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### **Music Streaming**

1. Discuss why streaming often provides lower-quality audio than downloads.

The U.S digital streaming percentage music revenue went from 7% to 65% in a matter of 7 years. However, streaming music compresses content that is transmitted independently to the receiver devices. On the receiving end the packets are rearranged and deliver an uninterrupted stream. When the packets do not arrive in time the streams freeze until the data catches up and playback resumes. The quality is not the highest, even though the streaming files are not typically stored on the consumer's device. Digital compression degrades the audio fidelity, but download files generally offer higher-quality audio.

2. What are the reasons that music labels didn't embrace streaming in its early days and were not leaders in launching streaming services that survive today?

In the earlier part of the 21st Century booming revenue from Pandora, Spotify, Tidal, and other music apps emerged generating finance to the business. The reason that music labels did not embrace streaming in the early days are: 1. Music streaming services are free which is supported by advertising that is less profitable for both streamers and content creators. 2. Streaming does not receive likable connotations from significant players in the music industry because of the revenue-per-play basis. 3. Streaming is less lucrative than downloads, and sales of physical recordings. The music industry executives believe that streaming generates inadequate compensation and devalues music in the eyes of the consumers because they pay nothing.