

Impact of the Pandemic on China's Digital Creative Industries: Mechanisms and Manifestations

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Abstract : The outbreak of Coronavirus disease 2019 (COVID-19) in early 2020 brought new opportunities to the development of the digital creative industry in China. Based on the realistic foundation of the development of the digital creative industry in China, an analysis was conducted on the mechanism of action of the pandemic on this industry from both sides of supply and demand by sorting out its concept, connotation, and related theories. To be specific, the demand side experienced changes due to the changes in the consumption habits of residents, the sharp increase in gross domestic time (GDT), the satisfaction of the psychological needs of users, search for substitutes for offline consumption, and other factors. An analysis was carried out on the mechanism of action of the pandemic on the digital creative industry from the production link, supply subjects, product characteristics, and transmission link of the supply side. Then, a detailed discussion was held on the manifestation forms of the impact of the pandemic from the dimensions of time and space. Finally, this paper discussed the main development focuses of the digital creative industry in the post-pandemic era from the aspects of the government, industries, and enterprises.

Keywords : COVID-19, demand and supply relationship, digital creative industries, industry shocks

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