao: it has created a new Chinese style musical image with the innovative re-interpretation of traditional musical instruments, which is very popular among young people[9]. Second, brand image creation is founded on the collaboration of various elements including visual design, storytelling, and user interaction. The graphical design should be aimed at integrating the traditional cultural elements with the modern aesthetics and create a highly distinctive system of symbols. Storytelling leverages on interesting brand stories to establish stronger emotional connections with users, and user engagement, both online and offline, helps to enhance the sense of involvement and belonging in users.

In brand promotion, it is essential to fully leverage the advantages of the new media and establish a multi-dimensional communication network. The primary channels for promoting "Guochao" music IPs are short video platforms, social media and music platforms. By collaborating with KOLs, topic marketing and user-generated content (UGC) rewards, brands can rapidly accumulate influence. In addition, offline activities also play an important role in brand promotion. Music festivals, book signings, themed exhibitions and other similar events not only enhance brand awareness but also provide cultural experiences to users. The integration of online and offline strategies contributes to the promotion of the value of the "Guochao" music IP and cultural identity, thereby maximizing the value of the IP.

7. Issues and Challenges in Secondary Creation and IP Transformation

7.1. Copyright Issues

The secondary creation is an important part of the production and distribution of the content of the "Guochao" music; nevertheless, the copyright problems it brings with itself have turned into a latent threat to the industry development. Secondary creation normally entails adaptation, covering or remixing of existing works which unavoidably brings up the issue of copyright of the original works. The risk of infringement is also present when using the main melodies or words of an original piece without permission, and uncertainties regarding the ownership of the copyright make the situation even more complicated. In the case of the so-called Guochao music, especially, most of the works include the elements of traditional culture, which makes the issue of copyright determination even more complex. The rise of new distribution channels, including short-video applications, has allowed secondary-created material to spread at an unprecedented pace-but it has also made copyright control much harder. Not only does this harm the legitimate rights and interests of original creators, but it also reduces the enthusiasm of creators to engage in secondary creation, thus adversely affecting the sustainable development of the "Guochao" music industry[10][3].

Legally, there are some limitations to the existing copyright law in its application to secondary creations. Copyright law on the one hand ensures that original works remain intact and protects the legitimate rights and interests of creators; but on the other hand, it has a rather strict definition of fair use, so it is hard to properly accommodate the various needs of secondary creation. Other secondary creations do not have express permission, but their mass distribution has increased the visibility and impact of the original work, creating a win-win situation. Nevertheless, these gray areas are also controversial in terms of their legality, which puts creators and platforms at great legal risk when they engage in secondary creations. Thus, although it has ensured that the rights of original works are protected, it has become one of the burning issues that the national-chic music industry needs to deal with urgently: the need to create a more adaptable copyright management system regarding secondary creations.

7.2. Unequal Distribution of Benefits

The conflicts caused by unequal distribution of benefits in the process of secondary creation and IP adaptation in the music industry of the national trend have become more visible. Not only do such conflicts kill the zeal of all the involved parties, but they also present a threat to the healthy and orderly growth of the whole industry. Secondary creation participants are professional musicians, amateur enthusiasts, and music platforms. Even though these various actors have different roles to play in the processes of creation and dissemination, the existing profit-sharing model does not sufficiently capture this aspect. In short-video sites, the material that has been subject to secondary production usually brings high traffic and advertising income; nevertheless, the vast majority of these proceeds is stolen by the site administrators, and the real authors get only minimal remuneration[7]. Such an unbalanced profit-distribution system demotivates creators, thus impacting the quality and quantity of content created secondarily.

Second, the IP monetization process is also characterized by an unequal distribution of benefits. Consider, as an example, cross-sector partnerships between Guochao music IPs: in most cases, brands use their resource advantages to take a more dominant stance, whereas music creators are placed at a disadvantage when negotiating and do not get paid according to their contributions. The same can be said about the sharing of profits in the development of derivative products- the majority of the proceeds of the sale of merchandise will be paid to the brand owners and music creators will only get a small percentage. This does not only demoralize creators but also creates a crisis of confidence between the upstream and

downstream players within the industrial chain thus preventing the further growth and marketing of the so-called Guochao music IPs. Thus, maximizing the benefit-sharing model in such a way that all the parties involved could fairly enjoy the economic gains achieved due to creative success is a cornerstone of sustainable development of the "Guochao" music industry.

