

Analysis of the Trend of Mainland Pop Music Industry

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Abstract: Since the reform and opening up, the development of pop music in mainland China has gone through nearly 40 years. As an important part of the construction of socialist spiritual civilization, pop music has experienced the transition from "record economy" to "entertainment economy" and gradually developed into a more mature economic industry. Starting from the two stages - the stage of record economy and the stage of entertainment economy, this paper probes into the trend of mainland pop music industry in order to understand the changes of mainland pop music industry more clearly and comprehensively and promote the standardized development of mainland pop music industry.

Keywords: Mainland, pop music, record economy, entertainment economy, industry trend.

1. INTRODUCTION

Music is an important way for people to express their emotions. With the further deepening of reform and opening up in China, cultural companies began to focus on the creation of music industry chain, music as the main line of marketing activities related to profit. The starting point of the Chinese pop music industry has been forty years since the beginning of reform and opening up. Compared with Europe and the United States and other countries, China's pop music industry started relatively late, a variety of industrialization, commercialization model is not mature. However, in the course of 40 years of exploration, the mainland pop music market has been further developed, initially forming a large-scale music industry chain. Throughout the development process of the mainland pop music industry, we can find that it has experienced the transition from the "record economy" industry to the "entertainment economy" industry, we have to say that it is a "milestone" in the development process of the mainland pop music industry. The so-called "record economy" here refers to the "record" as an industry model for the overall operation of pop music. In the "record economy" industry model, the revenue from sales of records is the main economic source of the entire music industry. The music industry in this period mainly revolved around the production, promotion, distribution and sales of records. "Entertainment economy" and "record economy" are quite different. Compared with "record economy", it has a greater space for development and a more flexible way of industrial operation. In the "entertainment economy" industry system, the traditional "record economy" is only a branch of the "entertainment economy". Music companies still produce and distribute records, but the revenue from record distribution is no longer the main

source of revenue for music companies. In the "entertainment economy" mechanism, the music industry was created as an entertainment industry, concerts, artist brokers, singer talent shows, advertising endorsement and other marketing means were developed, creating a large amount of revenue for music companies.

2. THE STAGE OF "RECORD ECONOMY" IN THE DEVELOPMENT OF MAINLAND POP MUSIC

2.1 Germination stage

After the reform and opening up to the beginning of 90s, the mainland's record companies began to sprout. The status of pop music in the mainland cultural system began to consolidate. Pop music, once regarded as the "voice of despair", began to gradually move from the ground to the ground. During this period, the works of some European, American, Hong Kong and Taiwan singers began to enter the mainland public vision, people began to have a new understanding of music. Some domestic companies have seized this opportunity to release a series of records, and have achieved good results in the market. For example, a large number of new songs were launched in Guangdong by the Pacific Film and Audio Company at that time, such as "Xiaofang" and "Taosheng Still" and so on.

2.2 Mature stage

From the 1990s to the early 21st century, the mainland's music industry began to form an industrial chain. During this period, the mainland began to establish a large number of pop music record companies, music types are increasingly rich. The most famous record companies in mainland China were rolling stones and poly gold. A series of record companies headed by Rolling Stone and Polaroid began to establish a well-targeted chain of traditional pop music industries. It is noted that Rolling Stone Records discovered a large number of outstanding singers for Chinese pop music, such as early Li Zongsheng, Qiyu, Wu Bai, Zhou Huajian, Lin Yilian, and later Liu Ruoying, Ren Xianqi, Liang Jingru. At this stage, the mainland pop music industry has formed a "record economy" as the leading industrial model, and basically formed the following industrial chain:

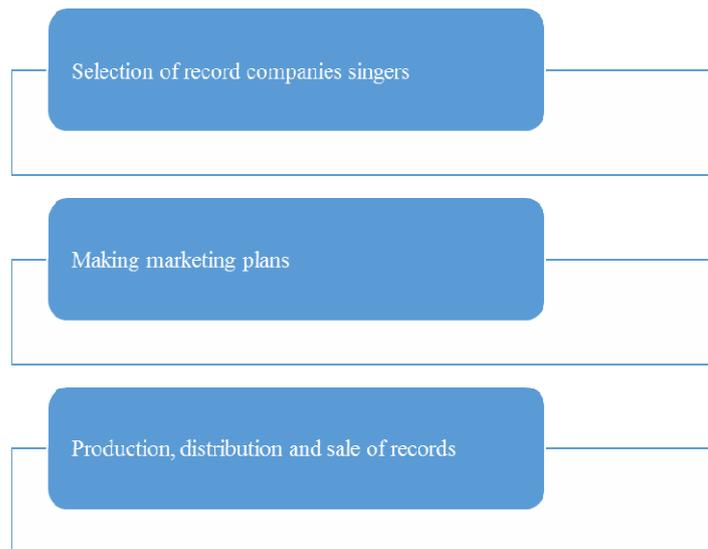


Figure 1. Traditional industrial chain of mainland pop music

2.3 "Fall" stage

From the early twentieth Century to the present, mainland pop music has entered a period of rapid transformation. During this period, the mainland's pop music industry no longer used the recording operation as the main way of revenue. Thanks to the development and popularization of digital TV and mobile network equipment, mainland pop music companies have begun to explore more diversified development models, forming the "entertainment economy" industry chain that will be elaborated later. During this period, people could enjoy their favorite music from major music software (such as QQ music, shrimp music, iTunes, etc.) without buying traditional records, which is an important reason for the sharp decline in the mainland pop music market. According to a 2010 statistic, CD sales dropped sharply as 30% of the original target customers stopped buying records. Meanwhile, the original major record companies were in a difficult situation. In Shanghai, for example, in 2010, the original 1,300 record companies shrank to 600. Although the "record economy" industry chain is no longer as brilliant as before, or even some fall, but it still exists as a branch of pop music industry, still for the record companies to bring a certain amount of economic income.

