

## **Challenges and Opportunities Faced by the Global Performing Arts Industry under the Covid 19 Crisis**

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**Abstract:** 2020 in January of, New Coronavirus was threatening. Many industries and fields were hit by the epidemic. All of them suffered a lot of attacks. Especially the AIDT (Art Industry) with crowd characteristics was greatly affected by the outbreak. In order to explore the challenges and opportunities faced by the global performing arts industry under the Abstract: 2020 crisis, this article carried out a special one. Among them, we investigated the performances of global performing arts from January to June in 2019 and from January to June in 2020, and then compared and analyzed the income of global performing arts in these two periods. Then, the results of this experimental study show that the number and income of performances in 2020 have plummeted compared with that in 2019. The total number of Performing Arts Products from January to June 2020 is 801 million, and the total performance income is 81.74 billion US dollars, while the total number of performances in the same period in 2019 is 2.548 billion, and the total performance income is 264.29 billion US dollars. These data show that the epidemic has a very negative impact on the global performing arts, and has brought great challenges to the future development of the global performing arts industry. However, after the epidemic, people's pent up spiritual needs will also break out, which is also a great opportunity for the global performing arts industry.

### **1. Introduction**

Affected by the covid19 crisis, the global economy has been greatly hit and lost. Many enterprises are unable to operate normally due to the economic losses caused by the epidemic, thus closing down or near to failure. Many industries have been affected by adverse effects, especially for those industries with the crowd is highly concentrated such as Live performing arts [1-2]. It can be said that the outbreak of the outbreak of the epidemic has brought a heavy blow to the industry, and the direct economic losses of the performing arts industry in the world exceed 100 billion dollars. It is a very important question to learn from this line, how to regain the opportunity of development after the epidemic and seize the opportunity of development. This paper also discusses this point [3-4].

Affected by the epidemic, many countries have cancelled many large-scale art performances, even directly ordered the closure of many public places, such as cinemas, art galleries, theatrical yards, hotel restaurants, etc. [5-6]. Many people are forced to stay at home during the epidemic, not to walk outside at will, and many flights have been cancelled in succession, in order to effectively reduce the spread of the virus. With the outbreak, there is great economic pressure. Because of the epidemic, many enterprises, especially factory production, have been put off. Many people have no income source at once, but the mortgage and car loan still need to be paid off on time. Therefore, many people's lives are in a dilemma, facing huge economic pressure, and many enterprises with poor compressive capacity are also under heavy burden Bankruptcy. For the live performing arts which relies heavily on the audience, the adverse impact of the epidemic is very huge. Some studies show that the performing arts industry is one of the most seriously affected by the epidemic. But everything has its advantages and disadvantages. Affected by the epidemic, many people are trapped in their homes for months and cannot be free to spend and enjoy their lives. But once the

epidemic situation ends, many people's long suppressed desire for consumption will also appear. People will probably have retaliatory consumption and may usher in a wave of peak consumption. This is a good phenomenon for the whole society. In this way, the whole market industry can continue to be running on. Therefore, many industries should seize this opportunity in time, and then get the new ones Opportunities for exhibition [7-8].

In a word, learning from the epidemic, actively learning from the experience of excellent industries and catching the opportunity of development after the outbreak is the most important issue for performing arts industry at present [9-10].

## **2. Method**

### **2.1 Crisis**

Covid19 is the code name of New Coronavirus, which was named by who in January 12, 2020. This kind of coronavirus has been spreading in a large scale since 2020. No new strain of coronavirus has been found in human body before. This kind of virus has seriously affected the mental and physical health of millions of people around the world. When people are infected with the virus, they usually have fever, cough and respiratory symptoms. In severe cases, they will have dyspnea and pneumonia, and even life-threatening [10]. Therefore, it is a very terrible virus, and we must take effective measures to prevent it.

