

# A Plan for the Creation of More Youthful Music IP Based on Arts Management

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**Abstract:** *In order to ensure a successful musical activities, arts managers have to carry out comprehensive planning and coordination and effectively control and maintain the quality of the whole show. Arts management is a vital tool to promote the quality of musical activities and bring long-term gain. Therefore, when performing musical activities, this tool should be fully utilized to obtain the best results. By using advanced arts management skills, we can hold musical activities more effectively, making audiences to experience the charm of music on the scene. In this process, external management is also essential. Under current circumstances, this paper will discuss how to realize a younger brand, including creating high-quality music IP, increasing brand value, establishing perfect marketing channel, strengthening the marketing ability of brand, deeply exploring the potential value of music IP, and thereby enhancing the brand influence.*

**Keywords:** *arts management; younger; music IP*

## 1. Introduction

In the pan-music era, the music industry is undergoing an industrial structure restructuring with IP (copyright and copyright in intellectual property) value production as the core. The music industry chain in the pan-music era is an ecological music industry closed-loop based on music IP, including the core layer composed of the music work chain, the performing arts industry chain, and the derivative layer composed of the IP derivative chain. Moreover, for the traditional music industry chain, analyzing its activity process and economic model from the value stream perspective can be divided into five types: the creation of new works, live performances, record sales, sales of compositions and scores, and copyright licensing of music. Furthermore, the first four economic models are the music work chain and the performing arts industry chain in the core layer of the music industry chain in the pan-music era. Unlike the traditional music industry chain, the music work chain is based on the physical medium of records, which has shifted to the Internet-based medium of digital music in the digital era; and the live performance, or performing arts industry chain, which used to be the main source of revenue for the music industry, has also extended to new live concerts and other new profit models. Compared with the core music composition chain and the performing arts industry chain, the IP derivative chain of the derivative layer of IP-based music works has a broader value-added space through the copyright operation of the secondary development of original musical works.

## 2. Market situation and future development trend of music industry in China

### 2.1 Market size

China's music market achieves an annual growth rate of 33.5%, growing from 21 billion yuan in 2017 to 76.2 billion yuan in 2022. Till 2023, the total size of China's music market is expected to exceed 102.8 billion yuan which will reach a record high (As show in figure 1).<sup>[1]</sup>

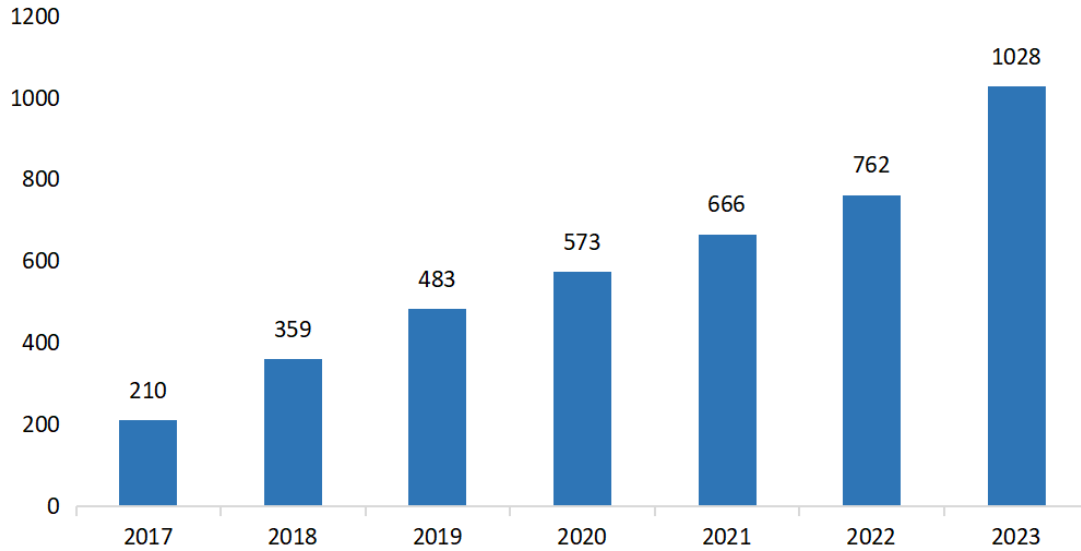


Figure 1: Size and predicted trends of China's music industry in 2017-2023

## 2.2 Future development trend

### 2.2.1 Unique product and service

Digital music platforms succeed because they accurately know the user preference and provide personalized digital music experience. Digital music platforms devote themselves to improving user experience, attract more audiences, and provide more choices of entertainment. We not only provide live streaming service, but also develop a series of karaoke application programs, bringing rich music contents to them.

