Analyzing Internet Finance Model Using Big Data Financial Intermediation

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Abstract: How to apply Internet technology to the financial field has become a pertinent question in the academic circle. To solve the financing difficulties of small, medium and micro enterprises, this study conducts an in-depth exploration into the Internet Finance financing model from three perspectives: the Internet Finance financing model under the background of big data, the functional deconstruction of Internet financial banks, and the characteristics of Internet financial financing intermediaries. Based on the theory of financial intermediaries, an Internet finance model supported by financing functions is proposed. This model puts forward a major deconstruction of the traditional financial intermediary function, with high financing flexibility, and is of great significance to solving the financing difficulties of small, medium and micro enterprises. This research takes X Film and Television Company as the experimental object and carries on the empirical analysis. The experimental results indicate that after three rounds of Internet financing, the asset level of X Film and Television Company has significantly improved. The experimental results show that the asset level of X Film and Television Company increases increased significantly after three times of Internet financing. The growth rate of total assets is close to 150%, and the growth rate of current assets is close to 160%. The three Internet financing schemes provided by X Film and Television Company have saved time and financing costs and have verified the wide applicability of this method in micro, small and medium-sized enterprises.

Keywords: Big data, financial intermediary, internet, financial model, direct financing, indirect financing.

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1. Introduction

With the quick advancement of Internet technology, computer science and technology have permeated many spheres of society, and are continuously innovating manufacturing techniques, with the emergence of Internet banking serving as a prime example (Ashraf et al., 2021). Many different types of Internet financial models have surfaced in the culture in recent years. The traditional financial structure and procedures are significantly impacted by these models, which also present prospects for small and medium-sized enterprises' (SMEs') funding (Hasan et al., 2022). Financial transactions are now much more convenient and cost-effective thanks to advances in computer information technology. Users can complete financial transactions anytime, anyplace, and record their own demands and transaction data to the Internet storage system with the help of Internet technology. Data mining technology-based financial intelligence services can offer users individualized financial services (Karakara et al., 2022; Grassi et al., 2022). Currently, Internet finance industries such as online lending and mobile payments have been widely used in people's daily lives. However, the Internet itself has a huge amount of information and a large number of users, and its overall scale can reach several times or more than that of the traditional financial industry. In addition, Internet finance uses the Internet as a carrier for various financial activities, and the risks it faces are more diverse and difficult to measure compared to traditional financial industries. Therefore, in the context of big data, the innovative development of Internet finance models is a question that financial professionals should consider currently. Therefore, based on the financial intermediation theory under the background of big data, this study proposes an Internet Finance Model Supported by Financing (FMSF). The innovation of this study lies in the in-depth investigation of the financing mode of Internet finance from three perspectives: The financing method of Internet finance under the background of big data, the function deconstruction of Internet finance bank, and the intermediary characteristics of Internet finance, as well as the mechanism and characteristics of The Times of this method are discussed. This study aims to give

full play to the unique advantages of Internet finance, providing new development ideas for small, medium and micro enterprises to innovate financing models, and provide reference methods for their healthy growth and solving financing problems.

2. Related Work

SMEs and more people prefer Internet finance due to its benefits of effective funding. Many academics are currently researching and debating the Internet finance paradigm. Yao et al. (2019) noticed that China's financial model had changed along with the advancement of modern information technology, so they looked into the issue, clarified the causes, models, and traits of China's Internet finance development, and established the context in which China's Internet finance was developing. This study lays the foundation for exploring innovative models of Internet finance in the future (Ma et al., 2022). To assist SMEs in their development, Brogi et al. (2019) investigated the potential and problems brought about by the development of Internet finance to enterprise financing from the perspective of enterprises. This study sorted out the ideas for the innovation and development of the financing model of small enterprises, and also provided reference value for the mutual exploration of the financing model of Internet finance in this paper (Brogi and Lagasio, 2019). Pei et al. (2020) took traditional commercial bank customers as the research object and investigated the changes in their loyalty to traditional banks. The rapid development of Internet finance transferred the resources of a large number of bank customers, indicating that the effective and practical Internet finance model was suitable for today's users and occupies a place in the financial market, which was of profound, enlightening significance for this study (Pei and Li, 2021). Gopal et al. (2022) recorded the increase in loans to SMEs by various financial companies and lending institutions in the financial industry after the 2008 financial crisis. The results showed that financial companies and financial lending institutions were the main providers of small business loans and could play an important role in the recovery from the financial crisis. Therefore, Internet finance played a certain role in promoting economic recovery during the financial crisis, and this paper laid a foundation for discussing its specific role (Gopal and Schnabl, 2022). From the standpoint of market structure, Bai et al. (2020) talked about how Internet finance has affected the profitability and profit structure of commercial banks. The study created an econometric model to undertake an empirical analysis. The findings indicated that the growth of Internet finance would support the diversification of the profit structure of commercial banks. Commercial banks should actively alter their corporate philosophy to increase their marketability. Therefore, the Internet finance model had high research value (Bai et al., 2020).