3. THE "ENTERTAINMENT ECONOMY" STAGE OF THE DEVELOPMENT OF THE MAINLAND'S POP MUSIC INDUSTRY

The changes in the industrial chain of pop music in the mainland have made the traditional "record economy" industry no longer the "exclusive leader". The changes in the industrial chain and the characteristics of the development of pop music to the "entertainment economy" stage are mainly manifested in three aspects, as shown in Figure 2.

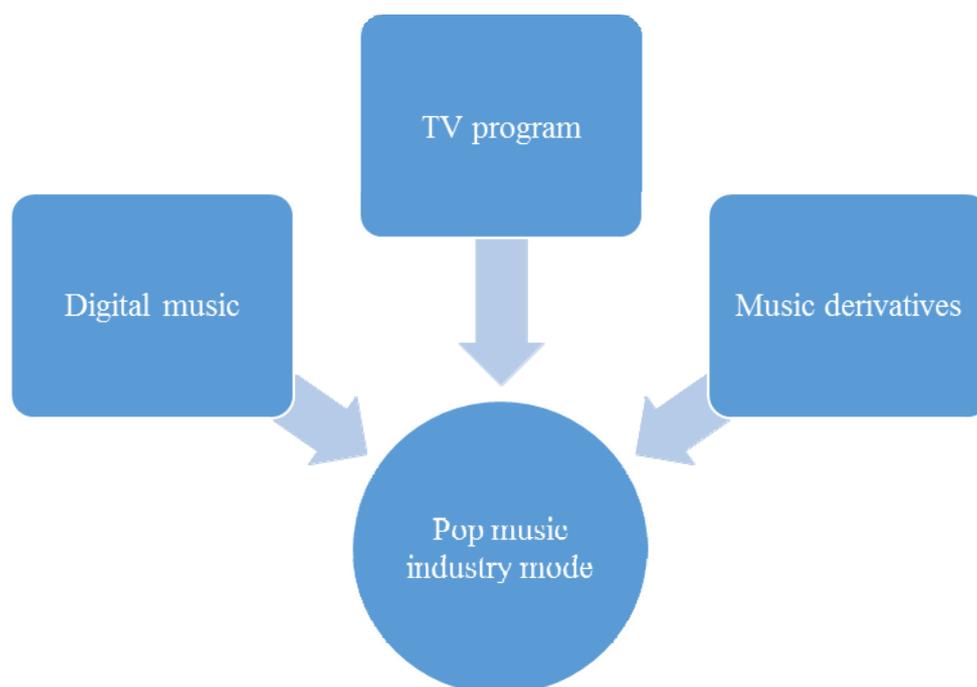


Figure 2. "Entertainment economy" mode of mainland pop music industry

3.1 Digital music impact and replace the dominant position of music recordings.

Record is a kind of physical medium of music transmission. With the popularization and development of Internet technology, people tend to download (buy) digital music from the network instead of buying physical records. Digital music is stored in digital technology, and it is very convenient to spread on the network. Compared with traditional physical records, digital music has undoubtedly more advantages. Digital music enhances consumers' autonomy in consuming music, with traditional record labels crafting the main songs, while other songs appear to be "crafty". The birth of digital music enables consumers to consume a song accurately, and the autonomy of consumers in consuming music is fully guaranteed. For music companies, the digital music marketing model also saves record production costs, and thus has more profit space. But digital music is not a good thing without harm. The production of digital technology makes pirated music easier, which to a certain extent damages the interests of songwriters and music companies.

3.2 The flourishing development of TV music talent show

In recent years, the TV music elective program is the limelight, the ratings are very high, but also a large number of singers. The integration of pop music and TV programs is an important turning point in the development of pop music industry in mainland China. It can be said that it can kill two birds with one stone. It not only enlarges the audience's understanding of pop music, but also helps TV stations to improve their ratings. Among the TV music talent shows, the most familiar is "China's Good Voice", which has won the popularity of Li Qi, Zhang Bichen, Jin Zhiwen and other singers. As a result of the success of "China's Good Voice", other TV stations and investors have followed suit, launched "China's New Rap" and "Son of Tomorrow" and other music programs, also achieved great success. This kind of TV + music

program undoubtedly brings a new feeling to the audience. The audience can pay more attention to the singer's creative process and deepen their understanding of pop music through the song itself. Although the program itself has a certain performance nature, it is still worth affirming. TV music talent shows also promote the expansion of the scale of music fans in mainland China, the expansion of the scale of fans is the most favorable support for pop music to open up the market.

3.3 Industrialization development of pop music derivatives

As mentioned above, TV music talent shows have further stimulated the enlargement of the scale of music fans in mainland China. The enlargement of the scale of fans has brought a broader market to the pop music industry and made the derivatives of pop music industrialized. For pop music derivatives, this is mainly explained in two aspects: concert and idol. Singers become famous through talent shows, after their debut, packaged by brokerage companies, held concerts in various places, fans in favor of singers, will buy tickets to listen to concerts. As a result, the industrialization of the concert has been formed. In fact, tickets for concerts are expensive, and hosting concerts has become a major source of revenue for brokers and singers. Famous singers will bring the "idol periphery" effect. Fans are eager to imitate idols. Brokerage companies are seizing on this feature of consumers, idol peripheral marketing, so that singers receive a variety of advertising endorsements, and then achieve profitability.

4. SUMMARY

In a word, the mainland pop music has been continuously explored and developed since the reform and opening up, from the traditional "record economy" industry model to the present "entertainment economy" industry model. It is expected that the mainland pop music industry will continue to develop around the "entertainment economy" model in the future, and the mainland pop music industry system will continue to improve.

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