### **2.2 Performance Art**

Performing arts, referred to as performing arts, is a form of artistic expression, which can be expressed in such forms as drama, music, dance, opera, musical, magic, acrobatics, and cosplay. Two ways of interpretation are usually used. One is the silent way, using only body movements to express the story to be performed; the other is the simultaneous performance of language and performance to meet the standard. Performers to present art are a major feature of performing arts. Performers include actors, dancers, musicians, singers, magicians, etc. Performing arts also requires the cooperation of workers in other related fields, such as songwriters, theater technology, screenwriters, etc. European performing arts can be traced back to the Greek classical era in the sixth century BC, such as the Greek tragedies created by playwright Sophocles. Comedy also began to spread widely during the Hellenistic era. Later in the Dark Ages of Europe, performing arts were limited to religious dramas. Later, during the Renaissance, humanistic ideas were emphasized, and there were many works in music, dance, and opera. In the eighteenth century, with Mozart's "The Marriage of Figaro" and other comic operas, the public began to come into contact with opera. In the nineteenth century, African American artists began to develop jazz and blues. Modern dance began to attract everyone's attention in the early twentieth century [11].

### **2.3 Performing Arts Industry**

The performing arts industry is an industrial system composed of supporting service agencies such as the creation, production, performance, sales, consumption, brokerage, and art performance venues of performing arts products. The specific forms of performing arts products include various types of performances such as music, song and dance, drama, musicals, magic and acrobatics. Each link of the art industry chain includes art performance groups, performance venues, performance intermediaries, and performance ticketing [12]. The performing arts industry is one of the core industries in the cultural industry system. It is a creative and labor-intensive industry. It is also a low-carbon industry with low energy consumption and strong sustainability. It has a great radiating and pulling effect.

### **2.4 Related Algorithm Formula**

In order to make the experimental conclusion more convincing, we specially calculated and counted the experimental data. In order to ensure the authenticity and objectivity of the experimental data results, we used the data statistical analysis software SPSS22.0 to analyze and

organize the experimental data, and used the variance and mathematical expectation value formulas to calculate the data. The relevant formulas are as follows:

$$s^2 = \frac{\sum_{i=1}^n (x_i - \bar{x})^2}{n} \quad (1)$$

$$DX = \sum_{i=1}^n (x_i - EX)^2 p_i \quad (2)$$

$$E(X) = \sum_{k=1}^{+\infty} x_k p_k \quad (3)$$

### 3. Experiment

#### 3.1 Research Objects

In order to explore what challenges and opportunities the global performing arts industry will face under the covid 19 crisis, we investigated and counted the performances and income of the global performing arts industry from January to June in 2019 and from January to June in 2020 respectively. Then, in order to explore what opportunities the epidemic situation can bring to the industry, we also investigated the performances and income of the global performing arts industry from July to December in 2020. Finally, the results of the experiment are analyzed.

#### 3.2 Experimental Research Steps

We use big data to make a statistical analysis of the number of global performing arts product performances and the performance income during the period from January 2019 to June 2019 and from January 2020 to June 2020. Then we sort out and summarize the data of these two periods. In order to make the experimental data more accurate, we use the time scale of the investigated experimental data Divided into six groups of experimental data, and recorded these experimental data in the chart.

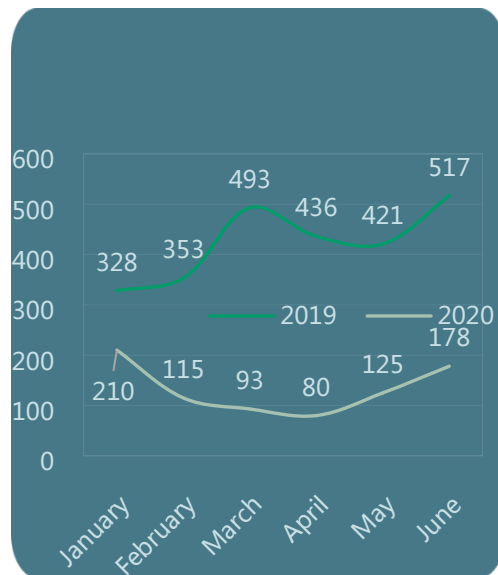
### 4. Discussion

#### 4.1 The Number of Global Performing Arts Product in the Same Period of the Two Years Surveyed

Through the investigation and analysis of the National Statistical Yearbook, we have collected and sorted out the performances and income of global music performing arts from January to June 2019 and January to June 2020. We divided the time periods of 2019 and 2020 by month, and then divided them into six groups of experimental data:

