

Shanice Watters
MUS 349 Music Business
Professor Autumn-Carol Nova
February 19, 2023

Music Streaming

The introduction of iTunes changed the atmosphere of music streaming in 2001. The app is mainly created for apple consumers, but the impact that it has on streaming music is significant today. Universal music group is now making ten million dollars on streaming, which is a major difference and leap from 2010 when this medium only generated 7% revenue back then. