

The State of the Escape Room and Script Murder Industry under the Impact of COVID-19

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Abstract: In the wake of COVID-19, people are confined to their homes and are not allowed to leave home. They can not spend their time to social outside, playing in escape rooms, or script murders. This causes these industries to face great difficulties because they have no revenue. However, the enthusiasm of the players has not diminished. Escape rooms and script murders, as a kind of entertainment gradually rose and prospered in this era, and more and more people are passionate about this kind of game. For the industry, it is easy for them to fully improve their income, and reputation and get better development. This paper uses a research method that combines literature analysis and case analysis to explore the development status of the escape room and scripted murder industries in the context of the epidemic. After analysis, this paper found that only by opening online channels and innovating new technologies and ideas can the stable development of this industry be guaranteed. Find new gameplay and systems based on user needs.

Keywords: Escape room, Script murder, Inference, COVID-19

1. Introduction

Escape room is a real escape game, this game is interesting and challenging, bringing exciting scene experience. Escape from the chamber of secrets can be derived from different themes for different design ideas, from tomb research to wild exploration, from stealing secret cables to escaping prison. Players can play the ideal role in their favorite theme scenes, with careful vision, careful reasoning, a strong physique and concerted cooperation to win. Script murders is an entertainment project that integrates knowledge attributes, psychological game attributes and strong social attributes. People who play this game can know each other better [1-2]. At present, a large number of young people pursue excitement and gradually come into contact with various forms of script. Three years ago, when you were playing a scripted murder, you were really trying to solve the case and find the murderer. Now, playing the game just like that feels like exploring an unknown story. These stories may always satirize society and reveal reality. Some are just to tell a shocking story and express a certain emotion. Because of the outbreak, many people can not go out to do this kind of entertainment, so people are forced to find new ways of entertainment. At the same time, businesses in the mystery game space need to find other ways to sustain the industry. This kind of reasoning game can cultivate young people's thinking ability and imagination. This approach also promotes the development of a technological society and calls for more people to understand the convenience of the Internet. This practice also promotes the development of a technological society, including transportation,

technology and medicine. Escape room activities can exercise pharmacy students in different fields and at different levels, and enhance practical ability [3]. It is an essential way of entertainment and leisure for many people. This paper uses a research method that combines literature analysis and case analysis to explore the development status of the escape room and scripted murder industries in the context of COVID-19. This paper will open up new ideas and directions for the future development of reasoning games. Only by becoming more creative can the stable development of this type of game be guaranteed.

2. The State of the Escape Room and Script Murder Industry under the Impact of COVID-19

2.1. The State of the Escape Room and Script Murder Industry before COVID-19

Before COVID-19, people were mainly engaged in offline games. During this period, teenagers, college students, and even a large portion of middle-aged people were passionate about this form of entertainment. This is often added to party situations. This kind of puzzle game was quite popular at the time. Even in many universities, teachers choose to set up such games to exercise students' thinking ability. The creation of the Maternity Escape Room helped motivate nursing students at the school. It can also serve as a practical resource for learning about maternity care [4]. During this period, research shows that almost no one had access to other ways of playing this type of puzzle game, the technology was not developed, and online gaming was very cold before. Escape rooms or script murders focus on enriching the content and improving the game experience. In other words, make the whole game more refined. Improving the display, and thinking about how to maintain the order of the game in various degrees are the main points. It turns out that 80 percent of the game industry at the time was improving in this area.

2.2. The State of the Escape Room and Script Murder Industry after COVID-19

In the wake of COVID-19, most young people have significantly reduced their enthusiasm for outdoor gatherings. During that time, people's activities were monitored and they were not allowed to go outside. This is a good indication of the phenomenon[5]. More and more people stay at home and do not want to go out. They gradually develop the habit of staying at home instead of going out to explore and pursue recreational projects. During this period, more than half of middle-aged players gave up playing the game. In normal life, such games are a way of entertainment during their leisure time at work. However, after the epidemic, the pressure on these people has become significantly greater. People gave up this form of entertainment. At this time, only young people and children who are passionate about this kind of game.

People don't want to go out but are used to staying at home. Only the opening of online channels can solve such problems. Online channels are convenient, simple and consume less. This allows people to experience the joy of escape rooms or script murders without leaving the house.

Online play gives people more choices about the theme of the script, variety of content, and different ways to play it. They can even choose which characters they want to play in online games. In this case, businesses can focus on improving product quality and continue to attract.

3. The Development Status of Escape Rooms or Script Murders Puzzle Games Opening Online Channels

3.1. How COVID-19 Affect the Development of Escape Room and Script Murder Industry

In 2019, the market size of China's script murder industry exceeded 10 billion yuan, an increase of 68.0%, and the market size in 2020 was still growing against the trend due to the epidemic, but the growth rate fell to 7.0%(see Figure 1) [1]. Script murder is a highly inclusive entertainment program whose reasoning and suspense satisfy players' love of reasoning and acting. These shows introduced puzzle games to the public. More and more people understand it because of this. Since then, people have integrated puzzle games into life and study, and have made great progress[6]. This also serves the social needs of players. Because of this, China's script murder stores expanded their scale, and the industry market size continues to grow. In 2022, China's script murder industry market size will increase to 23.89 billion yuan [1].

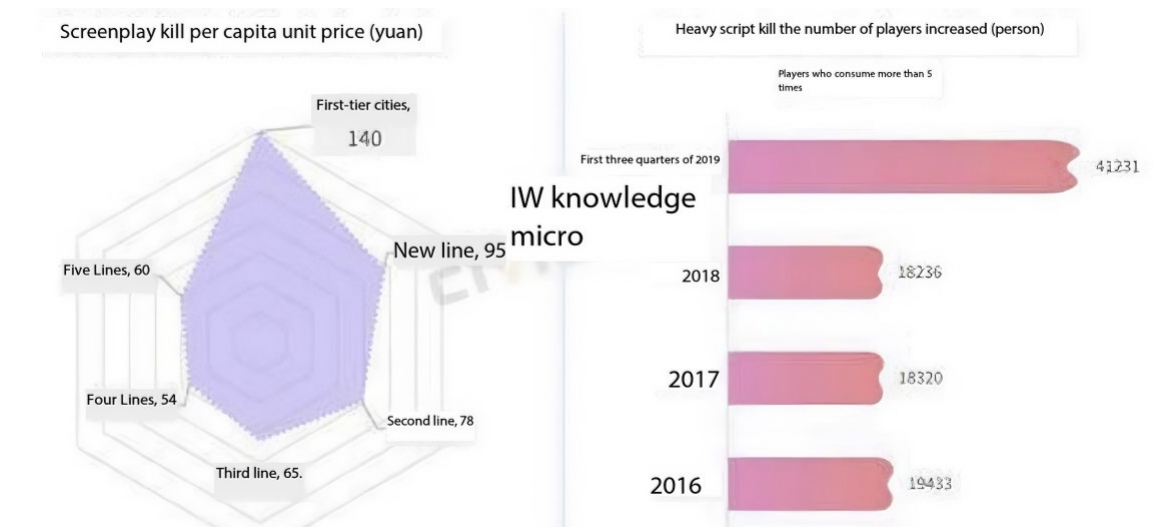


Figure 1: The market size of China's script murder industry from 2016-2019[1].

3.2. Specific Basis for the Gameplay Changes of the Escape Rooms and Script Murder Industry

Facing the challenges of market changes and industry consolidation. The script murder industry faces a huge "cooling off" and "consolidation" [7]. At this inflection point, the industry is improving quality and creativity. As shown in Figure 2, Orange: Market size (100 million yuan), Yellow: year-on-year growth rate. Increase player interaction and experience. Providing professional director and actor services, increasing interactive links and the use of props all help players to get a richer game experience. In addition, high-profile people can be invited to conduct publicity and recognition work.