### 2.2.2 Multiple distribution channels and modes

Currently, many musicians are trying to use different management modes. Top musicians always choose to cooperate with musician management organization, because they have stronger negotiation ability and independent music creation rights. Some music management organizations adopt standard training measures and utilize various media platforms and activities to promote their music teams. The popularity of the Internet not only reduces the difficulty of personal publicity and release, but also facilitates independent musicians and bands to rise rapidly in instant music video and music variety shows. Using multiple release channels and musician management modes can effectively increase the attention and popularity of people who are new to music field.<sup>[2]</sup>

### 2.2.3 Intact value chain

By participating in each link of music market, top music publishing and release companies can substantially promote their cost efficiency. A lot of music makers, particularly in digital music field, usually select to cooperate with top musicians, so as to get the copyrights of pop music at the moment. Music publishers and distributors are trying a variety of methods to transform their music IPs. For example, they invest on music variety shows, dramas and films, or grant these IPs to tourist attractions and online games, to increase their earnings.

## 3. Future development prospects

### 3.1 Prosperous music contents satisfy the need of diversity

With the increase of audience diversity and personal preference, music content is also evolving, various music compositions appear. As the times develop, all types of music increasingly satisfy the need of consumers, which accelerates the quick development of this industry. The diversity of these music genres provides much convenience for many needs in daily life, such as fitness, driving, social contact, etc.

### ***3.2 Digital music as main contributors***

As the market demand for digital music products and services increases, music IPs operation has also seen an explosive growth, and digital music album has become a popular digital music product, with instant and personalized listening experience. Collecting the information of target audience of an album on multiple digital music platforms and creating more successful marketing and promotion activities for musical creation and IPs have become an indispensable part of current times. [3]

### ***3.3 The willingness to pay for premium content increases constantly***

The copyrights protection is increasingly paid attention to, so more and more users choose to buy high quality and personalized digital music. To drive flow, many digital music platforms invest a lot of funds to collect and promote their music IPs. These measures aim to maintaining their flow and product uniqueness, to enhance their competitive advantage. Digital music platforms are striving to change consumers' buying habit, to enhance their understanding to intellectual property and accelerate the whole industry to develop.

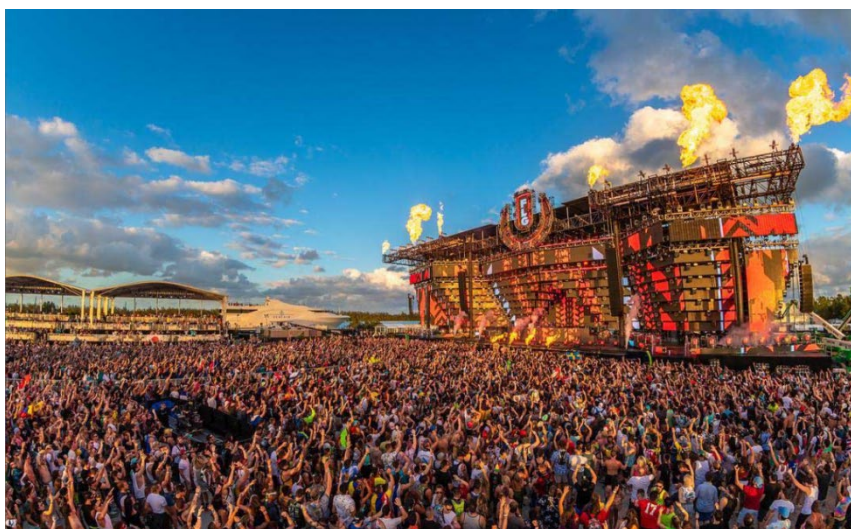
### ***3.4 Diversified liquidation channel of digital music***

Online music and instant music video platforms have become the first choice of many people. They not only replace the traditional offline record store, but also provide more ways of entertainment. Beside of emerging digital music royalty, these publishing channels bring more earnings to the whole industry, including converting the music to the music of drama series, films and video games.

## **4. Strategies of creating younger music IPs based on arts management**

### ***4.1 Take music festival as carrier to expand promotion channels***

Bravely mastering the feelings of younger generation and creating a music banquet full of power for them could not only increase the popularity of music IP, but also bring them closer to the younger generation. Music festival can expose young people to music, enrich their spiritual world, and help to drive the whole industry to develop. As the economy develops, the life style of young people has changed dramatically. They not only focus on basic material needs but also begin to pay more attention to spiritual enjoyment. On June 1<sup>st</sup> ~2<sup>nd</sup> 2019, “2019 Tsingtao Beer Sky Music Festival” and “Color Dimension” jointly created a brand new visual feast, in which “Attitude Factory”, “Swimming Pool Party”, “Graffiti Wall” and “One Battle Suit” contained more dozens of wonderful fashion interaction activities, making audiences to feel different joys under happy atmosphere. The design of this interaction zone adopted abundant colors to create a novel atmosphere. Every wall was isolated firmly to show that “everyone can define the color of youth by themselves”, and let the concept of “becoming a wall-breaker of color dimension” to go deeply into the heart of every young people (As shown in figure 2).<sup>[4]</sup>



*Figure 2. Youthful music festival*

To make more people to feel the joy of music IPs, the Sky Music festival and Oulebao Tourist Resort jointly held the “Sky Music Festival-Offline Audition”, and brought it to eight universities, such as Shandong College of Arts, Shandong Jianzhu University, Shandong Jiaotong University, etc. During the audition, we used various medias, such as WeChat official accounts and campus restaurant posters, and took the form of “online propagation + offline experience”, allowing more than three thousand people to participate in. Through the cooperation of “playing in Oulebao at daytime and in music festival at night”, we brought in new movie watching experience for the audiences, which enhanced brand image and helped to increase marketing efficiency.

