

The Concert Hall Mobile Application Designing for the Performers

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Abstract

In the 21th century called the cultural age, performing arts have become a very great field having the influence and weight in society. The application developed for the purpose of this study can acquire the following result by forming the open market between the concert hall operator and the performer wanting to perform at the small-to medium-sized concert hall: First, innovation of the concert hall lease system. Second, revitalization of the small-to medium-sized concert hall. Accordingly, this study aims to contribute to the opening of more diverse and active performance by developing the concert hall application, providing diverse information on the concert hall verified at home and connecting it to the performers in need of it online.

Keywords: Concert hall, Mobile application, Music performer

1 Introduction

In the 21th century called the cultural age, performing arts have become a very great field having the influence and weight in society. The icon of the cultural facility representative of the position of an international city all over the world is represented by the performing cultural facility, whose importance and need are further drawing attention. Especially, performance has recently taken place in a diversity of genres such as popular music, jazz, classic music and the like on the basis of the Korean wave but largely in the large-scale concert hall. For this reason, most of the performers in need of the small-to medium-sized hall are confronted with much difficulty in hiring the concert hall for performance. And

those operating the small- to medium-sized concert hall have difficulty leasing the concert hall or attracting the concert as they cannot have the arena for smooth communication with performers and are making many efforts to enhance the usability of facilities. Accordingly, this study aims to contribute to the opening of more diverse and active performance by developing the concert hall application, providing diverse information on the concert hall verified at home and connecting it to the performers in need of it online.

2 The present situation of the concert hall

2.1 Performance facilities

A look into the size of the performance market in 2012 showed that the total number of performance facilities accounted for 944, the number of employees accounted for 11,224 persons and the total amount of sales accounted for 377,200,000,000won. And it was found that the number of performance groups accounted for 2,108, the number of their employees accounted for 50,847 persons and the total amount of their sales accounted for 335,900,000,000won.

An investigation of their regional distribution showed that 352 facilities operated in Seoul area and accounted for 37.3% of the total performance facilities in Korea. The total number of performance facilities established in the metropolitan area including Kyonggi and Incheon areas accounted for 509 facilities, and 53.9% of the total performance facilities were concentrated in the metropolitan area. And the number of the concert halls holding 994 performance facilities all over the country accounted for 1,188 and on average they held 1.3 performance facilities. Of them, the number of the facilities holding one concert hall accounted for 758 ones, 80.3% of the total, and the number of the facilities holding two concert halls accounted for 149 ones, 15.8% of the total.

An investigation of the performance facility by its nature showed that the number of the private performance facilities accounted for 38.9% of the total, and that of the public ones accounted for 23.9%.

2.2 The operating rate of performance facilities

It was found that the operating rate of the performance program in the performance facility accounted for 96.8% in case of the performance facility of central government when including the number of all event days, followed by 93.1% for Daehakro, 69.4% for the private facility, 34.8% for the art & culture center, and 34.6% for the other(public) facility.

The operating rate of performance programs (%)

$$= \frac{\text{numbers of performance days} + \text{numbers of performance preparation days}}{365 - (\text{numbers of facility inspection/installation days} + \text{numbers of annual closure days})} \times 100$$

Especially, a regional investigation of the operating rate of performance programs in the culture & art center, of public facilities, showed that the operating rate of performance programs in the culture & art centers located in Seoul area accounted for 71.9%, and that of the culture & art centers located in Daegu, Daejeon, Busan, Ulsan and Kwangju areas accounted for more than 50%, higher than that of the culture & art centers located in the other regions.

2.3 Concert hall size by seats number

As of 2012, the number of concert halls held by 944 performance facilities all over the country totaled 1,188 ones. An investigation of the present situation of the seat size of the concert hall showed that the number of the concert halls by seat size accounted for 498 ones(41.9%) with less than 100~300 seats, followed by 231 ones with 300~ below 500 seats(19.4%), and 211ones(17.8%) with 500~ below 1,000 seat.

