

## **IMPACT OF PANDEMIC ON MEDIA AND ENTERTAINMENT SECTOR**

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### **Abstract**

In this research work, I study the impact of the coronavirus pandemic on the media and entertainment industry. Basically, the media and entertainment industry of India is very large and provides huge employments to millions of people and includes internet, TV, radio, newspaper, magazine, photography, cinema, publishing, etc. During a time of social distancing and limited contact with others, social media became an important place to interact. Social medias are the platforms through which peoples was connected and helped the world remain connected, largely increasing usage during the pandemic situation. As a result of pandemic our social lives have shifted on digital platform as individuals have been more restricted to their homes, and entertainment consumption has increased,

**Keywords-** (Covid19 Pandemic, Media industry, Entertainment industry)

### **Introduction**

At the end of the year 2019 the novel coronavirus disease outbreak that was originated from the city Wuhan, Hubei province, of the country China. In India the first case of COVID-19 pandemic was reported on 30 January, 2020. COVID-19 was the pandemic which infectious the disease caused by new strain of the coronavirus. In which, 'CO' will stand for corona, 'VI' will stands for virus, and the ward 'D' stands for disease. It will effect on the human beings upper respiratory tract i.e. (sinuses, nose, and the throat) or the lower respiratory tract. Such virus was spreads throughout the simple touch of two persons.

The recent lockdown highlighted the importance of the media and entertainment sector, as it plays a vital role in elevating public morale. The coronavirus pandemic is heavily impacting on near about all the sectors and industries across India, entertainment as well as media industry being no exception amongst that. As a result of such virus, there must be deployment of curfews and lockdowns across all the states over India. Gatherings of persons have not only prohibited but also cinemas halls, clubs, funfair festivals, music festivals, shows are also closed or cancelled for indefinite period of time. With the implementation of lockdowns across all over the states in India, film industry was hit immediately as movie theatres across the country were closed and major releases were delayed.

Later on as & when the quantum of spreading such disease is minimizes, lockdowns was lifted slowly phase wise, but the norms like social distancing, limitation on number of peoples for an event, 50% capacity bindings etc. have consequence effects creates varieties of obstacles in front of entertainment and media industry.

Delayed or cancelled movie releases, lowered attendance at cinema halls, film festivals and curtailed on-location film shoots are some of the major consequences of the pandemic faced by these industries. Even more Producers, filmmakers, theatre owners felt affected financially for couple of months or even years.

**Objective:** To know the impact of pandemic on Media & Entertainment Sector

### **Review of Literature**

1. Pandemic causes irrevocable shift in media, entertainment sectors: Simone Liedtken. In his article he states that the global media, like as the arts and the entertainment industries will have experienced one of the most dangers shift as the result of the pandemic of Covid-19 and the related other lockdown measures. It will badly result on these industries & are now will be dominated by the digital distribution.

2. As per the report prepared by the Dr Raul Katz, published on 26 June 2020, economic impact of covid 19 on digital infrastructure, according to him, pandemic would have an almost immediate impact on some of the financial performance of the digital infrastructural companies. The present conditions of such digital economic sector would lead to the industry liquidation, especially among the lower-cost telecommunication operators belongs to the developing world, and also the public cloud, in-flight Internet access sectors & in satellite TV.

