

# ***How Blockchain Shapes the Future History of the World Cultural Industry in the Post-Globalization Era ?***

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**Abstract:** The cultural industry is the key word of the post-globalization era, and the impact of blockchain technology on future cultural industry will not tolerate overlapping. The article points out that the future blockchain will increase the speed of capital circulation, provide copyright protection, and increase the level of originality protection. Forming a creative industry collaboration community with co-creators will have a positive impact, but we must also be alert to the future risks that blockchain technology may involve in the cultural industry.

**Keywords:** cultural industry, post-globalization era, blockchain

What is the hottest technical vocabulary for 2019 just now? Of course, it is the "blockchain". In the list of more than a dozen "keywords in 2019" that have been seen so far, "blockchain" is among them, and there are even opinions that 2019 is the Blockchain Year. However, based on the spread of the "COVID-19" in early 2020, we also found that 2019 is actually the first year of "post-globalization". During this year, the lack of self-confidence of hegemonic countries, development anxiety caused by slow development, and the awakening of globalization predators and the transfer of domestic contradictions and political pressures, continue to stimulate the expansion of anti-globalization and push humanity into the post-globalization era.

Cultural industry is a keyword of the post-globalization era, and it is the highest form of human cultural transactions at present, and is regarded as an important reference for national soft-power, and also is the main form of human cultural production, dissemination and existence. As far as the relationship between blockchain technology and the cultural industry is concerned, the academic research is still in its infancy. That is because blockchain is a product of the Western world, so the

Chinese research currently is some reviews on newspapers and journals. In comparison, the research in the English language is relatively mature and in-depth, such as Marcus O'Dahl Dair's monograph *Distributed Creativity: How Blockchain Technology will Transform the Creative Economy* (Springer, 2018) explains the transformation of blockchain technology to creative industries, which is representative in related research. Rachel O. 'Dwyer' uses Monegraph and Associate as examples to explore the ways in which blockchain can be used to participate in digital art creativity. Ellie Rennie put forward the concept of "industry utility" based on cultural policies, and believes that blockchain can effectively improve cultural policies. However, the macro research on the impact of blockchain technology on the future cultural industry in the "post-globalization era" is basically blank.

This research is to study the macro influence of blockchain technology on the future cultural industry in the post-globalization era, and will conduct a theoretical exploration of some possible phenomena and key issues, provide relevant academic theories studies, and give a scientific rational outlook.

## **1. The significance of the cultural industry in the post-globalization era**

The post-globalization era is a concept that has attracted widespread attention in the academy in recent years. The connotation of this concept has divergent opinions. The more representative theory is the British historian Finbarr Livesey's book *From Global To Local: The making of things and the end of globalization* defines: "In the past ten years. The operating model of the global economy has been unknowingly outdated. If we still insist that the continued development of globalization lies in our There is only one choice before us, then we will face huge risks. "

The pinnacle of globalization in human history was the end of the Cold War and the establishment of the European Union during the end of the twentieth century, but this did not last. The "911 Incident" in 2000 in the form of a cliff meant that humanity was about to bid farewell to globalization in the traditional sense and gradually entered the post-globalization era. Therefore, anti-globalization has become an important ideology in the post-globalization era to a certain

extent.

The significance of the cultural industry in the post-globalization era cannot be ignored. That is because post-globalization is structured by three echoing characteristics, political unilateralism, protectionism, and cultural imperialism. These three characteristics are linked together, forming a huge coupling effect. For example, Brexit, Sino-US trade friction, the "US priority" policy, and the EU's "double reverse" investigation against China, etc., have hindered the original globalization process. During this transformation era, cultural industry plays an important role in politics, trade and culture in the world.

### **1. 1 The core of the cultural industry is a global ideological flow driven by the economy**

Political unilateralism, as a kind of "building a wall", is obviously harmful to the global spread of human ideology. The cultural industry promotes human cultural exchanges in the form of capital flows, and it is obviously "avoid the wall" for the increasingly political unilateralism. The importance of cultural industry is becoming increasingly apparent in the Internet era guided by we-media. For example, relevant data shows that currently Chinese culture going world has the biggest impact and income on domestic TV dramas. One of the big factors is that the international dissemination of domestic TV dramas is completely completed in the form of cultural transactions. The spread of universal Chinese culture worldwide has a positive effect. It can be seen that the cultural industry has produced positive significance in removing artificial political unilateralism barriers.