Big data has facilitated the growth of big data finance through supply chain management and technical innovation. A lot of academics have been discussing the updated financial intermediaries in this large environment. Large technology businesses had more loans in nations with weak banking competition, according to research by Frost et al. (2019), who examined the application market for their financial service products. Although Internet finance has achieved more innovation in financing models, it also poses challenges to traditional commercial banks (Frost et al., 2019). Through correlation analysis, Bilan et al. (2019) looked at the elements that led to online financial services replacing banks. The findings of the study demonstrated that the growth of alternative finance has a significant bearing on the expansion of the national economy (Bilan et al., 2019). Molnár (2018) examined how banks and new financial institutions entered the financial sector and discovered that their shared trait was the use of Internet tactics and reliance on mobile networks to satisfy the transactional and financial needs of clients. Molnár's study also looked at the competition or complementarity between these new financial intermediaries and commercial banks. In addition, the relationship between financial intermediaries and commercial banks was discussed, so that financing enterprises could find appropriate financing strategies for themselves (Molnár, 2018). By gathering and analyzing the credit agreements of a sample of businesses in the intermediate market from 2010 to 2015, Chernenko et al. (2022) discovered that a third of the loans were directly issued by non-bank financial intermediaries, primarily due to the laws and regulations of bank supervision restricting SMEs' access to credit in the market. These financial intermediaries consequently have a significant impact on SME lending (Chernenko et al., 2022). The banking sector and financial technology companies were evaluated by Zveryakov et al. (2019) using statistical monitoring and comparison. The main benefits that financial intermediaries brought to the banking sector and consumers and the current direction of financial technology development were also identified (Zveryakov et al., 2019).

In summary, Internet finance and financial intermediaries have developed rapidly with the development of information technology and played an important role in the financing of small and medium-sized enterprises and people's livelihood. Big data finance integrates logistics, capital flow and information flow, and has the characteristics of huge data. Data mining and analysis technology can be applied to process enterprise data, so as to effectively predict the financing effect, and big data financial intermediation has laid a cornerstone for the development of Internet finance. Therefore, based on the theory of financial intermediation, this study examines the Internet finance model under the background of big data, and proposes the FMSF model, aiming to provide new development ideas for the innovative financing model of micro, small and medium-sized enterprises.

3. Analysis of Internet Finance Model Represented by Financing Platforms

3.1. Analysis of Financing Methods of Internet Finance

Big data technology is largely responsible for supporting online finance, and indirect and direct finance are the two most popular types of financing. Direct financing often uses a capital market participant as the operational company, whereas indirect finance typically uses a standard commercial bank as the implementation carrier. Internet technology supports the development of a new financial model called Internet finance, which uses matching platforms to meet its own capital requirements. However, Internet finance performs many of the same services as conventional commercial banks, including payment and transfer (Cai, 2018). Fig. 1 illustrates the specifics of the distinctive funding system used by Internet finance.
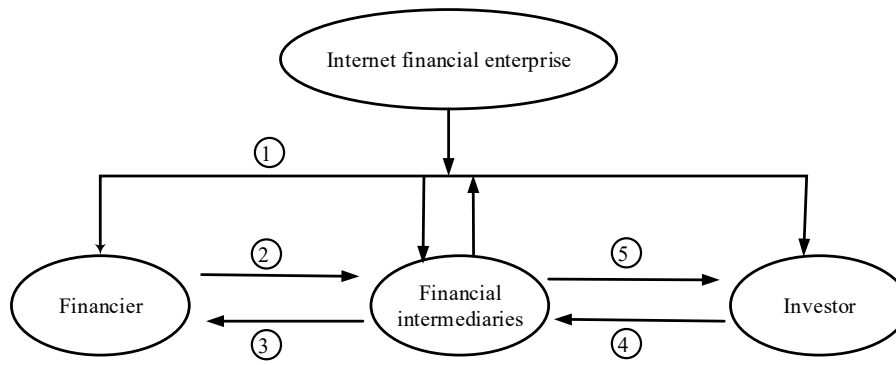
Fig. 1. Financing structure under various modes

The preceding diagram shows that money flows in the direction of the arrow. The numbers in the figure show the route of the money flow. The direct financing route via the stock market is ①. The indirect funding option via conventional commercial bank financing is ②→⑤→④→③. Traditional commercial banks have become a crucial component in the financing process and a bridge between the supply and demand of money in the indirect financing technique. The ability to do both direct and indirect financing is what makes Internet finance special. Internet finance may be used as a platform to promote financial transactions in the context of direct financing. It can also provide both parties in the transaction access to a variety of information, bridging the gap between them and facilitating the transaction. Internet finance is a complement to the financing function of conventional commercial banks in the indirect financing process.

Internet financial enterprises have the unique characteristics of engaging in both direct and indirect financing. As far as direct financing is concerned, it can only serve as a platform, or venue, providing investors with a "market" where they can trade. In indirect financing, Internet financial enterprises can play a supplementary role in the indirect financing method of financial intermediation, connecting investors with financiers. Financial intermediaries are mainly applied as information intermediaries to improve resource allocation efficiency and reduce information search costs for both sides of the transaction. In this process, financial intermediaries endorse transactions with their own credibility as a guarantee, and also provide strong financial support and a liquidity guarantee for the rapid development of capital markets and global trade.