3 Application design

3.1 The objective of application design

The application developed for the purpose of this study is aimed at developing the mobile marketplace between performers in need of the concert hall lease and

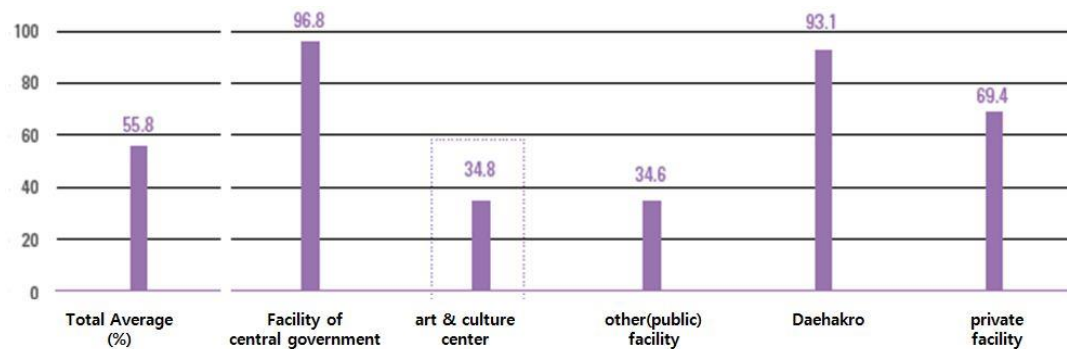


Fig. 1 The operating rate by performance facility characteristics

the operator of the concert hall intending to lease the concert hall.

For this purpose, the specific objective is as follows:

First, to provide performers with basic information on the concert hall.

Second, to enable performers to prepare for their performance by estimating their accurate budget through the provision of diverse information such as the size and location of the concert hall, the venue or space rental fee and the like.

Third, to enable the concert hall operator to enhance the operating rate of the concert hall and get sustained operating profits by through its reservation using this application.

