

Exploration of the Development Path of Dubbing Industry in the Era of Intelligent Media

Ruidi Du*

International College, Dhurakij Pundit University of Thailand, Bangkok 10210, Thailand

*Corresponding author: Ruidi Du, 17003@squ.edu.cn

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Abstract: With the rapid development of intelligent media technology, the demand for high-quality dubbing in fields such as film and television dramas, animation, and games is increasing, providing unprecedented development opportunities for the dubbing industry. However, the dubbing industry is also facing many challenges as it rapidly expands. This article will analyze the current situation and problems of the dubbing industry in the era of intelligent media, draw on the successful experience of the Japanese voice actor industry, propose specific optimization strategies, explore the feasible development path of China's dubbing industry in the era of intelligent media, and promote its sustainable development.

Keywords: Business strategy; Intelligent media technology; Film and television dubbing art; Sustainable

Online publication: January 23, 2025

1. Introduction

In the era of intelligent media, due to the rise of the “ear economy”, the dubbing industry has moved from behind the scenes to the forefront, gradually becoming an important component of the cultural industry ^[1]. With the rapid development of intelligent media technology, the demand for high-quality dubbing in film and television dramas, animation, games, and other fields is increasing, providing unprecedented opportunities for the development of the dubbing industry. At the same time, the wide application of social media and the popularity of dubbing variety shows have brought dubbing actors into the public eye, accumulating a huge fan base and promoting the idolization and marketization of the industry ^[2]. However, as the industry rapidly expands, it also faces many challenges, such as imperfect talent training systems, inconsistent industry standards, and insufficient marketization. Therefore, this article will analyze the current situation and problems of the dubbing industry in the intelligent media era, draw on the successful experience of the Japanese voice actor industry, explore the feasible development path of China's dubbing industry in the intelligent media era, and promote its sustainable and healthy development.

2. Development status of the dubbing industry in the intelligent media era

With the rapid development of intelligent media technology, the dubbing industry has encountered unprecedented growth opportunities in the intelligent media era.

2.1. Rapid growth in market demand

Due to the advancement of intelligent media technology, the prosperity of cultural and entertainment industries such as film, television, animation, and gaming has driven the rapid expansion of the dubbing industry^[3]. In recent years, with the significant increase in the production of domestic film and television dramas and animation works, the demand for dubbing has shown explosive growth. Especially with the explosive growth of IP adaptations and web dramas, the need for dubbing in film, television, and animation continues to expand. Additionally, the rapid development of the gaming industry has brought new business growth points to the dubbing industry. The widespread popularity of mobile and online games has made game dubbing an increasingly important segment in the industry, opening up vast development space for the dubbing industry.

2.2. Idolization of the dubbing industry and the rise of fan economy

In the intelligent media era, dubbing actors are no longer just behind-the-scenes workers. They have gradually stepped into the spotlight through platforms such as variety shows and social media, becoming publicly recognized idols^[4]. Many dubbing actors have gained a large number of fans through their outstanding dubbing works, and the trend of idolization in the dubbing industry is becoming increasingly evident. By participating in events like comic conventions, fan meetings, and live streams, dubbing actors not only expand their personal influence but also promote the development of the fan economy.

2.3. Diversification and popularization of the dubbing industry

With the development of new media platforms, the dubbing industry is gradually showing diversification and popularization. Besides traditional film, television, and animation dubbing, emerging fields like radio plays and audiobooks are becoming the main work content for dubbing actors. Simultaneously, the technical threshold for the dubbing industry is gradually decreasing. The popularization of dubbing tools has enabled more people to easily participate in dubbing creation, promoting the widespread dissemination and popularity of the industry.

3. Challenges faced by the dubbing industry in the intelligent media era

Despite the rapid development of the dubbing industry in the intelligent media era, it still faces a series of problems and challenges that restrict its further improvement and perfection.