### **1.2 The cultural industry is represented by cultural trade, and its significance to resist trade protectionism cannot be ignored**

Because the cultural industry is a high-tech value-added industry. Therefore, the current world cultural market is largely composed of virtual commodity markets, such as paid downloads, online recharge, application stores and virtual membership systems. Take Russia as an example, virtual commodity transactions in the country's cultural industry accounted for 35.3% of the total in 2018. Russia is not a large or powerful country in the international cultural industry, and the weight of virtual commodity transactions in the international cultural industry is evident. The transactions of

such products are mostly completed through international credit cards or payment platforms (such as Apple Pay or Alipay), forming a global cloud economy. At the moment when protectionism prevails, the cultural industry under globalization has gradually become an important new force to maintain trade globalization.

### **1. 3 Cultural industry is an important lever to curb cultural imperialism**

Cultural imperialism is moving cultural multipolarization towards unity, and cultural unity is contrary to the general direction of the development of cultural industries. Cultural production is derived from cultural need, and human cultural needs are not just for a few types of culture. It is based on the consumption of multiculturalism. The world's cultural industry system is not the cultural industry system dominated by any country. Currently, there are more than 100 countries participating in the division of world cultural industries. No country's cultural market occupies the absolute advantage of the world's cultural industries. The cultural market of the United States only is 37.8% of the world (2017 data). From this perspective, the supply of cultural goods is built on the basis of cultural diversification, and for consumer demand, cultural industry is a big constraint on cultural imperialism now.

The “COVID-19” in early 2020 is a black swan flying out of the post-globalization era, and it has become another important label in this era. As of March 20, 2020, the epidemic caused a sharp drop in international crude oil prices, and the U.S. stock market experienced four consecutive melts as never before. This downward trend will also affect related markets such as global futures, foreign exchange and supply chains. And the precursor of a new round of global financial crisis. The world will enter a downward trend such as sluggish economic growth, degraded consumption and sluggish investment. The development of cultural industry as non-essential consumption may not be optimistic. A large number of cultural formats that previously depended on on-site consumption will be transferred online. Transformation and shuffling are imminent, so plan ahead is necessary.

### **2.What can the blockchain do in the cultural industry?**

On October 24, 2019, Chinese President Xi Jinping said in a speech, "We must take blockchain as an important breakthrough in independent innovation of core technology, clarify the main attack direction, increase investment and focus on overcoming a number of key core technologies. Accelerate the development of blockchain technology and industrial innovation. "

The Blockchain is considered the first technology in the post-globalization era. Historically, it originated in an article entitled "Bitcoin: A Peer-to-Peer Electronic Cash System" signed by Satoshi Nakamoto and published in 2008. This article takes bitcoin as the object, and the first technical concept of blockchain was proposed, which was regarded as a nightmare at that time. But in more than ten years, the blockchain has not only triggered a revolution in the banking and financial industries, but has also become one of the most advanced technologies in the field of data computing and storage. It originally originated from virtual currency exchange, and eventually developed into a new application model of computer technology that combines distributed data storage, point-to-point transmission, consensus mechanisms, and encryption algorithms. It is considered a distributed ledger technologies. From an application perspective, it is a distributed shared ledger and database, which is characterized by decentralization, immutability, leaving traces throughout, traceability, collective maintenance, and transparency. Blockchain technology has a wide range of uses. It has significance in financial auditing, data management and other fields. As far as the needs of the cultural industry itself are concerned, the following functions of the blockchain technology deserve attention.

## **2.1 Disintermediation and resistance to technological hegemony**

From the perspective of technology classification, the essence of blockchain is a data recording technology. Data logging is one of humanity's oldest abilities, and the Internet era has improved human data recording capabilities, and at the same time, higher requirements have been placed on human data recording technologies. Traditional Internet data recording technology must rely on third-party records, that is, data record carriers. Blockchain is not technically dependent on carrier technology. Instead, it relies on core technologies such as consensus mechanism, signature verification, chain storage structure, and P2P communication to record data. Every data (including data recorders) is equal on the Internet. Status, all the information is transformed into the common

language of the blockchain, the hash function. All data and their recorders together constitute an information chain. The intermediary that was previously called the center no longer exists. This is not just an algorithm innovation, but represents an update of ideas. This is the ultimate of Internet's equality and democratization that can be achieved now. The global cultural industry involves the compound flow of information and capital, so "de-intermediation" is of great significance to the development of the cultural industry.

## **2.2 Communalization and hypersovereign digitalization**

In the post-globalization era, human beings must condense into a community to face the universal problems and disasters they face. Of course, communization is the only way for humans to develop based on their own in the post-globalization era. It is also a globalization that transcends ideology and local interests. Its general goal is to treat humanity as a group to cope with common human crises, such as epidemic, war and various natural disasters.