### **Research Methodology**

For the present write up, I have collected the data from both the sources

- Primary data
- Secondary data

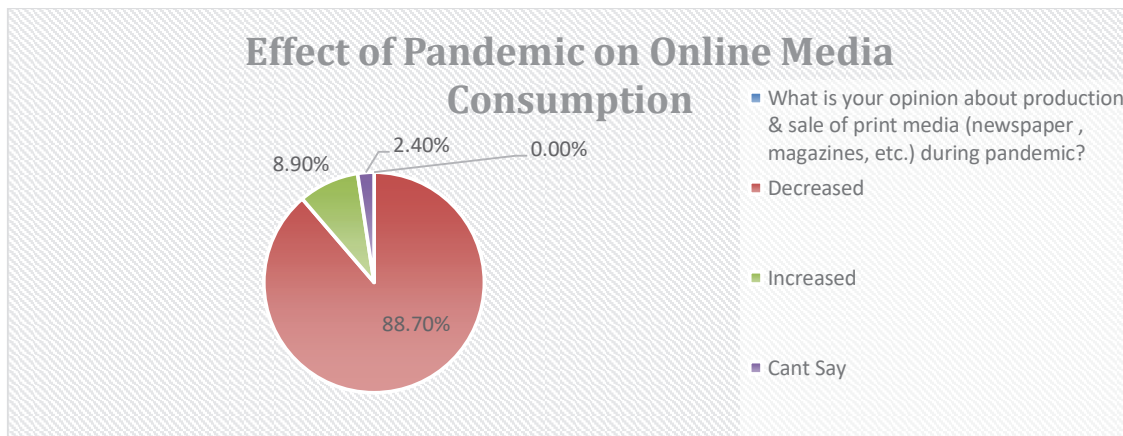
Primary data represents the first-hand data whereas, secondary data will be collected by various ways like as internet sites, magazines, newspapers, news blogs etc. For this research paper data must be collected from the 64 respondents of Latur City having the age group of 18 to 25 years and also studied some research papers and the News articles which were published in the earlier period, informal discussion was held with the friends and the relatives in this regard. Percentage Method are preferred for data analysis. Some of the different approaches have been worked on to know the Impact of pandemic on the Media and on the Entertainment Sector.

### **Data Analysis which shows Impact of Pandemic on Media & Entertainment Sector**

Following are some of the key points which indicate the impact of pandemic on media & entertainment.

#### **1) Increased Online Media Consumption:**

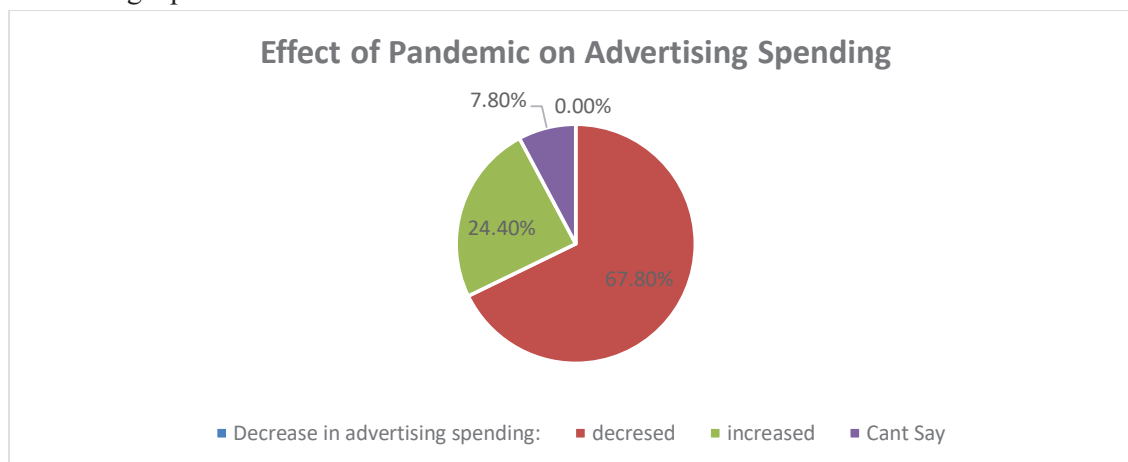
During the period of lockdown majority of the people were homebound or stay at home, in self-isolation and under quarantine measures. TV consumption has actually increased, People may regularly watch news to stay up-to-date with the latest developments in the mid of the crisis. In other words, majority of the people are looking for information about coronavirus; further people are entertaining themselves with audio video medias like Television. Smart Phones, Laptops, Netflix, etc., may have direct impact on use of media consumption. Media consumption may increase.



Above pie chart, indicates that out of 64 respondents, near about 59 respondents says that during pandemic use of online media consumption was increased, whereas only 04 participants says that that during pandemic use of online media consumption was not increased.

