

# Dissemination and Promotion Strategies of British Bel Canto Opera in the Digital Era

Yiping Xi

Royal Holloway, University of London, London, United Kingdom  
759440418@qq.com

**Abstract:** British bel canto opera, as an elegant and ancient art form with unique impact and charm, has been widely beloved and cherished. With the advent of the digital age, the British bel canto opera industry has undergone significant transformations, establishing a solid technological foundation for its dissemination and promotion. In this context, this paper elaborates on the current development of the foreign digital cultural industry, reflects on the opportunities and challenges brought by the digital cultural industry to the dissemination and promotion of British bel canto opera, summarizes the roles played by digital media platforms during dissemination and promotion, and focuses on exploring strategies for dissemination and promotion. The aim is to provide inspiration for the innovation of British bel canto opera.

**Keywords:** Digitalization; British bel canto opera; Opera dissemination

## 1. Introduction

Bel canto opera, a treasure that integrates music, drama, and art, has traditionally held a significant position in Western culture and has earned global acclaim for its unique artistic charm that transcends borders. However, in the era of digitization, this traditional art form is undergoing unprecedented changes. The internet and new media provide new platforms for the dissemination of bel canto opera, enabling it to reach a broader audience [1]. Simultaneously, maintaining its classical allure, integrating with modern technology, and attracting the younger generation pose significant challenges.

## 2. Current Development Status of Foreign Digital Cultural Industries

### 2.1. Global Trends in Digital Cultural Development

In the mid-2020s, the global market size of cultural and creative industries has reached \$22.5 trillion, providing employment opportunities for 29.5 million people. This industry not only serves as an engine for economic growth but also plays a crucial role in promoting cultural diversity and human social well-being. With the rise of the digital economy, cultural industries are rapidly undergoing digital transformation. Despite the impact of the pandemic on traditional cultural industries, emerging formats of digital culture, such as digital music, have gained significant momentum. In 2021, streaming music accounted for a staggering 65% of the global recorded music market, showcasing the robust momentum of digital culture. The convergence of the digital economy and cultural industries has given rise to new formats such as digital publishing, digital music, and gaming esports. These formats, characterized by online, intelligent, interactive, and cross-disciplinary features, inject new vitality into the cultural industry. In China, although cultural industry policies in the digital context started later, rapid progress has been made. From the introduction of the "digital creative industry" development concept in 2016 to the strategic recommendations to accelerate the digital layout of the cultural industry in 2022, the nation continually promotes the development of the digital cultural industry. Provinces and cities such as Beijing and Shanghai have also actively implemented relevant policies to promote the development of digital publishing, digital games, and other fields. The digital cultural industry has become a focal point of national policy and local efforts to enhance cultural soft power, demonstrating immense development potential.

## **2.2. U.S. Digital Strategies and Silicon Valley's Influence**

The United States leads the global digital economy, with its digital economy reaching \$15.3 trillion in 2021, far surpassing other countries. This achievement is closely tied to its forward-looking digital strategies. The United States has implemented various policies in technology, defense, government affairs, and industry to strengthen its digital infrastructure, promote innovation, and accelerate the international development of digital trade. Silicon Valley, as the core of the U.S. digital cultural industry, owes its success to an ecosystem that encourages innovation. This ecosystem brings together prestigious universities, national laboratories, and numerous venture capital firms, providing abundant resources and support for startups. Leading companies like Facebook and Pixar have rapidly grown in Silicon Valley, underscoring the importance of innovation and highlighting the immense potential of new formats in the early stages of the digital cultural industry. Silicon Valley's experience indicates that creating new combinations of resources in areas such as creativity, technology, and the market is key to improving the success rate of innovation. The emergence of MCN (Multi-Channel Network) organizations is a typical example, providing intermediary services for video content developers to facilitate rapid feedback and supply-demand alignment. YouTube's active support for the development of MCN organizations further promotes innovation and the scale development of the digital cultural industry.