The method of funding greatly benefits from Internet finance. To precisely match the funding supply and demand, it may both operate as a finance middleman and take part in the financing process (Haiping, 2020). Internet finance may successfully steer clear of common financing issues, including onerous operational processes, strict credit standards, and incomplete information sharing. Financing-type, Peer-to-peer lending (also known as P2P) and big data finance are the three primary components of Internet finance (Baah-Peprah and Shneor, 2022). Here, the three financing ways from the standpoint of the transaction mechanism are talked about to properly examine the financial benefits and drawbacks of these three financing platforms. Big data finance focuses on transactions between suppliers and customers, and the borrowed money often comes from the group's internal reserves. Small and medium-sized businesses are often the focus for crowd-funding and peer-to-peer lending, and the platform encourages financial transactions by connecting borrowers and lenders crowd-funding, often calling for both parties in financial transactions to place bids. Since the money flow for e-commerce financing often occurs in a closed loop, the platform independently assesses the credentials of both borrowers and lenders without the involvement of banks. The site offers loan users collection services, and the money flows outwardly. Fig. 2 depicts the three forms of financial flow. This study takes Alibaba Small Loan and Yu'e Bao as examples. Among them, "Yu'e Bao" is a balance appreciation service and current fund management service product that is easy to operate, low threshold, zero handling fee, and can be used anytime. In addition to financial management functions, Yu'e Bao can also be directly used for consumption payments such as shopping, transfer, payment and repayment. It is a cash management tool in the mobile internet era and also the currency fund with the highest number of users in China. "Alibaba Small Loan "refers to a loan issued based on the borrower's reputation, and the borrower does not need to provide guarantees. Its characteristic is that the debtor can obtain a loan solely based on their own reputation without providing collateral or third-party guarantees, and the borrower's credit level is used as the repayment guarantee. It is a pure credit loan product.
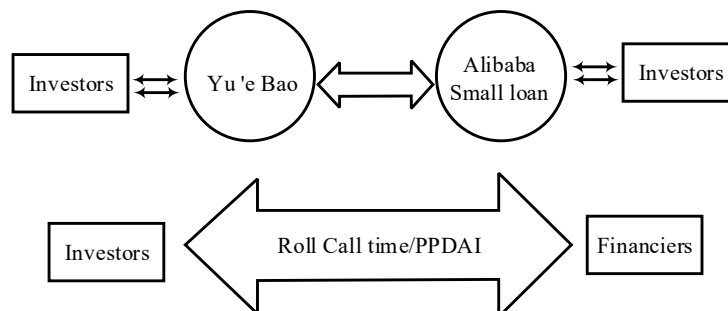

Fig. 2. Fund flow of financing platforms

In Fig. 2, the loan matching of Alibaba Small Loan is a one-way match, with the capital flow flowing from investors to Yu' e Bao, and then flowing from Alibaba Small Loan to financiers. With the help of Alibaba's fund custody platform, the

entire lending process can be completed on its own platform without the intervention of other intermediaries, and the degree of financial disintermediation is relatively high. Roll Call Time and PPDAI are two-way matches, connecting investors and financiers and providing a credit platform through which money generally does not flow. In Fig. 2, big data financing is comparable to conventional commercial banks in terms of lending. The platform actualizes the platform loan after the deposit absorption operation is finished. As a result, the lending process has a closed loop of money flow and a very uniform lending interest rate. The as-you-pay technique of calculating interest gives a great degree of flexibility. Crowd-funding and peer-to-peer lending interest rates are not standardized and vary widely. It is often influenced by the supply and demand of capital, and capital flows outward.

3.2. The Deconstruction of Banking Functions by Financing Internet Finance Model

The financing Internet financial model has the characteristics of being independent of traditional commercial banks, which has a significant impact on traditional commercial banks, despite the fact that traditional commercial banks still play an indispensable role in payment and financial services. Internet-based finance models, such as P2P indirect financing platforms, crowd-funding direct financing platforms, as well as big data financial trade financing and settlement platforms, are the deconstruction of conventional commercial banks' traditional financing functions (Zalutska et al., 2022; Goldstein et al., 2021; Wang, 2021). The P2P indirect finance platform successfully matches information on the supply and demand sides of money by using Internet technologies. The fund demander searches the platform for suppliers who are able and ready to provide money. An online expansion of private lending capital is the peer-to-peer lending paradigm. P2P is now the fastest-growing Internet funding model, and Fig. 3 depicts its recent growth pattern.
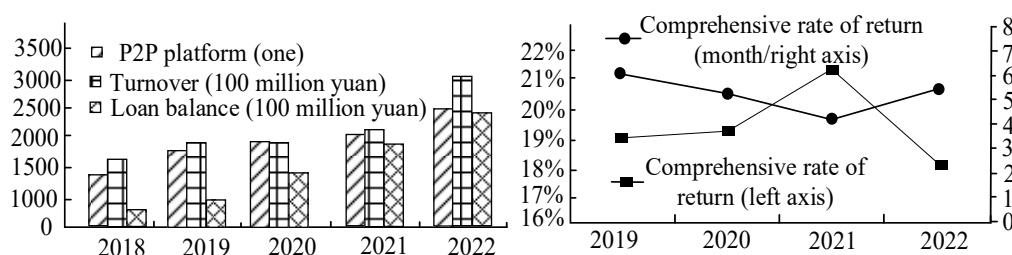