### 2) Decrease in Advertising Spending:

Due to lockdown situations, up to some extent peoples may lose their jobs results in unemployment as well as underemployment situations and even majority of the peoples are struggling for basic needs like food, cloth, shelter, education, medicines, etc. Peoples may also reduce spending on non-essential as luxurious items. As reduction in sales effect on major products. Majority of popularized, well reputed companies could decide to lower their advertising expenditures too.



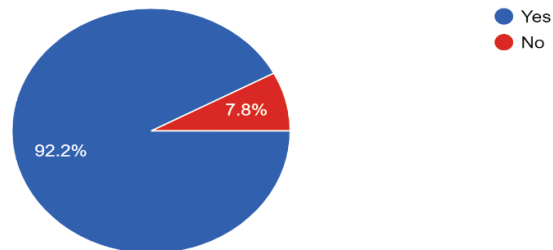
Above pie chart, indicates that near about 67.80% respondents says that during pandemic advertising spending was decreased, whereas only 24.40% participants says that that during pandemic advertising spending was increased, while 7.80% of participants unable to say the exact effect of pandemic on advertising spending.

### 3) Impact on Box Office:

Due to pandemic period, film release process was postponed, shooting was on hold, and near about all cinema halls was closed completely, absolutely everything was uncertain. Even when relaxation was given up to some extent cinema halls were open but with strict norms like social distancing, weakened livelihoods. These are likely to prevent peoples from watching movies. With large-budgeted films competing and struggling very hard for release

dates, smaller productions may stopped and lose out. Production houses, keen on anticipated revenues, will have to put future projects on hold.

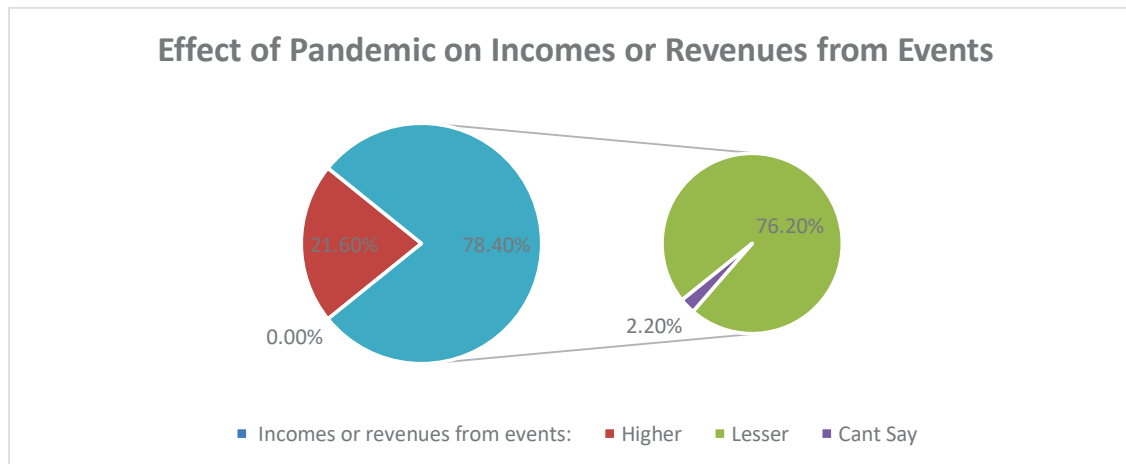
Do you think that Pandemic has an impact on box office?  
64 responses



FROM THE ABOVE PIE CHART, IT WILL REVEAL THAT OUT OF 64 RESPONDENTS, NEAR ABOUT 59 RESPONDENTS SAYS THAT PANDEMIC HAS AN GREAT IMPACT ON BOX OFFICE DURING PANDEMIC PERIOD WHERE AS ONLY 05 PARTICIPANTS SAYS THAT PANDEMIC HAS NO IMPACT ON BOX OFFICE.

#### 4) Lesser Incomes or Revenues from Events:

Due to pandemic situations, majority of events were postponed or cancelled which may lead to decline in revenues for the event organizers as well as for media that broadcast them. Cable operating companies are partly dependent upon advertising. Any decline in revenue will impact profitability. Even though as tax collection was stopped, the government also suffers from concerned issues.

