

後疫情時代的音樂演出新氣象——流行音樂界的百花爭鳴

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在新冠肺炎疫情下，全球現場音樂活動的相關產業，營收幾乎一夜蒸發。疫情爆發前，現場音樂會今年本來有望創造288億美元的收入，估計現在已下降77%至約65億美元；東京演唱會策劃公司H.I.P.的代表董事林博通表示，「在這場危機中，現場表演行業的每個人都在淌血。」

儘管音樂表演產業進入了黑暗時期，卻激發了音樂演出線上化和新型態互動形式的發展。有些音樂人在網路上限時播放過往的演出片段、在家中直播表演娛樂粉絲，或以免下車音樂會（drive-in）維持某種程度上的實體演出，可以說產業中的每一員，正紛紛尋覓著新的出路和可能性。

黑暗疫情下的音樂發展新曙光

由全球公民公益組織發起的群星合作計劃「One World:

Together at Home」，是後疫情時代在西洋流行樂界最指標性的線上直播活動。由Lady Gaga擔任發起人，邀請諸多音樂人和歌手獻聲，包含John Legend、Taylor Swift、Stevie Wonder、Common，鋼琴家郎朗、華語樂壇重量級歌手張學友、陳奕迅也參與其中，透過在社交媒體直播宅錄影片的方式，為歌迷的打開心扉。

另一方面，轉為線上型態的大型演唱會正在世界各地綻放著。今年六月，韓國人氣男團BTS防彈少年團在串流平台舉辦了首場付費直播演唱會，與美國串流服務商Kiswe Mobile合作，開發出多視角畫面特寫、數碼螢光棒、虛擬地圖等互動形式。由於觀眾可從6個不同角度觀賞近鏡頭特寫，吸睛程度堪比現場，吸引全球近80萬觀眾收看，總票房估計220億韓元，證明串流演唱會的巨大商機。

群星合作計劃《One World Together at Home》



《Red Bull Presents AAA全區通行》

更即時的線上演出互動

而在富士搖滾音樂祭（Fuji Rock）、科切拉谷音樂藝術節（Coachella Festival）等世界級音樂節紛紛停辦或延期的當下，部分活動推廣者也採取了行動。國內首場新型態線上音樂節「旭日東昇音樂節」，5月於LINE TODAY線上直播，由饒舌歌手QZI、金曲製作人Yellow、新生代歌姬9m88接力演唱；同時Red Bull也率先推出全新企劃「AAA全區通行——零死角線上音樂節」，透過發送數位「全區工作證」，帶領觀眾透過鏡頭走到幕後，一窺歌手在演出準備、休息室中最爆笑和最真實的互動。

部分串流平台在虛擬互動的形式中推陳出新。日本公司Showroom以直播音樂表演應用程式為媒介，粉絲可創建「化身」（avatar）並付費贈送虛擬禮物，藝人可獲分紅，在疫情期間維持收入。而誕生於街頭的嘻哈文化也不甘示弱，近期紅遍嘻哈圈、Instagram Live上的Verzuz系列「節奏大戰」，包括饒舌歌手Snoop Dogg在內的嘻哈界傳奇人物紛紛上場，在一種輕鬆的比賽氛圍中發表自己的音樂作品，新的在線娛樂體驗就此誕生。

虛擬演出的各種可能

除了社群媒體、數位和串流平台，最爆炸性成長的莫過於虛擬實境（Virtual Reality）的相關跨界和應用。致力於

開發虛擬演唱會的洛杉磯初創公司Wave，於今年宣布名為「One Wave」的系列虛擬音樂表演，參與音樂人包括Galantis和Tinashe等。日前天王歌手John Legend在Wave的虛擬技術之下，舉辦了生涯首場虛擬音樂會，利用電腦特效和動作捕捉技術，把現場表演轉成動畫人物，粉絲亦可在直播當下直接捐款與互動。