Fig. 3. The development trend of peer-to-peer online lending

Fig. 3 demonstrates the development of P2P in recent years, the growth of the trading volume of the platform, and the volatility of the overall return. P2P offers three different funding options: an online mode, an online and offline mode combined, and a Credit-Ease method. In the online method, all capital lending is done online, and the platform is applied to evaluate the qualifications of both borrowers and lenders. Loan money must be applied offline and evaluated online in the online and offline mode combo. The platform manages the whole loan process under the Credit-Ease paradigm. The platform runs the real loan affairs offline while uploading the loan data. Crowd-funding and traditional fundraising are quite similar. Both the supply and demand sides of the fund can stay up to date on the fundraising process thanks to the platform's distribution of information on financing requirements and online publication of the whole fundraising process. Crowd-funding and group purchasing are quite comparable in terms of capital flow, mostly because the necessary amounts are raised via appointments. Crowd-funding is a one-to-many approach, while group purchasing is one-to-one.

Logistics, cash movement, and information flow are all integrated in big data finance, which also has a large data volume. User data may be processed using data mining and analytical tools to successfully forecast client behavior. The Ali small loan platform model and the Jingdong supply chain model are the two primary types of big data financial models. These two types' service objects are connected participants in e-commerce operations, and the platform may provide finance and trade settlement services. Settlement services and financing services are often integrated. The trade settlement and direct funding operations of conventional commercial banks are dissected by this kind of service. Fig. 4 illustrates the specifics. Big data finance trade settlement accounts for a significant share of Internet payments.
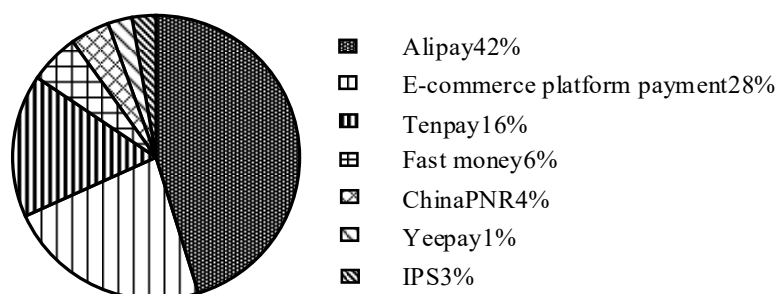

Fig. 4. Proportion of Internet financial payment transactions (Analysis international)

As demonstrated in the aforementioned chart, big data finance plays a significant role in online payments. Its explosive growth presents a serious challenge to established commercial banks' trade payment and settlement operations in addition to having a significant influence on financial models for Internet payments, which has great potential.

3.3. Analysis of the Characteristics of the Era of Financial Intermediary Theory

Big data is the result of the continuous progress and development of the Internet, information and communication technologies, which have the characteristics of quantification, diversification, timeliness and value. Big data technology can better explore the laws of the economic market, grasp the changes in the economic market, providing an information foundation for the construction, management, innovation, and development of economic entities. Internet finance and big data are closely related. Driven by big data technology, Internet finance needs to mine the laws of the financial market to realize the construction and innovation of crowd-funding models, digital currency models, P2P network loan model, third-party payment model, etc., promoting the diversified development of the financial system. Big data is adapted to the needs of the development of Internet finance in the new era, providing new ideas and methods for the processing, control and use of financial data.

Transaction costs and information asymmetry serve as the model's basis in financial intermediary theory. Through extensive borrowing, financial intermediaries may manage investments and financing at a cost per unit that is much lower than those of market loans (Monino, 2021). The roles of financial intermediaries have significantly changed as a result of the financial system's ongoing evolution (Macchiavelli and Pettit, 2021). The functional objectives and execution strategies of traditional financial intermediaries, including banks, have altered significantly as a result of their extensive dynamic development (Baig et al., 2021). Under the influence of big data, financial intermediaries have three distinguishing traits: reducing transaction costs and information asymmetry, taking customers as the center, and providing value for services. Financial intermediaries working with big data, such as big data finance, make it easier for small and medium-sized businesses to get loans, which makes the transaction more straightforward. This flat transaction paradigm dramatically lowers the cost of information transfer, compresses the amount of information sent, and enhances information symmetry.

Traditional financial intermediaries often take the role of users in the loan process to save transaction costs. This method's implementation disregards the development of the user's unique experience and the accumulation of practical experience. On the one hand, it lessens the user's experience, and on the other hand, it slightly raises the user's cost of learning. Financial intermediaries, however, are user-oriented and pay close attention to the user experience in the context of big data. This places a greater premium on personalization in the creation and design of Internet financial products, requiring them to be able to instruct and satisfy customer needs. However, operating processes are simplified, and user information is constantly reflected. Internet financial products effectively enhance the user's personal experience and degree of financial operation. The link of interest between the platform and users is quite close, and there is a very high viscosity between Internet financial goods and consumers. There are two different forms of capital linkages between users and the platform, namely platform capital lending and platform value-added service consumption, to demonstrate the adhesiveness of the concept. Assuming that D represents the user's initial loan to the platform, r_d represents the interest rate that corresponds to it, r_c represents the deposit interest rate, and the loan funds originate from the platform. Users buy $s\%$ of the platform's value-added services, and there is an $r_d > r_c > s$ link between the three. $\Delta i = (r_d - r_c + s)D$ represents the capital influx during the first period, $\Delta i = (r_d - r_c + s)^2 D$ represents the inflow during the second period, and so on. Eq. (1) represents the total inflow of capital throughout the time n.