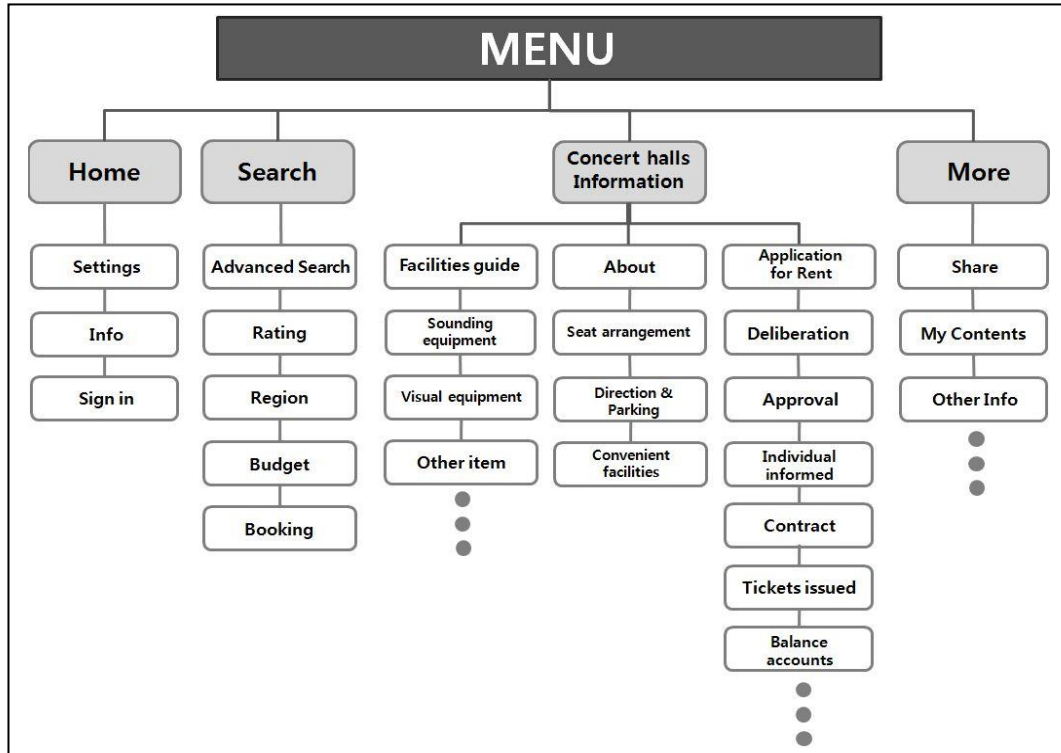


Fig. 2 Contents configuration of application

3.2 The configuration of contents

The menu of this application includes Home, Search, Classification and More in a broad sense. In 'Search', the region, the size and class of the concert hall, the average space rental fee, period setting and the like can be searched by entering each of them. The wanted concert hall can be searched, as shown in Figure 1, by entering the name of the concert hall or the item of search personally. And the already searched concert hall or compelling concert halls can be searched from 'My Contents'. And they can be shared with friends through E-mail and all sorts of SNS such as facebook, Twitter, kakao Talk and the like.

3.3 The configuration of contents

The menu of this application includes 'Home', 'Search', 'Classification', and 'More' in a broad sense, and it primarily recommends to the searcher the proper concert hall according to the basic information entered by him. The concert hall can be searched by subdividing and entering each category when the recommended concert hall is not appropriate to the searcher.

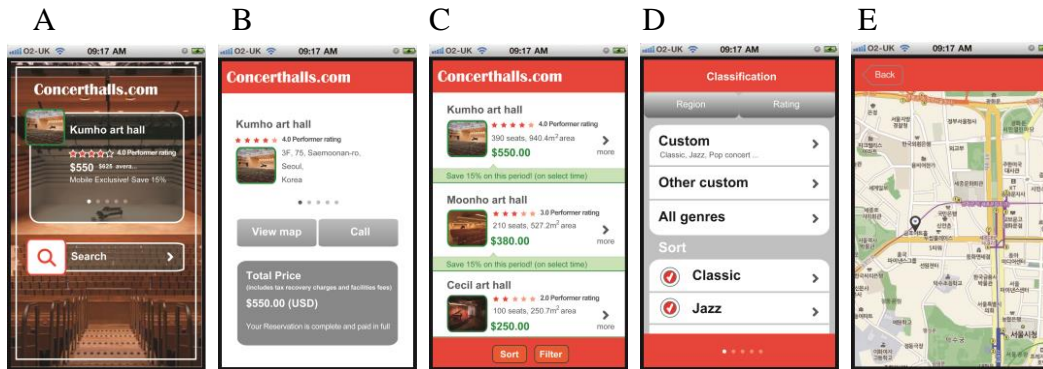


Fig. 3 Screen configuration of the application : A, Home, B, Detail View of the concert hall, C, View of the searched concert halls, D, Classification, E, View of the map.

4 Conclusion

Performance has recently taken place in diverse genres such as popular music, jazz, classic music and the like but held largely in large concert halls. For this reason, most of the performers in need of the small- to medium-sized concert hall are confronted with much difficulty in hiring the concert hall for performance.

The application developed for the purpose of this study can acquire the following result by forming the open market between the concert hall operator and the performer wanting to perform at the small-to medium-sized concert hall:

First, innovation of the concert hall lease system

The performer can reduce the cost paid to the production agency and put on the performance at their wanted concert hall and over their wanted period by searching, choosing and booking a concert hall made possible through it.

Second, revitalization of the small-to medium-sized concert hall

The owners operating the concert hall has been able to lease it only through personal contact or their homepage but easily promote their concert halls through this application and get higher profits by enhancing the operating rate of the concert hall through exchange with many performers.

Therefore, this study attempted to provide diverse information on the concert hall verified at home and connect it to performers in need of it based on the specified network by developing the concert hall application, which is expected to contribute to the holding of more diverse and vigorous performance.

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