#### 4.2 Music IPs fused in films and drama series

Music can be considered as an art that can bring people unique experience. By converting excellent music products into films or TV dramas, we can better demonstrate the stories and emotions contained in these works. These works can also be easily understood and remembered by us. When the film *My Old Classmate* starred by Zhou Dongyu and Lin Gengxin was released in 2014, its campus folk full of energy resonated with the audiences and gained enthusiastic respond of audiences in China, which grossed a box-office income of 455 million yuan from merely an investment of 30 million yuan. In 2015, He Jiong acquired a box-office income of 380 million yuan by virtue of his hot single *Forever Young* and his excellent performance as a director. This classical music work, after many years of re-composition, can still make remarkable achievements, which indicates the huge value of hot music IP and makes investors to be aware of the potential of music industry.

#### 4.3 Cross-boundary fusion of music IP and tourist industry

To attract the attention of young people, we can combine music IPs with tourist industry, endowing them with stronger sense of substitution. A music work *Chengdu* composed by Zhao Lei is very popular. In the fourth quarter of *Singer* program by Hunan Satellite TV on February 4<sup>th</sup> 2020, Zhao Lei’s original work *Chengdu* arose a warm response of audiences and made them loudly recite the words of the song. Through this show, the audiences can deeply experience the beautiful scenery of Yulin road. When the *City of Music* plays, its influence can reach to everyone, every tourist can experience its charm and inspire more enthusiasm, thereby promoting the economic development of Chengdu. “One song makes a city to become popular” deepens people’s identification of music IP and also brings new vitality.

#### 4.4 Branding and commercialization of music works

As present consumption market develops, the young generation is rising and become the support of a new era. So, how to make the brand to conform to this trend and attract more young consumers is an important challenge of enterprises. The enterprises should clearly realize that only by grasping the characteristics of young generation, could they better realize young brand and highlight their products, services and value. Moreover, they should also reinforce the research and development of music IP, enhance their brand influence, and satisfy consumer needs (As shown in figure 3).<sup>[5]</sup>

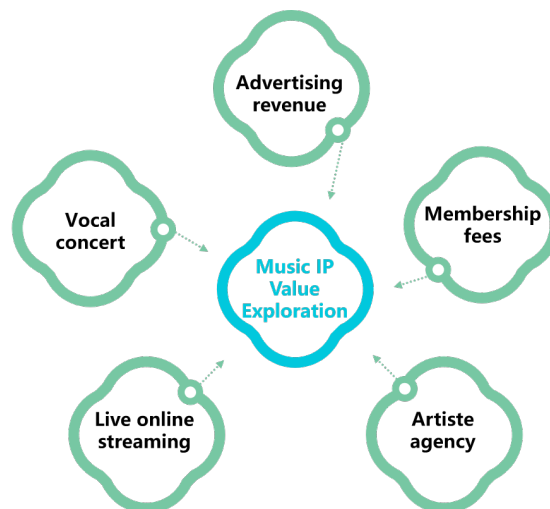


Figure 3: Music IP Value Exploration

#### 4.5 Secondary creation of music IP

Outstanding music IPs can enhance their brand value by secondary creation. To estimate the quality of an IP, we can't just see whether it satisfies the needs of fans, but also have to consider whether it can bring permanent aesthetic experience to audiences. Taking Tik Tok's original IPs as an example, they are recomposed on multiple platforms, including film, drama series, cartoon, game, entertainment and other fields. They can bring brand-new auditory and sensual pleasure to audiences, and bring more possibilities to these contents. The success of Tik Tok stems from the actual need of current society and the continuous updating of public value; popular songs are covered and classic old songs are reenacted, making it gain high reputation. By reinterpreting the original work, we can enable users to experience the real value of music without reminding them. By such reinterpretation, we achieve a secondary creation of excellent music IP. These reinterpreted music can be played both in KTV and TV, so that content innovation and external demand can be integrated. In order to accelerate the development of excellent music IP, we should pay close attention to the communication through multiple channels and methods in this media society, so as to better excavate and develop original music IPs.

#### 5. Conclusions

With the development of digitization, music has shifted from pure auditory enjoyment to a richer experience and a cultural activity by form of performance, activity, equipment, artist training, etc. For singers and their music works, they must continue to create new connotations in addition to pursue commercial interests, so as to keep their lasting vitality of arts. No matter converting music IPs to film or TV show, they can bring more attention and stronger vitality to the singer and their works at different periods. To successfully forge a young music IP, we have to know the interests, hobbies and needs of young people. They like exploring new cultures, are keen on shooting, sharing and displaying their life, and enjoy live streaming. Therefore, we should fuse these elements into our activities and allow them to take part in, so as to obtain better user experience.

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