3.1. Shortage of professional talent and imperfect training mechanisms

The rapid expansion of the dubbing industry has intensified the demand for high-quality professional talent. However, the current domestic dubbing talent pool is far from meeting market requirements. Although some universities and vocational training institutions have offered relevant courses, the overall training system is still not perfect, especially for highly specialized dubbing actors, who are relatively scarce. Additionally, the lack of a systematic career advancement path and long-term training plan leads to high talent turnover within the industry, making it difficult to form a stable professional team.

3.2. Inconsistent industry standards and varying dubbing quality

Currently, the dubbing industry has significant differences in standardization across different fields, lacking unified quality specifications. Although fields like film, television, animation, and gaming have certain requirements for dubbing, the lack of unified industry standards leads to significant fluctuations in dubbing quality. Furthermore, the internal qualification certification and evaluation mechanism for dubbing actors is not yet mature, resulting in varying dubbing quality. Consumers and audiences have inconsistent evaluations and expectations of dubbing works, further exacerbating the industry's irregularity.

3.3. Limited career development space and unreasonable income structure

Despite the gradual idolization of the dubbing industry in recent years, where some well-known dubbing actors have gained widespread attention through variety shows and social media, the career development space for most dubbing practitioners remains limited. Compared to frontline actors, dubbing actors face a huge gap in professional influence and income. Additionally, the unreasonable income distribution mechanism and uneven resource distribution within the industry make dubbing actors face many difficulties in their career development.

4. Case study: Successful experience in the Japanese voice actor industry

The Japanese voice actor industry enjoys a high reputation globally, owing its success to a comprehensive system and a highly market-oriented operational model. This provides valuable experience for the dubbing industry in other countries.

Firstly, the success of the Japanese voice actor industry is inseparable from its professional talent cultivation system. In Japan, the training and education of voice actors are systematic. Voice actor schools offer comprehensive courses covering professional content such as vocal techniques, character building, and voice performance^[5]. Students have the opportunity to participate in actual dubbing projects during their school years. This “learning by doing” model helps them quickly adapt to the work environment after graduation.

Secondly, the market-oriented and idolized operational model of the Japanese voice actor industry is a crucial factor in its success. In Japan, voice actors are not just dubbing performers. They gradually develop into idol-level public figures by participating in diversified activities such as variety shows, record releases, and concerts^[6]. Voice actor agencies play a significant role, responsible for the career management, training, and promotion of voice actors. Through comprehensive packaging and promotion, they transform voice actors into stars. Simultaneously, the highly market-oriented operation of the voice actor industry has enabled it to expand beyond dubbing for animations and films, extending into various fields like advertising, gaming, and audiobooks, forming a vast industrial chain.

The success of the Japanese voice actor industry also benefits from its comprehensive industrial chain support and the development of the fan economy. The influence of voice actors extends to adjacent industries. By participating in events like comic conventions, fan meetings, and radio dramas, voice actors establish close interactive relationships with fans, further enhancing the activity of the fan economy. The government also provides a favorable environment for the development of the voice actor industry through policy support and cultural promotion. Therefore, the Japanese voice actor industry has not only achieved tremendous success in the domestic market but has also become an integral part of the global cultural industry through the international dissemination of anime culture.

5. Development path of the dubbing industry in the intelligent media era

The arrival of the intelligent media era has brought tremendous development opportunities to the dubbing industry, but it has also exposed issues such as talent shortages, insufficient marketization, and inconsistent industry standards. To promote the sustainable development of the dubbing industry, the industry can draw on the successful experience of the Japanese voice actor industry and explore suitable improvement paths for China from four aspects: talent cultivation, market-oriented operation, industrial chain construction, and fan economy^[7].

5.1. Building a professional talent cultivation system

The talent shortage is currently one of the main challenges facing the dubbing industry. Many dubbing actors enter the industry through short-term training or self-study, lacking systematic professional education, which leads to varying dubbing levels within the industry. Drawing on the model of Japanese voice actor schools, domestic universities and vocational colleges should strengthen dubbing professional education and systematically cultivate dubbing talents^[8]. Courses should cover skills such as voice performance, character building, and emotional expression. By collaborating with film, television, and animation companies, they can provide students with more practical opportunities and shorten the transition period for students to enter the market.