7.3. Lack of Cultural Depth

In the secondary creation and IP adaptation of "Guochao" music, if we only consider commercial interests and ignore the loss of cultural elements, it will be difficult to inherit and develop traditional culture. The key competitive advantage of "Guochao" music is its contemporary innovation of Chinese traditional culture. However, certain secondary works, in their desire to address market demands, have a tendency of overemphasising entertainment and commercialisation, thereby ignoring the cultural and spiritual worth of the works themselves. The adaptations that are aimed at younger audiences are more likely to simplify or even alter the traditional musical aspects, thus depriving the works of their original cultural attraction. Not only does this undermine the cultural attributes of the music of Guochao, but it also leads to misinterpretations of the traditional culture by the masses, thereby posing a threat to the preservation and integrity of cultural heritage.

Moreover, the issue of insufficient cultural richness in IP adaptation cannot be disregarded. Think about cross-industry collaborations: when developing so-called guochao (Chinese-style) music IPs, some brands are only worried about their commercial value, not about discovering the cultural significance of such a thing. Some derivative products merely pile up the traditional musical elements as visual symbols without providing any explanation or expanding on the cultural context within which these products are located and therefore consumers are unable to fully enjoy the cultural richness of such products. Such superficial expressions of culture do not only fail to market the traditional culture, but also instill a feeling of cynicism in the masses regarding the cultural hollowing-out of the so-called guochao music, thereby undermining its competitiveness in the market and its social influence. Therefore, the issue of how to balance commercial interests and cultural values, i. e., to ensure that the music of guochao does not lose its cultural context and is industrialized, is an important question that should be addressed during the secondary creation and IP adaptation process.

8. Response strategy

8.1. Improve the Copyright Management Mechanism.

Copyright issues have always been one of the key factors that have been impeding the healthy development of secondary creation of "guochao" music. As secondary creation is usually a process of adaptation, covering, or remixing original works, it readily leads to infringement risks and copyright ownership disputes. In order to overcome these challenges successfully, there is a need to enhance copyright management both in legal and technical aspects. To further clarify the definition of copyright in secondary creations, such as making clear the distinction between fair-use limits and commercial use, and to provide special copyright registration agencies to simplify the rights-confirmation processes, legislation or industry standards should be used when determining copyright ownership[3]. Second, regarding standardizing the authorization process, we can refer to internationally developed practices by establishing a single authorization platform, and the authorization process between original creators and secondary creators becomes more transparent and efficient. Besides, blockchain technology provides a new perspective on how to deal with copyright problems. It is immutable and decentralized, which allows it to credibly document the process of creation and the circulation of copyright ownership, thus giving all parties credible evidence of copyright. Thus, the improvement of the copyright management system will contribute to decreasing the number

of legal conflicts caused by the secondary creation and establish a solid base of the development of the "guochao" music industry.

8.2. Optimize the Profit Distribution Model

The problem of unequal distribution of profits in the secondary creation of the so-called guochao music and IP adaptation has become even more acute. Not only does this destroy the zeal of every stakeholder, but it also upsets the industry ecosystem balance. Thus, enhancing the profit-sharing model has turned into an essential measure towards facilitating healthy development of the industry. At the institutional level, we must put in place reasonable and fair revenue sharing rules whereby all the stakeholders including professional musicians, amateur enthusiasts, platform operators and others are compensated based on their contribution. An adaptive revenue-sharing mechanism may be introduced, which would vary the ratio of profit distribution according to the real dissemination performance of a work and market feedback, thus providing flexible and scientific profit allocation. Secondly, multi-party collaboration patterns should be encouraged and cooperation between enterprises in the upstream and downstream parts of the industry chain should be enhanced. Through creating a community of shared interests among brand owners, content creators, and developers of derivative products, we can mutually benefit and win-win by sharing resources and risks. We also must improve the empowerment of marginalized populations by providing creative subsidies or training resources to amateur artists thus boosting their creative potential and negotiating power. Such measures will be effective in addressing the conflicts that arise due to unequal distribution of profits and will give a solid foundation in creating a conducive and stable industrial development environment.