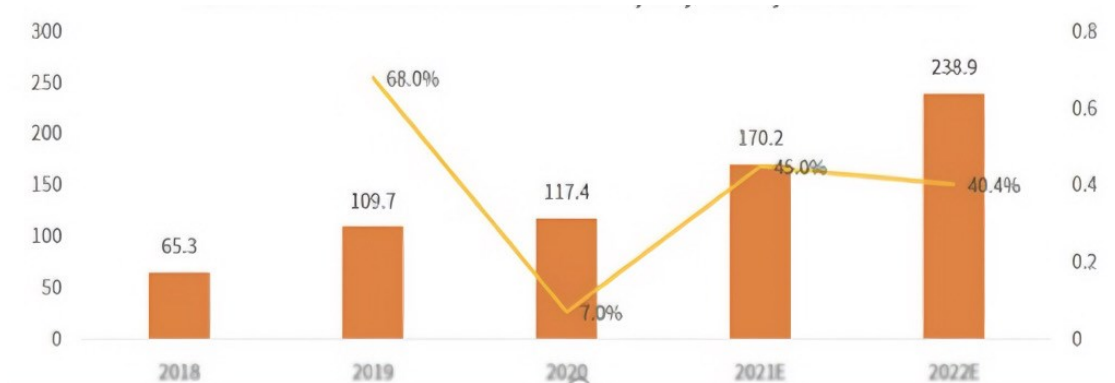


Figure 2: Market size and forecast of Chinese script murder industry[7]

3.3. Online Advantages

The script murder industry began to rise in 2016 and spread across the country [8]. However, in 2020, due to the impact of the epidemic, the offline script murders have brought a crisis, and the year-on-year growth rate has declined to the lowest point, almost no one goes out to play script murder, and the business is bleak (see Figure 3). On the other hand, because of the epidemic, the development scale of online script murder has expanded rapidly, which also promotes the change of the times. It introduced a lot of newer technologies like VR which opened up a new development path. Now many apps allow people to play the Escape Room VR game on your Android smartphone, which is compatible with Samsung Gear VR. This breaks with the way traditional puzzle games operate [9]. The visual design of the board game is almost at the forefront of setting the game scene and setting the game mechanics, because this allows the designer to have more time to work. Good visuals and experience attract more players.

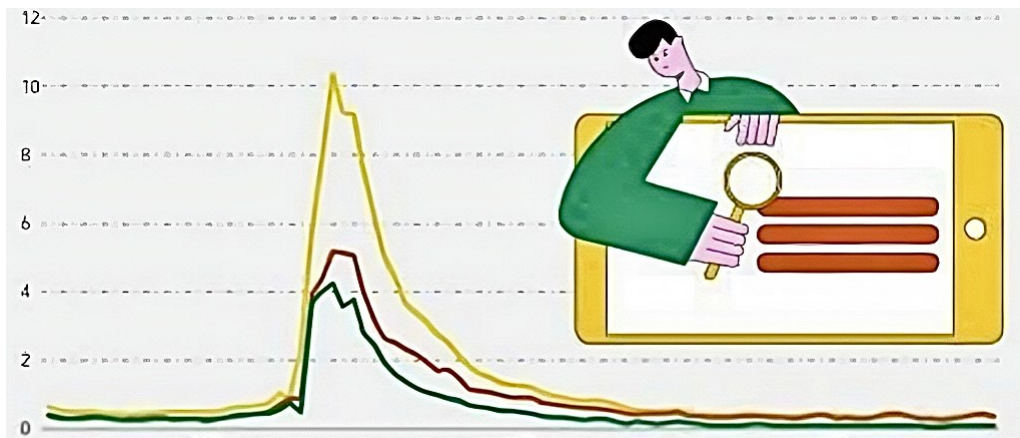


Figure 3: The number of online script murders APP downloads from January to March 2020[8]

4. Conclusion

This paper analyzes and studies the opening of online channels in the escape room and script murder industry under the background of COVID-19. There is a specific analysis of the audience and development direction of the escape room industry. With the changing times, more and more young people, even teenagers, are obsessed with mystery games such as escape rooms. At the same time, this paper found that opening up online channels for entertainment can promote the development of the entire industry. Through research surveys and data analysis, it turns out that the development

potential of reasoning games is very high. More and more young people are keen to invite their friends to play a game. At the same time, such games can develop their own brands or co-brand with other well-known brands. This can not only increase the popularity of the game and make private game companies profitable, but also obtain more gameplay from the public through the Internet and card-based board games. This paper ignores the influence of age on hobbies and does not mainly analyze the game experience of the elderly. For the masses, good script content is a major attraction factor. Players will always choose based on the different properties and gameplay of the script. It is undeniable that designing different forms of entertainment and scripted content with reference to the characteristics of players of different age groups will increase the cost of the entire game.

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