**Table 1.** Comparison of the number of GPAP (Global performing arts product) in two years

	Number of GPAP(million times)	
	2019	2020
January	328	210
February	353	115
March	493	93
April	436	80
May	421	125
June	517	178



**Figure 1.** Comparison of the number of GPAP in two years

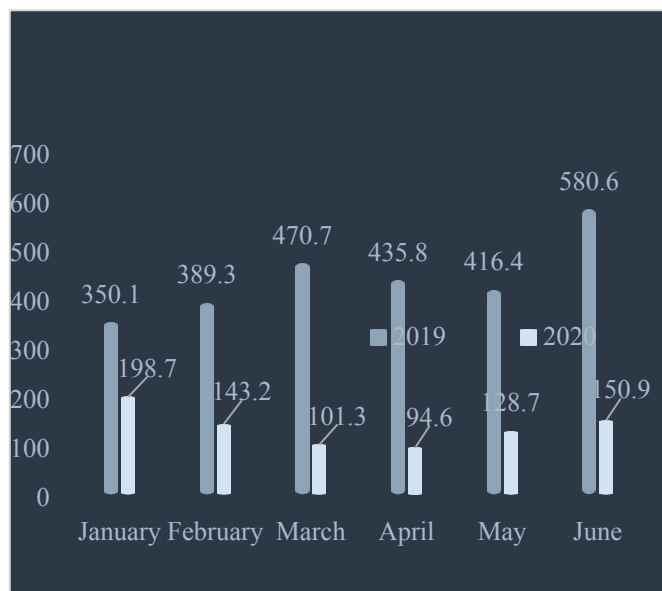
From the above chart, we can see that the number of GPAP from January to June in 2019 is 328 million, 353 million, 493 million, 436 million, 421 million and 517 million respectively. Although the number of performances decreased slightly in April and May, it still remained at a high level on the whole; while from January to June 2020, the number of GPAP was relatively low. Compared with the sharp drop in the previous year, the number of performances in these six months are 210 million, 115 million, 93 million, 80 million, 125 million and 178 million respectively. We can see that compared with the same period in 2019, the number of GPAP in 2020 is very low, even in March and April, when the epidemic situation continues to worsen. It is less than one fifth of that in 2019. Even though the industry has a trend of recovery since May, it is still at a low level, which is far from the same period in 2019. This shows that affected by the epidemic, the global performing arts industry has been severely hit, which has brought serious obstacles to the development of this industry. The global performing arts industry is facing huge challenges under the impact of the epidemic.

#### 4.2 Global Performing Arts Industry Revenue in the Two Time Periods Surveyed

We also divided the performance income of the two time periods into six groups by month, and the detailed income data are as follows:

**Table 2.** Comparison of global performing arts industry income in two periods

	Revenue from performing arts (US \$100 million)	
	2019	2020
January	350.1	198.7
February	389.3	143.2
March	470.7	101.3
April	435.8	94.6
May	416.4	128.7
June	580.6	150.9



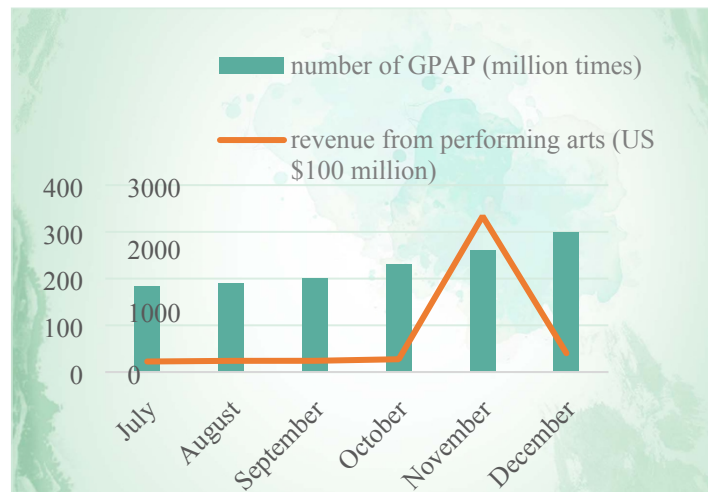
**Figure 2.** Comparison of global performing arts industry income in two periods