$$\sum \Delta i = \frac{D}{1 - (r_d - r_c + s)} \tag{1}$$

The calculation model of the loan multiplier effect in the whole loan process is shown in Eq. (2).

$$k = \lim_{n \to \infty} \frac{\sum \Delta i}{D} = \frac{1}{1 - (r_d - r_c + s)} \tag{2}$$

The "value-added multiplier" is the term given to the outcome of the calculation above. The loan amount minus the absorbing amount's interest rate difference is represented by $r_d - r_c$ in Eq. (2). The higher the difference, the greater s and greater k are. The value-added multiplier demonstrates that while Internet financial products generate value-added service revenue, they also significantly encourage users to use the platform's value-added services. This increases users' platform adhesiveness, fosters their core competitiveness, and grows market share. The fuzzy comprehensive evaluation method is a principle of fuzzy relation synthesis based on fuzzy mathematics. This method quantifies some factors that are not easy to be quantified and makes a comprehensive evaluation of the membership degree of things be evaluated from multiple factors. Its characteristic is that it can synthesize these many factors and make a reasonable evaluation. The Fuzzy comprehensive evaluation method has the advantage of clear and systematic results, so this study uses the fuzzy comprehensive evaluation method to quantitatively evaluate the influencing factors of small and micro-enterprise financing. Suppose that the financing efficiency of small and micro enterprises is taken as the research object, and the factors affecting the financing efficiency are determined as the factor set, whose expression is as follows:

$$U = \{u_1, u_2, u_3, \ldots, u_n\} \tag{3}$$

In Eq. (3), U represents the set of all factors that affect the effectiveness of corporate financing. $u_1, u_2, u_3, \ldots, u_n$ denotes factors such as financing cost, fund utilization rate, financing mechanism regulation system, freedom of financing subject and solvency. Each of these factors has a weight, and the total of the weights is 1. Eq. (4) illustrates the expression of the weight of the influencing factor:

$$A = \{a_1, a_2, a_3, \ldots, a_n\} \tag{4}$$

In Eq. (4), A stands for the weight set of each evaluation component. $a_1, a_2, a_3, \ldots, a_n$ denotes the weight of $u_1, u_2, u_3, \ldots, u_n$, which are used to indicate the importance of each evaluation factor. Eq. (5) can be used to indicate the total of the evaluator's numerous evaluation findings on the effectiveness of enterprise financing:

$$V = \{v_1, v_2, v_3, v_m\} \tag{5}$$

The aggregate of the various evaluation outcomes of enterprise financing efficiency is represented by Eq. (5). The next step is to conduct a single-factor fuzzy evaluation, assign m grades for the effectiveness of enterprise finance from low to high, and then decide R for the fuzzy relationship matrix. The weight set A and the fuzzy relation matrix R are then combined using the right fuzzy composition operator to create the evaluation object's fuzzy comprehensive evaluation result vector matrix B. The precise phrase is:

$$B = A \cdot R = (a_1, a_2, \ldots, a_m) \begin{pmatrix} r_{11} & r_{12} & \cdots & r_{1n} \\ r_{21} & r_{22} & \cdots & r_{2n} \\ \vdots & \vdots & & \vdots \\ r_{m1} & r_{m2} & \cdots & r_{mn} \end{pmatrix} = (b_1, b_2, \ldots, b_n) \tag{6}$$

The final fuzzy comprehensive evaluation model is represented by the matrix in Eq. (6), inviting relevant experts to give it an independent rating. Through the Delphi method and the expert review method, 13 financial experts from universities, four bank credit officers and 23 leaders of small and medium-sized enterprises are invited to score. The score is the weighted average, and the weight set of SME financing efficiency evaluation obtained after statistics.