## **3. Opportunities and Challenges of Digitalization for the Bel Canto Opera Industry**

### **3.1. Opportunities of Digitalization for the Bel Canto Opera Industry**

The widespread dissemination through the internet and social media enables bel canto opera to transcend geographical boundaries and reach audiences worldwide. People are no longer constrained by physical conditions such as limited theater seats and fixed performance times; instead, they can enjoy splendid opera performances online anytime, anywhere, experiencing the unique artistic charm. Additionally, digital technology provides audiences with a more diverse range of viewing options, such as immersive viewing experiences created by virtual reality technology, allowing spectators to feel as if they are immersed in the world of opera [2].

In the realm of education and training, digital technology injects new vitality into the bel canto opera industry. Traditional vocal training methods are constrained by time and location, while the rise of online music education platforms breaks down these limitations, offering learners a more convenient and personalized learning path. Artificial intelligence technology has brought revolutionary changes to vocal training by providing precise voice analysis and personalized guidance, helping learners rapidly improve their singing skills.

Furthermore, digital technology brings forth more possibilities for the creation and performance of bel canto opera. Creators utilize advanced audio processing techniques and stage presentation methods to produce richer and more captivating audio and visual effects. Simultaneously, digital technology promotes cross-disciplinary collaboration and innovation between bel canto opera and other art forms, offering audiences a more diverse, novel, and unique artistic experience.

### **3.2. Challenges of Digitalization for the Bel Canto Opera Industry**

The challenges posed by digitalization to the bel canto opera industry cannot be overlooked. While the rapid development of technology brings new opportunities for bel canto opera, it also presents a formidable test for its traditional models and operational methods. With the emergence of a plethora of opera performances, instructional videos, and reviews on the internet, audiences face the challenge of information overload. It becomes difficult to sift through the abundance of content to identify truly high-quality material, making it challenging for the bel canto opera industry to stand out and capture audience attention in the era of information explosion.

Digital technology imposes new requirements on the performance forms and artistic styles of bel canto opera. Traditional opera performances emphasize the live atmosphere and the actors' performance skills, whereas contemporary digital technology places greater emphasis on visual effects and sound processing. Balancing the preservation of the traditional charm of bel canto opera while cleverly incorporating digital elements and innovating performance forms becomes an urgent issue for the bel canto opera industry.

With the prevalence of online music platforms and social media, there has been a significant shift in audience consumption habits, presenting challenges to the marketing and business models of the bel canto opera industry. The industry must keep pace with the times, deeply understand audience needs, explore new marketing strategies and business models, realize commercial value, and meet the diverse demands of the audience.

#### **4. Role of Digital Media Platforms in the Dissemination and Promotion of Bel Canto Opera**

In the current digital era, digital media platforms have become crucial vehicles for the dissemination and promotion of bel canto opera. Diverse digital media tools such as social media, short video platforms, and long video platforms inject new vitality into the popularization and heritage of bel canto opera [3].

Social media platforms like Weibo and WeChat, representing a massive user base and strong interactivity, provide channels for direct communication between bel canto opera and the audience. Opera institutions utilize social media to release performance information, share music snippets, engage with fans, and even conduct online live events, effectively bridging the gap with the audience. Short video platforms such as Douyin and Kuaishou, known for their fragmented and entertaining characteristics, are popular among the youth. Bel canto opera captures the attention of young audiences by posting exciting snippets and behind-the-scenes content on these platforms, sparking interest in opera. Additionally, the algorithmic recommendation mechanisms on short video platforms precisely push bel canto opera content to target users, enhancing the accuracy and effectiveness of dissemination. Long video platforms like Youku and iQiyi possess a massive user base and rich video content, providing a stage for bel canto opera to showcase its charm. By releasing complete performance videos, documentaries, and other high-quality content on these platforms, bel canto opera can attract a broader audience with a deep interest in the arts. Moreover, the business models on long video platforms, such as paid viewing and membership systems, offer more possibilities for the commercial operation of bel canto opera.

In addition to the mentioned platforms, digital media technology brings other conveniences to the dissemination and promotion of bel canto opera. For example, the use of Virtual Reality (VR) technology allows audiences to experience the charm of opera as if they were there, while the application of Artificial Intelligence (AI) technology provides precise data support for vocal training and singing analysis. The application of digital technology not only enriches the forms of expression and dissemination channels of bel canto opera but also enhances the audience's viewing experience and learning effectiveness.