Furthermore, establishing a professional promotion and skill certification mechanism is crucial. The introduction of a tiered certification system through industry associations and continuous training for practitioners will encourage them to continuously improve their skills during their careers. This will help address the issue of inconsistent talent quality within the industry, provide a clear career development path for dubbing actors, and enhance the professional standards of the entire industry.

5.2. Promoting marketization and standardization simultaneously

The marketization process of the domestic dubbing industry is not yet mature, and the lack of unified industry standards results in inconsistent dubbing quality across various fields, affecting the overall expressiveness of the works. To enhance the industry's competitiveness, it is essential to establish a sound standardization system while promoting market-oriented development. Industry associations should develop dubbing standards for different fields such as film, television, animation, and gaming, ensuring that the dubbing quality of various works meets professional requirements^[9]. This will enhance audience trust in dubbing works and provide clearer work specifications for dubbing actors.

Simultaneously, marketization should be combined with the diversified development of the industry. Domestic dubbing actors can expand their personal influence by participating in activities such as variety shows, music, and advertising endorsements. Dubbing actors should not be confined to behind-the-scenes roles. Interacting with fans through social media, short video platforms, and other channels can increase exposure and enhance personal brand value. Dubbing studios and agencies should actively promote this comprehensive development model, helping dubbing actors expand their professional fields and enhance market dynamism.

5.3. Building a complete industrial chain and promoting cross-industry collaboration

The development of the dubbing industry not only relies on talent and standards but also requires close integration with related industries. Currently, the collaboration between the domestic dubbing industry and industries such as film, television, animation, and gaming is relatively loose, making it difficult to form an efficient industrial chain. In contrast, the Japanese voice actor industry is highly integrated with related industries. Voice actors not

only participate in dubbing works but are also deeply involved in the promotion and development of peripheral products, extending their commercial value.

Therefore, the domestic dubbing industry should strengthen cooperation with film, television, animation, and gaming companies, ensuring that dubbing work receives adequate attention in every aspect of production. Dubbing studios can sign long-term cooperation agreements with relevant companies, establishing a long-term collaboration mechanism to ensure that dubbing quality perfectly aligns with the works from early planning to post-production. The government should promote the integration of the cultural industry chain through policy support, encourage the development of original dubbing works, and facilitate the domestic dubbing industry's connection with the international market through funding support and policy guidance, further enhancing the competitiveness of China's dubbing industry in the global cultural industry.

5.4. Leveraging fan economy to expand diversified business models

The fan economy is a crucial force driving the development of the dubbing industry. The Japanese voice actor industry has successfully attracted a large number of fans through an idol-based operational model, thereby driving the commercial operation of the dubbing industry. Similarly, China's dubbing industry can harness the fan economy to enhance its market influence. Social media and live-streaming platforms provide excellent channels for dubbing actors to interact with fans. Dubbing actors can showcase their dubbing skills through live streaming, short videos, and other means, interacting with fans and enhancing fan loyalty.

Meanwhile, offline events such as fan meetings and autograph sessions also help to expand the commercial influence of dubbing actors. Combined with the development of peripheral products, such as signed posters and souvenirs, dubbing actors can further maximize their commercial value through diversified business models.

6. Conclusion

In the context of the intelligent media era, the dubbing industry has broad development prospects but still faces challenges such as talent shortage and insufficient marketization. By establishing a systematic talent cultivation system, promoting both marketization and standardization, building a complete industrial chain, and fully utilizing the fan economy, the dubbing industry can achieve long-term and healthy development^[10]. Drawing on the successful experience of the Japanese voice actor industry, China's dubbing industry is expected to unleash greater potential in the future, becoming an indispensable force in the cultural industry.

Disclosure statement

The author declares no conflict of interest.

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