可自由採集資源、打造專屬世界的冒險遊戲《Minecraft》，於今年4月到6月舉辦了3場線上音樂節，邀請包括Trip-Hop巨頭Massive Attack、俄羅斯龐克樂團Pussy Riot、英國歌手Charli XCX等音樂人演出，提供玩家VIP通行證，以進入特殊區域、取得限定商品，甚至能與音樂人直接聊天。節目才開始1小時，就吸引超過10萬名玩家登入，導致伺服器不堪負荷而崩潰，似乎象徵著虛擬實境音樂演出的發展潛力。

美國知名饒舌歌手Travis Scott在大逃殺遊戲《要塞英雄》（Fortnite）中舉行巡迴演唱會並發表新歌，為近期虛擬實境音樂演出的發展巔峰。不僅吸引超過1200萬名玩家同時在線參與，他在遊戲中首發的新單曲〈The Scotts〉在Spotify上線第一天就造就出745萬次播放。根據Spotify的官方數據統計，這是有史以來24小時內播放量最高的單曲紀錄。

更豐富更多元的視聽未來

「在遊戲中觀看Travis Scott的大規模虛擬音樂會後，發現了一個新的機遇，也就是探索如何在VR中呈現更沉浸、更即時的虛擬演唱會體驗。」索尼CEO吉田憲一郎在近期採訪中表示。這種空前的視聽和情境體驗，使得音樂不再是單一的受聽，有了更豐富的表現形式，變得場景化、可控制、可自定義，展示出另類的沉浸式音樂體驗和虛擬互動的嶄新可能。

從早期武漢人的隔空對歌、全球群星聯手的直播音樂會、大型串流演唱會，到走入虛擬實境的夢幻世界，在這場看不見的病毒戰爭中，音樂成為每一個戰疫者的心靈治癒劑，更激勵了每一個熱愛音樂之人，將世界緊密地連在一起。

《要塞英雄（Fortnite）》



The Future of Live Music Shows in the Post-Covid-19 World— Pop Music Industry Makes Innovative Comeback

Writer/WANG Tzu-Hsuan Photo/TOGETHERATHOME, DEFENSE, Red Bull, Wave, Fortnite

Due to the coronavirus pandemic, the revenue of live music related industries almost evaporated overnight. Before the outbreak, it was estimated that live concerts could generate \$28.8 billion in sales globally. That figure has dropped 77% to around \$6.5 billion. Hiromichi Hayashi, CEO of Tokyo-based concert promoter Hayashi International Promotion, said, "Everyone in the live show industry is bleeding amid the crisis".

Although the musical performance industry has entered its dark age, it has motivated the development of live streaming and new forms of interaction. Some artists showcase their previous concert video clips online for a limited time, perform at their own homes, or hold drive-in concerts to maintain a certain degree of physical live performances. Everyone in the industry is seeking new possibilities.

New Hope for Music in the Dark Age

One World: Together at Home, a global broadcast and digital special organized by the NGO Global Citizen, has been the most iconic live-streamed event in the western pop music world in the post-Covid era. Curated by Lady Gaga, the line-up of musical guests includes John LEGEND, Taylor SWIFT, Stevie WONDER, Common, pianist LANG Lang, and heavyweight Mandarin artists Jacky CHUENG and Eason CHAN. The performances were recorded at the musicians' homes and live-streamed on social media to reach the audience.

DEFENSE



Meanwhile, large-scale live concerts are booming around the world. In June this year, the popular South Korean boy band BTS held their first ever paid live-streamed concert.

Partnering with U.S. video technology startup Kiswe Mobile, the concert presented innovative forms of interaction such as multi-camera views, digital light sticks, virtual maps, etc. Viewers can watch the show close-up from six different angles, making the experience almost as enthralling as live concerts. With nearly 800,000 fans from over the world watching, ticket sales is estimated at 22 billion won, which proves the huge business opportunity for streaming concerts.