This study first describes the research background, then makes an in-depth investigation of the financing mode of Internet finance from three perspectives: the financing mode of Internet finance under the background of big data, the function deconstruction of Internet finance bank, and the intermediary characteristics of Internet finance. The paper proposes an Internet finance model supported by a financing function. Then, the mechanism and characteristics of this method are discussed, and the fuzzy comprehensive evaluation method is introduced to evaluate it. Fig. 5 describes the research overall research framework of the study.
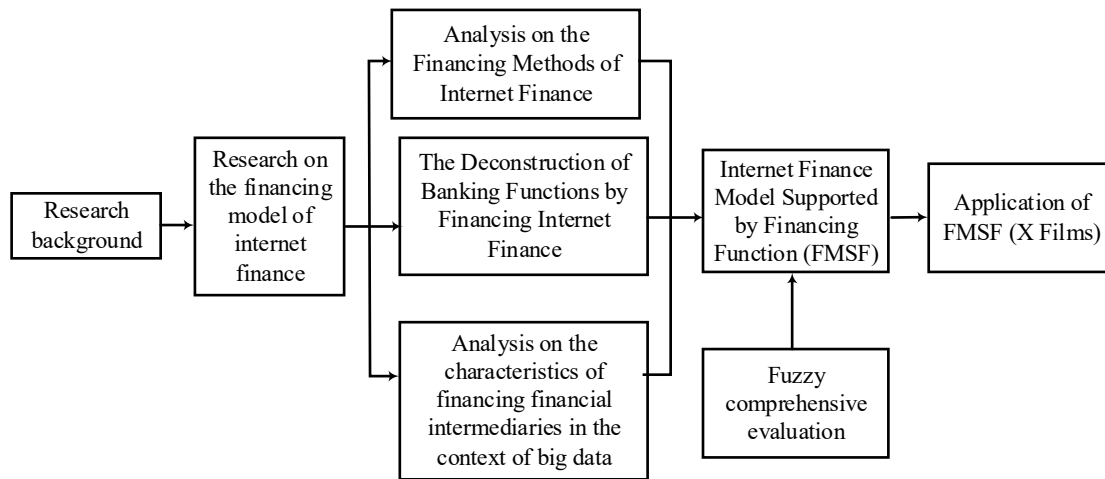

Fig. 5. Overall research framework construction

Table 1. X Film and Television financing process

Fundraising time	Fundraising process	Amount of funds raised (10,000 yuan)
May 2020 (first financing)	Equity crowd-funding website for financing	3011
February 2021 (second financing)	Private placement combined with equity crowd-funding for financing	1801
May 2021 (the third financing)	Private placement combined with equity crowd-funding for financing	1239

4. Financing-type Internet Financial Model Application

We shall now take the example of X Film and Television Company to build a particular application to examine the effectiveness of the financing Internet financial model in depth. X Film and Television Company was established in 2008, and its primary businesses include advertising, cinema, and television. As a small and medium-sized enterprise, X Film and Television Company hopes to achieve its own stable and sustainable development, so it pays attention to its own financing. It is a complete firm for cultural communication. The X Film and Television Company made the decision to employ the Internet financial model for funding to reach its organization's strategic objectives and increase its growth. Three processes

make up the Internet financial funding for X Film and Television Company, the first step being the utilization of an online platform for financing, and private placement finance-using online equity crowd-funding to undertake private placement of stocks, being the second and third steps. Table 1 displays the specific financial condition in detail.

Table 1 demonstrates that X Film and Television has successfully raised money using three online financial crowdsourcing platforms. Internet financing has given a small, medium, and micro businesses the chance to grow their customer base and carry out strategic growth. The following analysis of the company's before-and-after financial comparison, financing cost comparison, financing source, and financing period allows for a detailed discussion of the important advantages that Internet financing offers to X Film and Television Company. Here, the major emphasis is on financial comparison, and the key components of that study are asset structure analysis, capital analysis, and profitability analysis. Fig. 6 displays the study of asset structure.
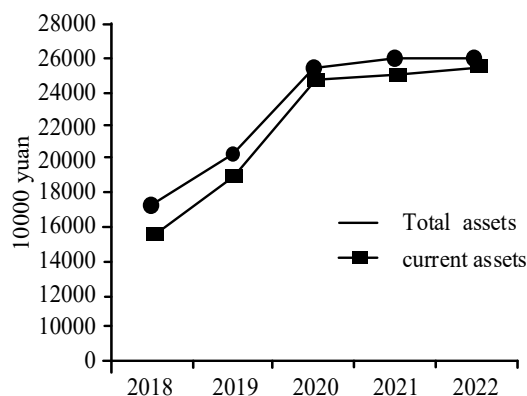

Fig. 6. Analysis of asset changes of X Film and Television Company before and after financing

Fig. 6 shows that X Film and Television Company's total assets in 2018-2019 were relatively low, and the growth pattern was not immediately apparent. The company's asset level has greatly expanded since it employed Internet financing to generate capital, and both the overall asset scale and the present asset scale are at a high level. In 2020, the company's total assets expanded by around 1.5 times as compared to 2018, or 251 million yuan specifically. The financial structure of X Film and Television Company has to be examined next to fully understand the enormous influence that Internet funding has had on it. Fig. 7 illustrates a comparison of X film and television company's financial structure before and after funding.
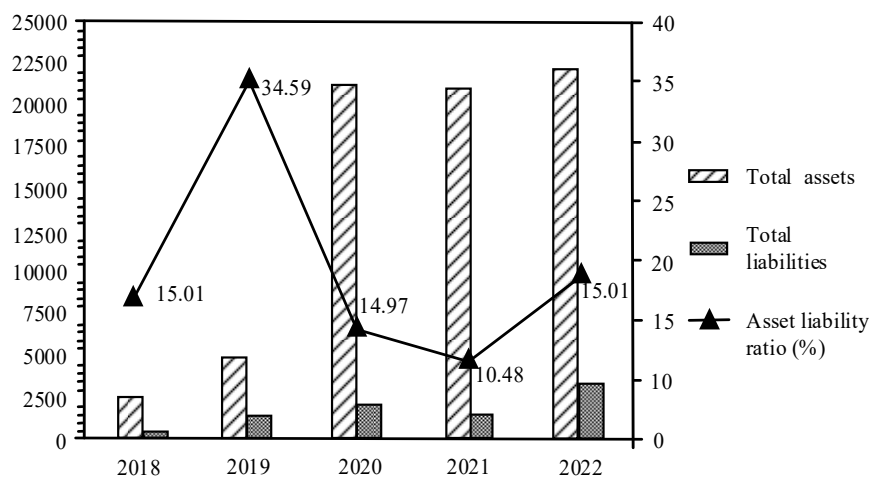

