

# Pro Wrestling in the Age of COVID-19: A Look at the Industry's Challenges and Innovations

The COVID-19 pandemic has had a devastating impact on the world, and the professional wrestling industry is no exception. In the past year, wrestling promotions have been forced to cancel or postpone shows, lay off wrestlers and staff, and operate with limited or no fans in attendance.



## Follow the Buzzards: Pro Wrestling in the Age of COVID-19 by Keith Elliot Greenberg

★★★★☆ 4.5 out of 5

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Despite the challenges, the wrestling industry has shown remarkable resilience. Promotions have adapted to the new normal by holding shows in empty arenas, using innovative camera angles and production techniques, and creating new ways to interact with fans.

## The Challenges

The COVID-19 pandemic has presented the professional wrestling industry with a number of challenges.

- **Cancelled and postponed shows:** The pandemic has forced wrestling promotions to cancel or postpone hundreds of shows, resulting in lost revenue and disappointed fans.
- **Layoffs:** The economic impact of the pandemic has forced wrestling promotions to lay off wrestlers and staff. WWE, the largest wrestling promotion in the world, laid off over 100 wrestlers and staff members in April 2020.
- **Limited or no fans in attendance:** For most of the past year, wrestling shows have been held in empty arenas or with limited fans in attendance. This has created a strange and surreal atmosphere, and it has also impacted the wrestlers' performances.

## The Innovations

Despite the challenges, the wrestling industry has also found ways to innovate and adapt to the new normal.

- **Empty arena shows:** Wrestling promotions have been forced to hold shows in empty arenas, but they have found ways to make these shows as entertaining as possible. They have used innovative camera angles and production techniques to create a more immersive experience for fans at home, and they have also found creative ways to incorporate fan interaction.
- **Virtual events:** Wrestling promotions have also started to hold virtual events, which allow fans to watch shows from the comfort of their own homes. These events have been a success, and they have helped to generate revenue for promotions that have been unable to hold live shows.

- **New ways to interact with fans:** Wrestling promotions have also found new ways to interact with fans during the pandemic. They have used social media to connect with fans, and they have also created new ways for fans to purchase merchandise and tickets.

## The New Normal

The COVID-19 pandemic has changed the professional wrestling industry in many ways, and it is unclear when things will return to normal. However, the industry has shown that it is resilient, and it is adapting to the new normal.

Here are some of the ways that the wrestling industry is likely to change in the post-pandemic world:

- **Increased use of empty arena shows:** Even after the pandemic is over, it is likely that wrestling promotions will continue to hold more shows in empty arenas. This is because empty arena shows are more cost-effective than shows with fans in attendance, and they allow promotions to reach a wider audience.
- **More virtual events:** Virtual events are also likely to become a more common part of the wrestling landscape. Virtual events allow promotions to generate revenue even when they are unable to hold live shows, and they also allow fans to watch shows from the comfort of their own homes.
- **New ways to interact with fans:** Wrestling promotions will continue to find new ways to interact with fans, both online and offline. This will help to build relationships with fans and create a more loyal following.

The COVID-19 pandemic has had a major impact on the professional wrestling industry, but the industry has shown that it is resilient. Promotions have adapted to the new normal by holding shows in empty arenas, using innovative camera angles and production techniques, and creating new ways to interact with fans. It is unclear when things will return to normal, but the wrestling industry is well-positioned to thrive in the post-pandemic world.



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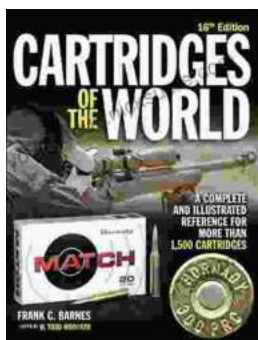
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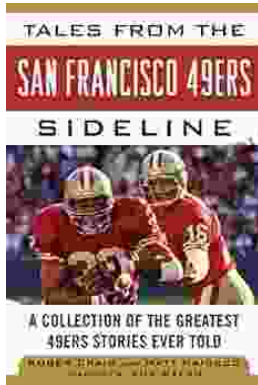
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