More Real-time Online Performance Interaction

While world-class music festivals like Fuji Rock and Coachella Festival are being suspended or postponed, some event promoters are taking action. INA Festival, the first new-style online music festival in Taiwan, was live-streamed on LINE TODAY in May. The event featured rapper ØZI, Golden Melody awarded producer Yellow and new generation diva 9m88. Red Bull launched "AAA Pass Online Music Festival" where viewers are issued with digital "All Area Pass" and able to look behind the scenes while singers get ready for stage.

Some streaming platforms have created new forms of virtual interaction. The Japanese company Showroom allows fans to create avatars and pay to give virtual presents to artists in its live-streaming musical performance application. Artists in turn get a dividend, maintaining a source of income during the pandemic. Hip-hop culture that was born out of street has also made a move. Verzuz, the virtual DJ battle, has recently become a huge hit in the hip-hop circle and on Instagram LIVE, hip-hop legends including rapper Snoop Dogg have appeared on the stage to publish their music in a friendly battle. A new format of online entertainment has been spawned.

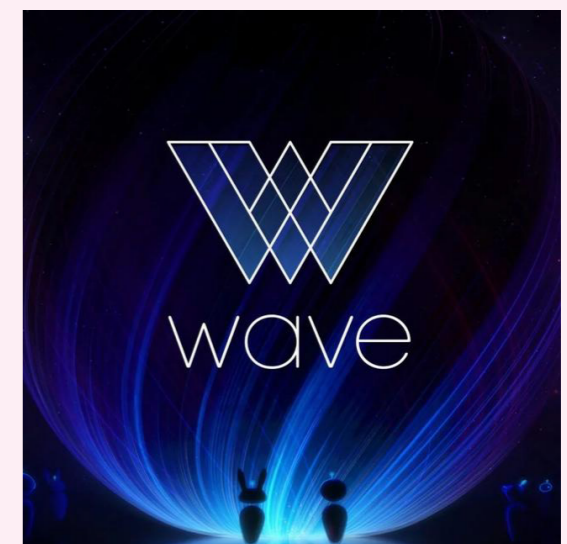
Possibilities for VR Performances

Besides social media, digital and streaming platforms, the most explosive growth is seen in Virtual Reality-related applications. The Los Angeles startup Wave, which is dedicated to developing virtual concerts, launched a series of virtual music performances this year called "One Wave". Participating musicians include Galantis and Tinashe. Superstar John Legend held his first virtual reality concert with Wave's technology. Using computer special effects and motion capture technology, the live performance was transformed into animated characters. The fans can also make donations and interact during the live-streaming.

The adventure game Minecraft, where players can freely collect resources and create their own worlds, has held 3 online music festivals from April to June this year, featuring musicians including Trip-Hop giant Massive Attack, Russian punk band Pussy Riot, and British singer Charli XCX. VIP passes were offered to

players to enter exclusive areas, buy limited edition items, and even directly chat with the musicians. Just one hour into the show, more than 100,000 players logged in and crashed the server. It seems to symbolize the development potential of virtual reality music performances.

The well-known U.S. rapper Travis Scott held a concert tour and released a new song in the battle royale game Fortnite, marking the pinnacle in the recent VR music concert development. Not only did it attract more than 12.3 million concurrent viewers in the live event, but his new single The Scotts that premiered in the game debuted on Spotify with 7.45 million streams on the first day. According to Spotify's official statistics, this is the highest number of streams in 24 hours for any single in history.



Wave

A Richer and More Diverse Audiovisual Experience

Sony CEO Kenichiro Yoshida in a recent interview, "after watching Travis Scott's large-scale virtual concert in the game, I found our next opportunity. We need to explore how we can conduct a more immersive and real-time virtual concert experience in VR". This unprecedented audio-visual and contextual experience has made music more than just for listening. Richer forms of expression, being scene-oriented, controllable, and customizable, opens up new possibilities for an alternative immersive music experience and virtual interaction.

From Wuhan citizens singing from their windows, global artists performing on live-streamed concerts, to entering the fantasy world in virtual reality, music has become the power of healing for the spirit of each and everyone fighting the endemic, drawing the hearts of music lovers around the world closer together.