

## Effects of COVID-19 on the Entertainment Industry

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### ABSTRACT

The novel coronavirus 2019 currently designated as COVID-19 is an infectious disease caused by a newly discovered corona virus. The rapid spread of new corona viruses throughout China and the world in 2019-2020 has had a great impact on social development like the entertainment industries where various activities like movies and sporty activities are being suspended all over the world. As the backbone of Chinese society, Chinese universities have made significant contributions to emergency risk management. Earlier, many major companies including Netflix, Apple, Amazon, Warner Media, Facebook, Twitter, TikTok, Mashable, and Intel, have dropped out of many well-attended events, canceling panels, premieres, and other appearances. Therefore to cope with this, personal hygiene is required and precaution from world health organization should be followed.

Keywords: Covid-19, entertainments, WHO, Precautions.

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### INTRODUCTION

According to WHO, corona virus disease (COVID-19) is an infectious disease caused by a newly discovered corona virus [1]. Most people infected with the COVID-19 virus will experience mild to moderate respiratory illness and recover without requiring special treatment. Older people, and those with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness [2]. The best way to prevent and slow down transmission is be well informed about the COVID-19 virus, the disease it causes and how it spreads. Protect yourself and others from infection by washing your hands or using an alcohol based rub frequently and not touching your face. The COVID-19 virus spreads primarily through droplets of saliva or discharge from the nose when an infected person coughs or sneezes, so it's important that you also practice respiratory etiquette (for example, by coughing into a flexed elbow) [3]. At this time, there are no specific vaccines or treatments for COVID-19. However, there

are many ongoing clinical trials evaluating potential treatments.

#### **Adverse Effect of Covid-19**

The Corona virus (Covid-19) outbreak has been having sweeping effects across the world, causing many public activities to be cancelled or postponed, with entire governments recommending its citizens to stay at home [4]. While the effects of the virus in the entertainment industry may pale in comparison to the clear threat to human life, people making a living in the arts, especially in production and distribution, are feeling the ripple effects of the virus. Recently, the Egyptian rock band Massar Egbari decided to hold an on-line concert 24 March on their official Instagram and Facebook page [5]. The consequences felt by the entertainment industry ranges from lower attendance at film festivals, disruptions in film distribution, and even canceled movie releases. Financial ramifications will likely be felt by studios, filmmakers, theatres, and more for next few months or even years. Most recently, the Wiener Staatsoper (Vienna State Opera) has opened up its streaming service to

[www.idosr.org](http://www.idosr.org)

provide audiences with daily opera concerts online since the concert venue is closed due to the Corona virus [6].

Since Sunday 15 March, the opera started to stream operas from its archives for free on its website with Das Rheingold (performance from 10 January 2016) conducted by Adam Fischer and directed by Sven-Eric Bechtolf [7]. Disney has also shut down production on live-action projects and has delayed three spring releases, including Mulan, and The New Mutants. Broadway shows and all Disney parks have also decided to close until further notice. The American National Basketball Association (NBA) has suspended its season [8]. The Egyptian Football Association halted also the Egyptian League and major cultural events have been postponed or canceled. Variety also reported Egypt's box office revenue was down to EGP 300,000 for the current seven movies in cinemas, with many shows being canceled [9]. However, head of the Actors' Syndicate Ashraf Zaki announced that Egyptian actors will not stop shooting their upcoming Ramadan series because of the Coronavirus. Zaki explained that they will take the necessary precautions to prevent any infection, which includes postponing large group scenes and cancelling travel plans to remote shooting locations in large numbers.

In South Korea, which has some of the highest numbers of COVID-19 cases in the world, the entire South Korean entertainment sector is suffering, most notably K-pop artists, who have had to cancel many scheduled tour dates and studio time [10]. Earlier, many major companies including Netflix, Apple, Amazon, Warner Media, Facebook, Twitter, TikTok, Mashable, and Intel, have dropped out of many well-attended events, canceling panels, premieres, and other appearances [11]. SXSW music festivals and conferences' organisers announced that they had laid off one-third of the festival's employees in what they called "a necessary, but heartbreaking, step." Meanwhile, Cannes Film Festival, the annual film festival held in Cannes, France, remains in question as

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they have yet to announce cancelling or postponing the festival even after the French government banned large public gatherings. The festival has yet to be cancelled, but an insider stressed that it's extremely unlikely it'll take place following the pandemic [12].