#### **5. Dissemination and Promotion Measures of Bel Canto Opera in the United Kingdom**

##### ***5.1. Social Media Marketing***

The United Kingdom, being the cradle of bel canto opera, has nurtured numerous top-notch opera houses and performance groups. These institutions have keenly recognized the immense potential of social media in promotion and have established official accounts on major platforms. They carefully plan content, ranging from performance previews to behind-the-scenes moments during rehearsals, and exclusive interviews broadcasted live. This approach not only narrows the gap with the audience but also transcends the boundaries between high culture and popular culture, particularly capturing the attention of the younger generation. To effectively reach the target audience, the bel canto opera in the UK utilizes data analysis to precisely depict the profile of potential viewers, tailoring personalized promotional strategies accordingly. In terms of content, they bravely experiment and innovate, incorporating popular elements such as short videos and live broadcasts into traditional opera promotion, allowing the audience to experience the vitality and diversity of this art form. Moreover, cross-platform collaboration strategies expand the influence of bel canto opera, partnering with influencers and organizations in fashion, travel, and other fields to create a series of captivating cross-disciplinary content.

##### ***5.2. Online Live Streaming***

In the wave of digitization, online live streaming has become a powerful strategy for theaters to disseminate and promote bel canto opera. Through widely popular video streaming platforms like

YouTube Live and Twitch, theaters deliver live and splendid bel canto opera performances to a global audience in real-time. This breaks geographical limitations, enabling audiences who cannot attend in person to immerse themselves in the charm of the art, thereby expanding the viewer base and enhancing the international influence of bel canto opera. To enhance audience participation and immersive experiences, theaters incorporate interactive elements into online live streaming, such as setting up a live chat section for viewers to engage in real-time communication, share thoughts, applaud exciting moments, and even interact with actors and other audience members. This enriches the audience's viewing experience, collects feedback, and understands market demands [4]. Additionally, theaters can leverage the characteristics of online live streaming to offer diverse value-added services. For example, providing multi-language subtitle options to meet the language needs of audiences from different countries and regions, or setting up a VIP viewing area to offer higher-definition video quality and an ad-free viewing experience for paying audiences. Providing on-demand playback services after the live broadcast allows audiences to relive classic performances anytime, anywhere.

### 5.3. Digital Ticketing System

In the digital era, an efficient and convenient digital ticketing system is crucial for the dissemination and promotion of bel canto opera. Through well-designed websites and mobile applications, audiences can easily access and complete the ticket purchasing process within minutes, anytime and anywhere. The digital ticketing system not only provides seat selection and instant payment functions but also updates seat information and performance details in real-time, ensuring that audiences receive the latest and most accurate information during the ticket purchasing process. With this functionality, theaters can collect and analyze audience data, gaining insights into their preferences, ticket-buying habits, and viewing preferences, providing valuable data resources for subsequent marketing and precise targeting [5]. For instance, theaters can recommend similar bel canto opera performances based on the audience's ticket-buying history, enhancing audience engagement and ticket conversion rates.

## 6. Conclusion

In the digital era, the dissemination and promotion strategy of British bel canto opera needs to keep pace with the times and make full use of digital media platforms and technical means to expand its influence. Social media marketing strategies can effectively convey opera messages, attract target audiences, and establish interactive relationships with audiences. Webcasting technology provides an immersive viewing experience for viewers, allowing them to experience the charm of bel canto opera. The digital ticketing system simplifies the ticketing process, provides convenience for the audience, and further improves audience participation. In order to ensure the sustainable development of British bel canto opera in the digital age, effective communication and promotion strategies must be formulated and innovation must be continuously carried out. Through in-depth cooperation with digital media platforms, the audience of bel canto opera can be expanded to attract more young audiences. At the same time, cross-border cooperation with other art forms and online and offline interactive activities are also worth trying. In short, in the digital age, British bel canto opera needs to innovate and expand its communication channels to attract more audience attention and participation. Only in this way can bel canto opera glow with new brilliance under the background of the new era and continue to inherit and develop this ancient art form.

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