The "COVID-19" is becoming a common disaster for humankind in the post-globalization era. How to find way to promote communalization is a question worthy of attention. There is no doubt that blockchain plays a very important role in the communalization process. As a technology, the blockchain itself does not have ideological characteristics, and technological hegemony is obviously a misreading and abuse of the blockchain itself. Blockchain technology in a truly pure sense is a safeguard for the communalization of human beings, and it is also a defense of the information community. Blockchain technology is built on the circulation of virtual currency, which is a hypersovereign currency, that is, it can exist as a common currency in different sovereign countries around the world. hypersovereign is not indifferent to sovereignty, it is precisely the responsibility of sovereignty in the "post-globalization era", emphasizing the necessity of the one-nation problem, that is, the world problem.

In the Internet era, communalization and hypersovereign are also the development goals of the human cultural industry. The human cultural communalization is an important foundation for the community of human destiny. Of course, the culture of a country is also a component of world culture. During the post-globalization era, to improve the cultural industry system, we must not only

defend human cultural diversity and the cultural community, but also need a global cultural market concept, break the shackles of the anti-globalization trend, and use cutting-edge technology to promote the development of human culture for mutual learning, communication and development.

### **3. How does blockchain technology affect future cultural industries?**

As an emerging cutting-edge technology, the application of blockchain in the field of cultural industry in the whole autumn is still in the experimental period, and China is no exception. But its importance has attracted everyone's attention. After the "COVID-19" controlled, the importance of blockchain to the cultural industry has been put on the agenda. In February 2020, Zhejiang provincial government of China issued "The Policy of Actively Responding to the Epidemic and Promoting the Stable and Development of Cultural Enterprises", which puts forward 16 specific measures, including "accelerating the application of new technologies such as big data, cloud computing, blockchain, artificial intelligence and other fields in the cultural industry."

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### **3.1 Increase the speed of capital circulation**

An important cause of the post-globalization era is that the global economy continues to decline, which has a certain relationship with the overall cycle of human social development, and is also closely related to the shrinking production and consumption caused by the spread of the "COVID-19" and the general decline in human communication. In this environment, it is very important to improve the turnover of funds and the speed of currency circulation. The cultural industry is an asset-light field, and most of it belongs to the online trading of virtual goods, and its transactions are less affected by the objective environment such as transportation and epidemic war. It can be said that as a cultural industry spanning the secondary and tertiary industries, it is an important driving force for global economic integration and cooperation in the post-globalization era. In recent years, the cultural industry has exhibited the general characteristics of cultural and technological integration to vary degrees. Cutting-edge technologies represented by 5G, big data, cloud computing, artificial intelligence, virtual reality, and augmented reality continue to empower cultural production and consumption. On the one hand, it provides an immersive experience for cultural consumption, and on the other, it is integrated as a whole. To enhance cultural productivity.

The blessing of science and technology has shaped the cultural industry into the so-called cloud cultural industry. And this pattern is matched by the digitalization of finance and capital. From this perspective, blockchain is one of the cutting-edge technologies. It has improved the recording, retention, and sharing of cultural enterprise production, revenue, and consumption data in the form of "disintermediation". The security mechanism has considerably improved the efficiency and collaboration of work related to data recording. From this perspective, the popularity of blockchain



technology can greatly improve the capital circulation speed of the cultural industry and the overall efficiency of cultural supply and consumption, so it should have a broader prospect.

Some people believe that blockchain can be used as a kind of smart contracts to assist art creators in managing digital rights, and used the PeerTracks platform as an example to show that the blockchain has a very broad application prospect in the protection of digital music rights. According to a research report by Wintergreen Research, only smart contracts on the blockchain, in 2017, this technology was worth more than 700 million US dollars in the global market. According to their predictions, by 2024 It could reach \$ 60 billion annually. But in fact, traditional contracts are still an important basis for intellectual property protection. Although the cultural market and the blockchain itself is transnational in the post-globalization era. Nevertheless, with the anti-globalization intensifies, how much suitable scope does smart contracts have in international copyright principles laws and practices?

### **3.2 Protection of intellectual property rights**

The blockchain has a feature that each recorder has the same power on the entire chain. Unless he controls more than half of the resources of the blockchain data record, he has the right to modify the data. However, in terms of blockchain's scale, no one even an institution or country, has such ability. This is also one of the most regarded as the most secure database for blockchain. Because of this characteristic, the application scope of the blockchain to the cultural industry at home and abroad is mostly focused on the protection of intellectual property rights.