Fig. 7. Comparison of capital structure of X Film and Television Company before and after Internet financing

Fig. 7 demonstrates that the Company's asset-liability ratio declined dramatically in 2020 and 2021, for two years in a row, from 34.59% in 2020 to 14.97% in 2019. Particularly, the asset-liability ratio drastically dropped in 2020 and was far lower than it had been in the prior two years. As a result of Internet financing, the shareholders' equity of X Film and Television Company rose, the capital liability ratio fell, and the financial risk was reduced, as well as the total assets increased considerably. Overall, the financial structure was more stable following funding. In this instance, equity multiplier, total asset net interest rate, etc., are utilized as measurement indicators for in-depth study to thoroughly analyze the profitability of X Film and Television Company after Internet financing. Fig. 8 displays a comparison of the two.
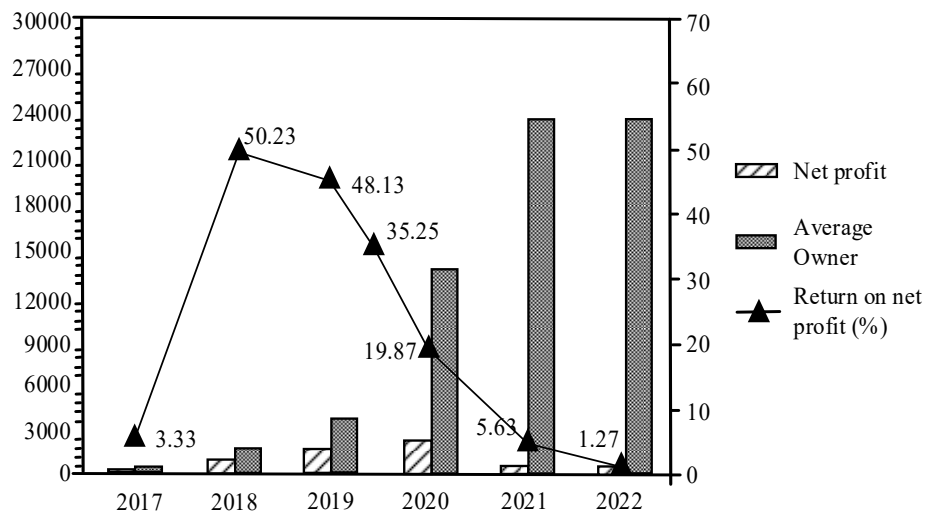
Fig. 8. Analysis of the profitability of X Film and Television Company before and after financing

Fig. 8 shows that X Film and Television Company's return on assets improved considerably in 2018 and that its total profit was also quite high. The average owner's equity increased from 2018 to 2022, and the growth rate was larger than 15 times. The inverted U-shaped pattern of the net profit margin shows a high in 2018 and a subsequent downward trend. The financing cost also has a bigger influence on the financing effect. Bank loans often have yearly interest rates of more than 10%, private loans typically have annual interest rates of more than 16%, and handling fees for online financial equity crowd-funding are set at about 5%. Comprehensively known, Internet finance provides superior financing impacts and cheaper financing expenses. Financing from a larger pool of sources often produces greater results. By maximizing the power of businesses via Internet information technology, internet finance may encourage more individuals to take part in business financing. So in general, Internet finance works better than conventional lending. Fig. 9 provides a thorough breakdown of the funding sources used this time around by X Film and Television.
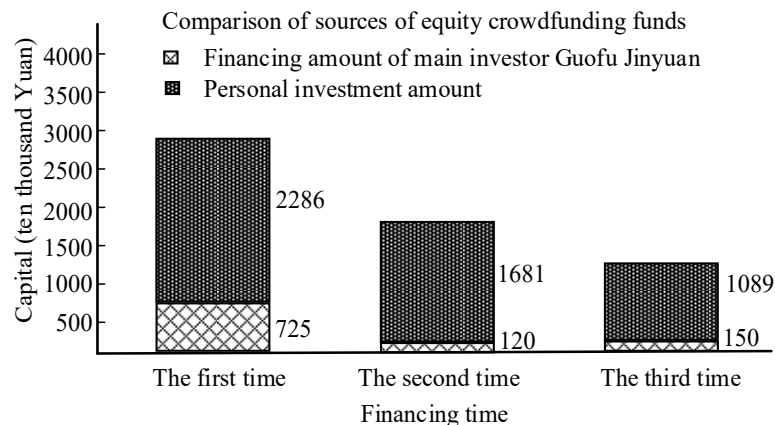

