**Beat: Technology**

# Huayi Brothers CEO Outlines How Hollywood Can Make Hit Films

**Studios need more of the Chinese dream**

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**USPA NEWS -** The new CEO of Huayi Brothers Pictures Jerry Ye discussed, lately with THR, the rapid changes underway in the Chinese movie industry and why Hollywood will have to learn to tap 'the Chinese dream' if it´s going to continue being successful there....

The new CEO of Huayi Brothers Pictures Jerry Ye discussed, lately with THR, the rapid changes underway in the Chinese movie industry and why Hollywood will have to learn to tap 'the Chinese dream' if it´s going to continue being successful there. Since a year, Huayi Brothers has partnered with STX and the CEO said that 'The cooperation has been great. Our strategy is to be an international entertainment company, and in my personal view, real cooperation between the States and China is exactly the future of this industry. The Chinese market has so much potential but we still lack the experience to make great global films...'

Regarding Hollywood and its experience of producing and distributing, he said : 'U.S. market faces many challenges “” from new media and changing behavior of young moviegoers. China is the engine of the future for world film, because our young people are crazy about watching big movies on the big screen. So, I have strong confidence in the future of our partnership. We will need each other'.

Regarding their new animation division, Jerry Ye said 'In China, 'animation movie' means 'family movie.' We have no rating system in China, so during holiday periods, animated movies are very important because parents know they are safe for young moviegoers. The whole family can go and have confidence that it´s a nice story. The Hollywood studios are doing very well with their animated movies here. We need to be doing this, too.'

He added : 'The second reason to invest in animation is, like I said, we want to be international. Animation is a very smart starting strategy. It´s very strange for American moviegoers to watch subtitles. Frankly, this is a huge challenge for us. With animation, this problem goes away. You just do a dub or reanimate in English. It´s a good starting point for introducing Chinese content to international audiences.'

(...)

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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