8.3. Strengthen the Exploration of Cultural Connotations.

The secondary creation of "guochao" music and its IP adaptation are often less cultural while seeking commercial gains. This not only affects the artistic value of these works, but also traditional culture inheritance. Therefore, it is crucial to improve the consideration of cultural connotations in secondary creation and IP adaptation. First, creators should have a thorough understanding of the cultural background of "guochao" music and infuse cultural elements into their creations - rather than merely using symbols. By modernizing traditional musical instruments, melodies and lyrics, creators can highlight the features of China's outstanding traditional culture and endow them with new significance in today's society[11]. Second, platform operators should encourage creators to focus on expressing cultural value by holding special creation contests or setting up special awards funds, so that more works with cultural value can be created. Thirdly, digital technologies can be used to widen cultural communication channels - for instance, through virtual reality (VR) and augmented reality (AR) technologies to create immersive experience spaces, so that audiences can better understand the cultural value of "guochao" music. Finally, all sectors of society need to work together to enhance public awareness of the cultural value of "guochao" music through education and public opinion guidance, thus providing a good environment for cultural inheritance. In this way, we can strike a balance between cultural protection and innovation in secondary creation and IP adaptation, and ensure the sustainability and development of "guochao" music.

9. Conclusion

9.1. Research Summary

The article primarily talks about the industrial logic of how secondary creation facilitates consumption of the music of Guochao and gives a clear map between content production and realization of IP value. The study reveals that secondary creation is a significant factor in the music industry of Guochao. It takes various forms, such as adaptation, cover versions and

mashups which not only create creative inspiration but also enrich musical styles and diversify content. The new model has greatly enhanced the production of the "Guochao" music content, which has formed a unique cultural attraction through the integration of traditional and modern elements of music. Secondary creation can help expand the audience reach, enhance communication effectiveness, and create distinctive musical identities with the assistance of dissemination channels like short-video platforms, music platforms, and social media, thereby enhancing cultural identification with the music of Guochao and brand awareness.

This paper presents the key elements and processes involved in incubating an IP based on secondary-created material, i. e., cross-sector cooperation in developing derivative products, brand development and promotion to maximize the value of an IP. These strategies not only increase the business opportunities of the music of Guochao but also strike a balance between tradition and modernity. However, the study also reveals that such issues as copyright, unequal distribution of benefits, and cultural superficiality are also challenges facing the process of secondary creation and IP transformation that can have a negative impact on the sustainable development of the music industry of the "Guochao" music industry. Therefore, this article proposes some solutions, including improving the copyright management system, simplifying benefit-sharing systems, and increasing the exploration of cultural connotations, to enable healthy development of the music industry of the "Guochao" music industry.

9.2. Research Outlook

Despite the fact that this paper offers a systematic discussion of the industrial rationale behind empowering Guochao music consumption via secondary creation, and the routes of transforming IP value, there are numerous aspects which can be further researched. As technology continues to evolve especially with the increasing significance of artificial intelligence and big data in the production and distribution of music, future studies may explore more on how these new technologies can be incorporated into secondary creation hence making the process of producing Guochao music content more efficient and also distributing it effectively. In addition, Guochao music is a new cultural phenomenon whose international promotion potential has not been fully exploited yet. Future research might consider the level of acceptance of Guochao music in the global market and investigate cross-cultural communication strategies, evaluating how the secondary creation and transformation of IP values can be used to enhance the impact of Chinese culture in the world.

Moreover, the existing research on secondary creation and IP adaptation is mostly done in a commercial context, with little consideration of their socio-cultural effects. In the future, we might take a cultural sociological perspective to conduct more detailed studies on the long-term impact of secondary creation on young people's value formation and cultural identity construction, thus offering more theoretical support for policy-making. Finally, as the national-trend music industry is rapidly evolving, its interaction with other cultural industries is also becoming more and more important. We could explore the integration of national-trend music with other cultural industries such as film and television, and games, to find more ways to convert IP value and finally realise the goal of integrated development of the cultural industry.

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