In the post-globalization era, it is even more important to protect cultural originality, and intellectual property protection is the most important. The special storage of the blockchain makes it a recognized safest memory. But this actually differs from the objective understanding of the blockchain itself. Generally speaking that blockchain has the following functions in providing intellectual property protection:

The blockchain has increased the level of originality protection. It is obvious that the current related work has not been developed on a large scale, but it can be done that the blockchain can become the starting place of the work. Once it is written into the blockchain with hash function, it can never be

modified. The upload time is the starting time of intellectual property protection. Moreover, the blockchain is not an audio video or text upload in the traditional sense, but is converted to hash value encryption, which obviously improves the originality protection level for original works. Take two technology companies with blockchain technology as examples, Kodak, a company in United States and Chinese company named Baidu, both of them try to use blockchain technology to protect and manage the intellectual property rights of photos circulating on the network. However, the methods are different. A unique cryptocurrency to facilitate the purchase of these pictures on its platform; Baidu relies on a blockchain application and its intellectual property information is written using the blockchain.

The blockchain has a meaning of joint ties to creators, and can form a collaborative community of creative industries, thereby protecting the common interests of creative groups in a broader sense. For example, the University of Middlesex, London, UK has a "Blockchain for Creative Industries" group. In addition to undergraduate and graduate teaching, the group is also engaged in cultural industry consulting and practical work. Explore how to provide creative industries with a means to earn a living under new business and economic models, and assist them with digital forensics on intellectual property protection.

In addition, disintermediation is an important feature of the blockchain, so the blockchain can unite creators to form a consolidated virtual auction house. For example, "Maecenas Fine Art" is a pioneer in art auctions through the blockchain. It is the first in the world to use blockchain technology for artist union and art auctions. On this platform, sellers can list artworks, and investors can buy them on the blockchain. It obviously reduces operating costs and eliminates intermediaries and commissions, only the blockchain's transparency, traceability, and Speed can be achieved.

The blockchain feature of scarcity derived from the protection of intellectual property rights is widely used, that is meant counterfeited or copied will be impossible, which can provide a uniqueness for the transaction of artworks. When an artwork is transferred from one buyer to another, the artwork can be authenticated and a unique transaction file can be generated. As early as November 13, 2018, the famous auction house Christie held a custodial auction of the Barney A. Ebsworth Collection on the

blockchain and sold a total of \$ 318 million. The blockchain auction model is important for the transformation of the auction industry after the “COVID-19”. The new crown pneumonia epidemic will inevitably bring different degrees of damage to the art auction industry. Traditional auction methods relying on crowds of people may need to be transferred online. However, there are two problems with online auctions. The auction item itself is not as direct as what you see on the spot. How can you prevent pictures (videos) from being faked or even dropped? And the process of online auction transactions is obviously not as transparent as on-site, so the role of blockchain technology in it still has room to dig.

Some researchers said that the blockchain will redraw the territory of cultural and creative industries. I partially support this statement, but we must recognize a realistic problem: the cultural industry is a highly integrated field of cutting-edge technology. As one of the technologies, blockchain is difficult to become the whole of the future cultural industry. In the post-globalization era, the role of the cultural industry and its ability to accept the intervention of science and technology will not fully develop in accordance with our expectations. While it is important to value the significance of the blockchain for the future cultural industry, it cannot be regarded as a decisive factor for the future development of the cultural industry.

### **The conclusion: two possible risks**

At present, all research related to blockchain has actually mentioned the possible risks of blockchain to vary degrees. Because the blockchain itself is built on the basis of virtual currency transactions, at present, ensuring the security of the blockchain is a huge virtual currency transaction, which will make people think of the Microsoft Windows system built on US dollar credit and all related software. They control almost all the computers in the world, forming a virtual space similar to Microsoft Empire.

Therefore, here we need to be alert to two possible risks. The first is whether today's blockchain will become Blockchain Empire tomorrow? This is certainly worth pondering. The original intention of the blockchain is to prevent political, economic and cultural hegemony, but not to the contrary. Of

course, human beings will not let virtual currencies become gold, a common currency like the US dollar, but from the current trend, Will the blockchain hold the cultural industry to serve the future expansion of cultural imperialism? And the potential economic crisis caused by the “COVID-19” proves that is no currency or transaction form in the world that is worthy of the full trust of all human beings.

There is another issue, when the blockchain and the traditional broker (publisher or record company) form a competitive relationship, there is no help from the traditional broker. Under what scale can creators’ market and promote their creative products? In the short term, if they rely entirely on blockchain, they will see a decrease in income, and they could have benefited from the support of traditional people.

Although the change between old and new is historically inevitable, we should note that in the post-globalization era, especially after the “COVID-19”, the global economic recession seems inevitable, and the global cultural industry has suffered a certain impact. In particular, the Chinese cultural industry is currently at a historical node of transformation and upgrading in the post-epidemic era. At present, contact with the blockchain is still very preliminary. Therefore, not only can we not treat the blockchain in a holistic manner, we must also adopt a more cautious attitude to avoid falling into the trap of technology worship. Therefore, we should be more vigilant about the future risks that the blockchain may involve in the cultural industry.

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