Fig. 9. Statistics on sources of funds raised by X Film and Television

According to Fig. 9, the X Film and Television Company raised a total of 29.64 million yuan via Internet equity crowd-funding for the first time, of which the total personal investment was 30.11 million yuan and the total investment by Guofu Jinyuan was 7.25 million yuan. The overall amount of money raised for the second time is 18.01 million yuan, of which Guofu Jinyuan contributed 1.20 million yuan on top of 16.81 million yuan in personal investments. The third round of fundraising brought in a total of 12.39 million yuan, of which 10.89 million were made by private investors and 1.50 million by Guofu Jinyuan. From the aforementioned, it is clear that Internet finance has more funding sources and financing channels. The length of the financing period has a significant impact on the financing effect. The X Film and Television Company's Internet crowd-funding procedure takes no more than four days three times, whereas conventional commercial banks typically have a 0.6 to 1 year loan term. Since material preparation and procedures for listing financing often take a year, it is clear that Internet financing offers the greatest timeliness and finest financing results. The Internet funding of X Film and Television has produced positive financial outcomes from the standpoint of four criteria. In addition to being quick, funding also has a cheap cost, which may aid businesses in resolving their financial issues. As a result, it is clear that the Internet-based financial model for financing provides superior financing results and benefits that conventional financial intermediary financing cannot fully replace.

Table 2. Comparison results of financing effects of financing models

Financing mode	Convenience	Availability	Financing scale	Mortgage
Bank	Difference	Difference	Infinite	Must
Stock financing	Difference	Difference	Secondary	Must
Bond financing	Difference	Difference	Secondary	Must
Usury	Higher	Preferably	Low	No
Financing Internet Finance	Higher	Preferably	Secondary	Discretionary

Table 2 shows the comparison results of financing effects between traditional financing models and financing type internet finance models. It is not difficult to find from the results shown in Table 2 that traditional financing models, such as banks, have high convenience and accessibility, and must be mortgaged. The financing type Internet finance model has relatively high convenience and accessibility, with a moderate financing scale, and does not necessarily require collateral. For small and medium-sized enterprises, financing-based Internet finance models are a relatively advantageous financing option.

5. Discussion

Internet finance is a kind of dynamic, complementary, mutually promoting and mutually influencing financial market development product formed by the market and media in the network environment. In this environment, both lenders and borrowers can automatically match the loan process through online automatic matching. Because it does not require intermediaries, the whole transaction process becomes more transparent and simpler, thus reducing the information asymmetry between the two parties. Among them, credit risk management is mainly based on small and medium-sized enterprises with low credit risk levels. The overall cost is reduced, alleviating the problem of financing difficulties of SMEs in the past. This huge and neglected group brings huge value and benefits to network finance. Compared with traditional financial intermediaries, Internet finance can better break through the limitations of time and space, and better meet the liquidity needs of customers for funds anytime and anywhere. The traditional financial intermediary, in terms of customer base, financial resources, technology, etc., has the unshakable advantages and status of Internet finance.

The study affirms that Internet finance can form a strategic alliance with traditional banks. This method can not only better promote the innovation of information technology, but also reduce or avoid the uncertainty and blindness in the unilateral research and development of new technology. Meanwhile, it can also achieve resource complementarity, synergies and economies of scale, so as to better provide customers with high-quality financial services. Finally, it provides a useful reference for promoting the development of China's overall financial service system and financial service industry. In this way, traditional banks can enhance their ability of independent innovation; Internet finance companies can achieve a win-win situation by absorbing some of the industry experience they lack. At the macro level, it can promote the country's innovation environment and financing environment.

6. Conclusion

Model selection is the key to understanding Internet financial model analysis. This research bases its analysis on the choice of an Internet financial model for financing, dissecting banking operations and the features of the times against the backdrop of big data. It is also noted that the financing Internet financial model is an addition to conventional bank financing instruments, a byproduct of modern development, and may more effectively address the financing issues faced by small, medium, and micro firms. The X film and television business is applied as an example to implement the concept to confirm its viability as an Internet financial funding strategy. The application results show that X Film and Television Company's asset level has greatly grown after it completed three Internet financial equity crowd-funding milestones. Among them, the total assets of X Film and Television Company increased by nearly 1.5 times compared with that before financing. Specifically, the current assets increased by 911 million yuan, nearly 1.6 times more than before the financing. Additionally, X Film and Television Company has a cheap cost of funding and a quick turnaround on that finance. The three Internet equity crowdsourcing financings are completed in a total of little more than four days, and the majority of the money collected all at once came from the general public. As can be seen from the information provided above, X Film and Television Company's Internet equity crowd-funding program has produced positive financial outcomes, demonstrating the high practicability of the Internet financial financing model. The innovation of this study lies in the in-depth investigation of the financing mode of Internet finance from three perspectives: the financing method of Internet finance under the background of big data, the function deconstruction of Internet finance bank, and the intermediary characteristics of Internet finance, and the mechanism and characteristics of The Times of this method are discussed. Due to the limitation of experimental conditions, this study has not yet explored the influence of different Internet financing methods on corporate finance, which can be discussed in future studies.

Author Contribution

Xiao Li contributed to methodology, analysis, and draft preparation. Guixian Tian contributed to data collection, supervision, and manuscript editing.

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