

About the Status Quo and Development Trend of Online Concerts

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Abstract: With the rapid development of Internet technology and the popularization of globalization, online concerts are increasingly becoming an important part of people's cultural life. This network-based music performance form breaks through the traditional geographical restrictions, enabling the audience to enjoy quality music performance without traveling far, and at the same time, it also opens a new field for music artists to show their talents and create. From the perspective of the current state and future development, this paper deeply analyzes the characteristics and potential of online concerts, hoping to provide useful insights and suggestions for further research and practice of such phenomena.

Keywords: Online concert; Current situation; Development trend

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Introduction

The arrival of the digital era has made the Internet have a profound impact on all areas of people's life, especially on the cultural and entertainment industry has had a huge impact. Music, as an artistic language that crosses borders and culture, has ushered in changes under the catalysis of the Internet. As a new form of cultural expression, online concert is welcomed by people because of its unique charm and convenience. To explore the current situation and development trend of online concerts and to better adapt to the needs of the audience are urgent research topics.

1. The status of online concerts

1.1 Development of technology

First, China is committed to leading the global 5G technology process, and has expanded the coverage of this advanced network technology to most cities, even more than 90 percent of counties and 40 percent of towns and towns. The popularity of this technology indicates the full opening of the 5G era. Compared with 4G, 5G network has achieved a fundamental leap forward in terms of transmission rate, operation efficiency, communication response time and network stability. Thanks to this technological innovation, the live broadcast of online performances has become more smooth, which not only greatly improves the sensory experience of the audience, but also enhances their interaction and connection with the scene, like crossing the boundaries of space. Secondly, the application of 4K technology has greatly improved the resolution of the display picture, as well as the definition, precision and color hierarchy of the picture quality. The higher definition 8K technology, with its higher pixel density, shows more details for online music performance, greatly expands the audience's visual experience space, and improves the quality of aesthetic experience.

Third, virtual reality (VR) technology creates an immersive interactive environment through multimedia computers, sensing and simulation technologies. Augmented reality (AR) technology integrates virtual information with real-world scenarios, while mixed reality (MR) technology further deepens the combination of virtual and reality on this basis. Expanding reality (ER) technology integrates human network interaction with the interconnection of the physical world, thus gradually weakening the boundary between the real and the virtual world. Virtual reality (VR), augmented reality (AR), mixed reality (MR) and the continuous development of

ER technology, for online music performance brought a series of creative scene, these technologies not only enhance the audience immersion, improve their interactive experience and participation, and become the key factor give new online music performance charm.

1.2 The audience's cultural and artistic needs

The online concert captures the diverse characteristics of the audience group, allowing the audience located in the city and the tranquility of the countryside to experience the charm of music together through the Internet connection across space restrictions. This new way of art appreciation has undoubtedly narrowed the distance between people and art, and made art go deeper into People's Daily life. The audience's desire for culture and art is not only for the high quality of content, but also for creative and artistic performances, and online concerts cater to this expectation. With the help of modern scientific and technological means, the artists have brought a rich and colorful music feast to the audience, spanning the classical and modern, folk music to the world style, catering to the audience of various tastes . The cultural and artistic needs of the audience are also reflected in the pursuit of the sense of participation and interactivity. Online concerts provide a platform for audiences to interact with artists, whether through comments, thumb up support, or tips to show recognition and encouragement. This two-way interaction not only enhances the audience's participation, but also injects more vitality and interest into the concert.