However, it was only been reported that an official decision will not be made before 15 April, when the full programme is scheduled to unveil [13]. The officials associated with Cannes said: "It will be difficult, if not impossible to select films from China, Iran,... etc knowing that actors can't move around."

On 10 March, the UK sales outfit GFM became the first film industry company to announce that it will not be attending the Cannes Film Festival in May as a result of the uncertainty surrounding the coronavirus outbreak [14]. The company said it will instead release a product update to distributors by end of March and will use Skype and other digital platforms to set up virtual meetings.

Entertainment attractions were also affected by the outbreak, shutting down many parks, movie theatres, and cultural sites [15].

In March, Disney announced that all its parks would close including those in Florida and Paris, where three staff have tested positive for coronavirus [16].

Movie theatres in the United States have shut down, including AMC Theatres, Regal, and the Canadian chain Cineplex, with further theatres closing country-wide. On 15 March, theatres in New York and Los Angeles shut down by order of their respective mayors. Meanwhile, Egypt's Chamber of Cinema Industry, announced on 17 March that they would be reducing the number of tickets sold to screenings by as much as 25% in order to enable patrons to sit further apart as part of the global social distancing measure [17].

The cultural sites in New York City have closed, including the Metropolitan Museum of Art. Other institutions have cancelled their programmes for the rest of March, including the New York Public Library and Carnegie Hall. On 12 March, Broadway shows closed after New York

Governor Andrew Cuomo announced a ban on gatherings of more than 500 people [18].

Italy, the country with the second most cases of COVID-19 in the world, took many aggressive measures to contain the virus [19]. At the moment, the country has 27,980 cases infection and 2158 deaths. Italy closed in February a number of major cultural sites, including museums and major cultural attractions in Venice, Milan, Turin, and other northern Italian cities. The country is also under complete lock-down, with security patrolling the streets in order to make sure people are staying indoors.

China has also closed its theatres and cultural attractions in order to stop the novel virus from spreading any further [12]. Starting from January, the government closed movie theaters country-wide, causing film production to completely stop. Chinese cultural sites and institutions have been closed to the public for some time now, including Tiananmen Square's National Museum of China, the Forbidden City, and a section of the Great Wall of China located near Beijing.

In March, Egypt suspended activities that encompass large public gatherings, including concerts, fairs, and conferences [4]. Later, the country also shut down airports and halted air travel, but touristic sites have yet to be closed.

### **Covid -19 Precautions**

#### **Contact and droplet precautions**

In addition to using standard precautions, all individuals, including family members, visitors and HCWs, should use contact and droplet precautions before entering the room of suspected or confirmed COVID-19 patients [17].

The basic principles of WHO and standard precautions should be applied in all health care facilities, including outpatient care and primary care, commercial places like entertainment industries. For COVID-19, the following measures should be adopted:

1. Patients should be placed in adequately ventilated single rooms. For general ward rooms with natural ventilation, adequate ventilation is considered to be 60 L/s per patient.
2. When single rooms are not available, patients suspected of having COVID-19 should be grouped together.
3. All patients' beds should be placed at least 1 meter apart regardless of whether they are suspected to have COVID-19.
4. Where possible, a team of HCWs should be designated to care exclusively for suspected or confirmed cases to reduce the risk of transmission.
5. HCWs should use a medical mask
6. HCWs should wear eye protection (goggles) or facial protection (face shield) to avoid contamination of mucous membranes
7. HCWs should wear a clean, non-sterile, long-sleeved gown.
8. HCWs should also use gloves
9. The use of boots, coverall, and apron is not required during routine care.
10. After patient care, appropriate doffing and disposal of all PPE and hand hygiene should be carried out. A new set of PPE is needed when care is given to a different patient.
11. Equipment should be either single-use and disposable or dedicated equipment (e.g. stethoscopes, blood pressure cuffs and thermometers). If equipment needs to be shared among patients, clean and disinfect it between use for each individual patient (e.g. by using ethyl alcohol 70%) [10].

### **CONCLUSION**

Triage and early recognition, emphasis on hand hygiene, respiratory hygiene, and medical masks to be used by patients with respiratory symptoms, appropriate use of contact and droplet precautions for all suspected cases, prioritization of care of symptomatic patients. When symptomatic patients are required to

wait, ensure they have a separate waiting area, educate patients and families about the early recognition of symptoms, basic precautions to be used, and which health

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care facility they should go to. If all this is followed properly, it will be observed that fatality rate will reduce as life is all human priority.

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