From Table 2 and Figure 2, we can see that in 2019, the revenue of the global performing arts industry is respectively US \$35.01 billion in January, US \$38.93 billion in February, US \$47.07 billion in March, US \$43.58 billion in April, US \$41.64 billion in May and US \$58.06 billion in June; while in the same period of 2020, the revenue is respectively US \$19.87 billion in January and US \$14.32 billion in February. In March, it was US \$10.13 billion, in April, it was US \$9.46 billion, in May, it was US \$12.87 billion and in June, it was US \$15.09 billion. We can learn from these data that the income of performing arts in 2020 will drop sharply compared with that in 2019. We can also intuitively feel from Figure 2 that there is a big gap between the income of performing arts in 2020 and that in 2019, whether from the overall comparison or from the same period of time. It can be said that due to the crisis of covid 19, the GPAP will suffer the global performing arts industry has brought great impact, and this industry has suffered huge economic losses. This is also another huge challenge that the epidemic has brought to the global performing arts industry.

#### 4.3 GPAP and Revenues from July to December 2020

**Table 3.** GPAP and revenues from July to December 2020

	Number of GPAP (million times)	Revenue from performing arts (US \$100 million)
July	183	168.9
August	190	179.8
September	201	180.4
October	231	205.6
November	260	2501.3
December	298	301.8



**Figure 3.** GPAP and revenues from July to December 2020

By observing the data in Table 3 and Figure 3, and comparing the data in Table 1 and Table 2 in the first six months of 2020, we can see that after the epidemic is under control and gradually slowed down, the number and income of global performing arts gradually rose and increased, and the whole industry showed a trend of recovery. This shows that after the epidemic, people's pent up spiritual and cultural needs ushered in a vigorous period, and the performing arts industry began to grow again. It's a good phenomenon for the development of the whole global industry. The performers should seize this opportunity to promote the development of the performing arts industry. These also show that although affected by the epidemic, the global performing arts industry is facing many challenges and difficulties, but as the epidemic situation gradually subsides, it will also bring a new round of development opportunities to the industry, and the global performing arts industry has to. What we do is to firmly grasp this opportunity and gain new development opportunities.

## 5. Conclusions

To sum up, the covid19 crisis not only seriously threatens people's lives and health, but also brings a very heavy blow to the global economy, especially the performing arts industry. The direct loss of this industry in the world is immeasurable, but as the final data of this experiment shows, after the epidemic is under control and gradually slowed down, people's pent up spiritual and cultural needs will be relatively strong, which will also bring new development opportunities to the performing arts industry, stimulate its economic growth, and bring new development hope to this industry. According to the latest report on the global music recording industry market for 2020, in the year 2020 when the epidemic has swept the world, the total revenue of the global recording industry market is 21.6 billion U.S. dollars, an increase of 7.4% over 2019, achieving six consecutive years of growth. In particular, the growth of paid streaming media revenue reached 13.4 billion U.S. dollars, an increase of 18.5% compared to 2019. In the context of the global economic shutdown, the performance of the recording industry market in 2020 will increase unabated. This shows that people have huge potential for cultural and artistic consumption. In a year in which the epidemic has shrouded in darkness, people's long-repressed mental state will inevitably vent after the epidemic, which will undoubtedly bring about a spurt of consumption growth, promote cultural innovation, and enrich cultural products. Therefore, the epidemic brought not only negative factors, but also positive factors at a certain level. During the epidemic, various well-known theaters, companies and other performing arts organizations around the world creatively launched various online performing arts products, setting off a wave of digital performing arts products. It can be seen that the epidemic will force the development of the performing arts industry, promote technological innovation in the industry, and optimize industrial upgrading. For top managers and investors in the performing arts industry, front-line performers, agents, arrangers,

writers, directors, etc. should seize this opportunity to bring forth the new and enrich the performing arts products, broaden the performing arts and marketing channels, combining online and offline performing arts, innovate investment and financing mechanisms, and promote the further development of the global performing arts industry.

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