2. The development of online concerts

2.1 Increase the interaction and pay attention to the needs of the audience

At present, online concerts mostly take the form of recording and editing of offline live performances, and the unique experience needs of online audiences have not been fully explored. Although physical performance venues are still the main front of many piano concerts, it can not be ignored that the demand of online audience groups is expanding. What they are seeking is more interactive and customized viewing methods, such as real-time online communication, audience on-demand music, and other innovative forms of participation. Although it is relatively easy to add interactive chat links, the audience singing link faces challenges in practice. Given the complexity of the score and the large number of music, the possibility of providing the audience with free choice is not realistic. In order to satisfy the online audience's pursuit of interactive and personalized experience, piano concerts can set a candidate list composed of many songs of different styles, allowing the audience to vote for the works they most want to listen to. This voting mechanism can be implemented on the online platform on the day of the performance, or through the official social media channels of the piano concert the day before the performance. This not only adds to the interactivity and fun of the online concert, but also is a test for the piano concerts, forcing them to prepare for carefully the repertoire the audience may choose. At the same time, this mechanism significantly enhances the audience's sense of participation and attracts more audiences to join in the selection process of the performance repertoire, thus making the online concert a more interactive and personalized cultural experience.

2.2 Conduct concerts to promote exchanges and interaction

In order to deepen the communication and interaction among students in higher education institutions, adopting the online concert form is undoubtedly an effective strategy. When planning such activities, first of all, the theme and form of online concerts should be defined, the regional differences and music preferences of students should be considered, and the programs covering various musical styles such as classical, pop and ethnic groups should be planned, so as to meet a wide range of needs of students. At the same time, it should be clear that the activity aims to show students' talent, promote communication between teachers and students, or enhance the reputation of the university, and establish a clear goal orientation.

After determining the theme and goal, the next work is to make detailed preliminary preparation. This includes choosing a suitable webcast platform and purchasing the necessary technical facilities such as cameras, microphones and sound systems. In addition, it is very important to set up a special preparatory team, responsible for the program arrangement, host selection, special guest invitation and other details of the work. In order to expand the influence of the event, the online concert was widely publicized through campus websites, social media, posters and leaflets, detailing the theme, schedule and participation methods of the event.

When the online concert is officially held, the fluency and professionalism of the live broadcast should be guaranteed, the program quality should be ensured through many rehearsals, and the technical problems should be solved to ensure the stable network connection and clear sound quality. After the event, the concert videos should be organized and released to the school's official website or social media platform for students and parents to review. Finally, the activity feedback was collected and analyzed in order to continuously optimize the follow-up activities. The success of the online concert will help strengthen the cultural exchange between students, enhance the activity of campus cultural life, so as to enhance the identity and satisfaction of students and parents to the university.

2.3 Increase publicity and promote online popularity

Piano concerts can consider working with government agencies to plan and promote online concerts with public welfare properties. The official platform and communication channels of the government can effectively enhance the brand image of the piano concert and its online performance, expand the public awareness and gain wider recognition. With the support of government resources, online concerts can be promoted to the national audience, and gradually become a familiar and favorite form of art performance for the public. In addition, the piano concert can also be introduced by sharing incentive policies —— For example, the audience successfully invites others to watch can enjoy the ticket discount or receive customized souvenirs of the piano concert —— not only rewards the audience's sharing behavior, but also expands the potential audience base, so as to build a wider community of fans. In addition, piano concerts can try to introduce highly interactive marketing strategies, such as setting up fun activities such as raining in red envelopes and grabbing red envelopes during the live online concert broadcast. Viewers will have the chance to receive small cash red envelopes, virtual currency or physical prizes used for rewards. Such activities can not only promote the active participation of the audience, but also maintain the high heat and active atmosphere of the activities. In addition, a viewing time feedback system can be designed. For example, in a two-hour online concert, red envelopes will be given to the audience who continuously watch for more than a certain time and make interactive comments, so as to attract the continuous participation of the audience, enhance the communication and interaction between the audience, and create a richer online viewing experience.

Conclusion

As an emerging cultural form, online concerts are showing great development potential and market prospects with the help of the Internet. It is expected that more high-quality online concerts will emerge in the future to meet the people's pursuit of spiritual and cultural life and promote the prosperity of the cultural industry. At the same time, it is also necessary to pay attention to the sustainable and healthy development of online concerts, strengthen their supervision and standardization, so as to eliminate unfair competition and infringement, and ensure that online concerts can develop continuously and healthily and become a vibrant cultural phenomenon.

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