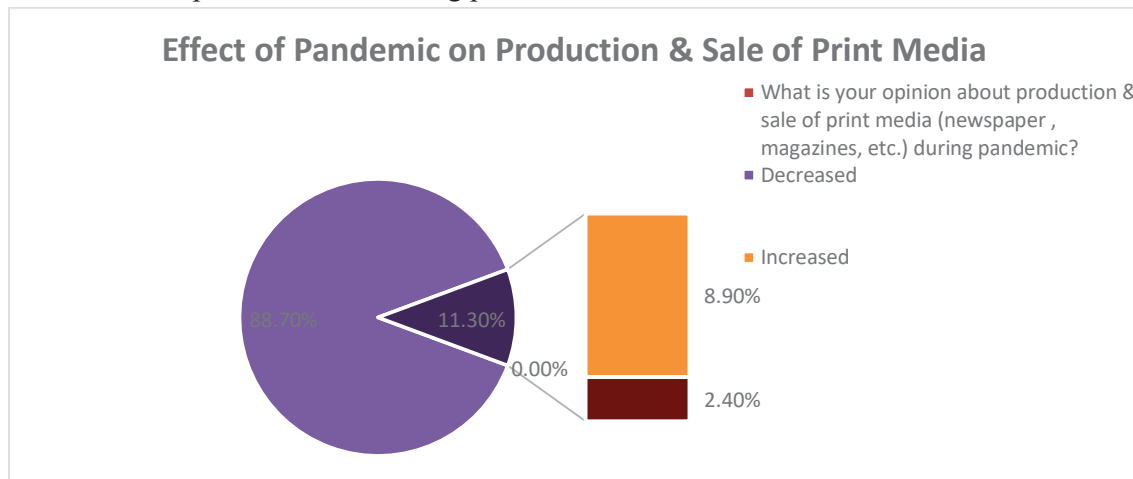


ABOVE PIE CHART, INDICATES THAT OUT OF 64 RESPONDENTS, 76.20% I.E. NEAR ABOUT 49 RESPONDENTS SAYS THAT DURING PANDEMIC INCOMES OR REVENUES FROM EVENTS ARE LESSER WHEREAS 21.60% I.E. 14 PARTICIPANTS SAYS THAT INCOMES OR REVENUES FROM EVENTS ARE HIGHER, AND ONLY 2.20% RESPONDENTS WAS CONSTANT IN THIS REGARD.

#### 5) Production & Sale of Print Media was Decreased:

Beside with the above, print media was also got effected due to pandemic. The print media which include newspapers, magazines, and publishing houses have decreased production and decreasing sales. During pandemic situation very few or small percentage of peoples are reading newspapers & magazines. As a fear of virus spreading society switching

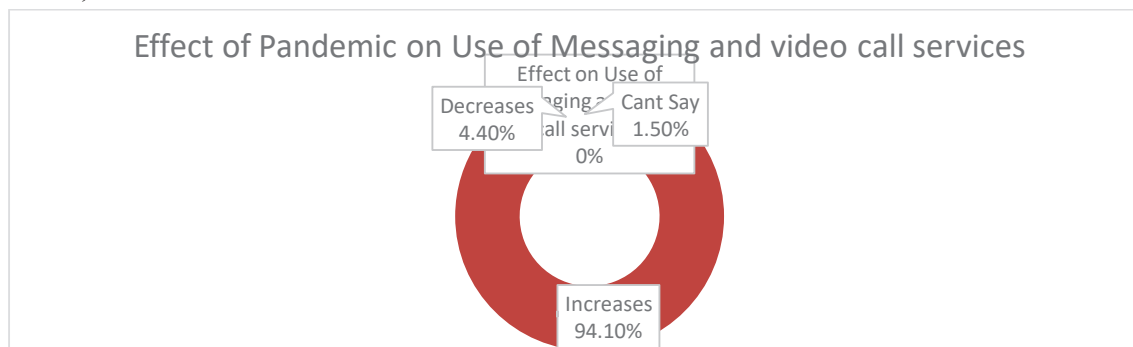
towards digital news platforms and entertainment websites. Shutting down of book stores is also one of the problems faced during pandemic situation.



From the above pie chart, near about 88.70% of respondents says that production & sales of print media are decreased during pandemic whereas only 8.90% of participants says that production & sales of print media were increased during pandemic.

**6) Use of Messaging and Video Call Services are Increases:**

Peoples meet with each other was completely restricted during the pandemic period as a fear of spreading of corona viruses, People may remain in home for a long time.so the only alternative option is telephonic calls and massages which keeps the peoples interconnected. Multiple social media websites reported a sharp increase in usage after social distancing measures were put into place. Since many people cannot connect with their friends and family in person, for the time being, social media has become the main form of communication to maintain these valuable connections. Examples: Facebook, What’s App, Zoom,etc.



Question was asked to the participants about the effect of pandemic on use of messaging and video call services.94.10% of the respondents says that use of messaging and video call services are increasesduring pandemic period whereas 4.40% of the respondents says that use of messaging and video call services was not increases during pandemic period.

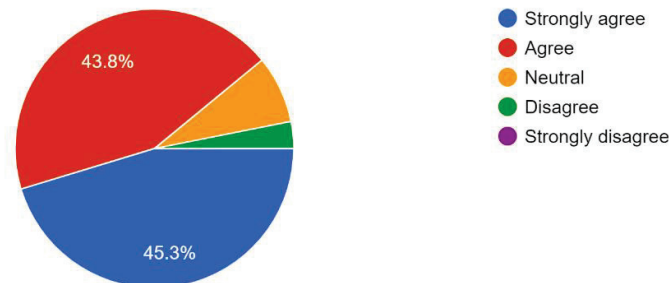
**7) Daily wage workers of entertainment & media industry affected:**

The pandemic will badly effects on the daily wages of the workers who working under the media as well as entertainment industries. As the daily shooting was remained closed hence such workers don’t get any work &

hence as a result, they unable to earn their daily wages and satisfy daily needs.

Is daily wage workers of entertainment & media industry affected during pandemic?

64 responses



Question was asked to respondents about, is daily wage workers of entertainment & media industry affected during pandemic. From the above pie chart, it indicates that near about 45.3% respondents are strongly agree, 43.8% participants are agree that daily wage workers of entertainment & media industry affected during pandemic, where as 10.9% i.e. only 09 participants feels neutral or disagree with daily wage workers of entertainment & media industry affected during pandemic.

Findings:

1. From the above, it was observed that, pandemic have been inversely affected on the media, on the entertainment and also on the cultural industry.
2. Demand for knowledge and entertainment has increased but revenues from advertisement and content production was impacted.
3. It was also observed that most of the people were started to use digital platforms of entertainment such as Netflix, Hot Star, Amazon Prime, etc.
4. **Production** of new content is mostly on hold since it typically involves larger gatherings of people.
5. I observed during this pandemic period many of the viewers was started using the latest app with their smart phones, as under this situation the use of smart phone was increased tremendously & such viewers was started using such apps to watch their favorite movie, serials, gaming & so on,
6. The Suicide rate were increased during this pandemic period due to the fear and caused psychological stress.

### Conclusion

The Covid-19 pandemic has greatly affected not only the Media and Entertainment sector but also on the entire business community. Even after the lockdown comes to an end there are many changes that the media industry will need to implement in order to look after the health and safety of the human asset so that they are able to resume their work. Use of smart phones and digital technologies by citizen as well as peoples was increased tremendously & was started using latest apps to watch their favorite movie, serials, gaming & so on, which was badly impacted on the Media & the Entertainment industries. As a result of pandemic situation our social, traditional lives have shifted towards digital platform as

individuals have been more restricted to their homes, and entertainment consumption has increased,

**Suggestion:**

- It will be also suggested that the government would needs to provide some of the financial assistance to the needy market players. Such type of assistance will be in direct & indirect in nature. The direct funds were released for the support to such market players. Whereas, the government will provide some relief to the enterprises of the media & entertainment industries, which may be in terms of delegation of the taxes, tax concession and or in even tax waivers.
- More Set up the National Centre of Excellence (NCOE) (Centre for animation, visual effects, gaming and comics)
- It is also be suggested that some innovative plans are to develop in the area of Animation, Visual Effects, Gaming and Comic Centre for Excellence (AVGC)

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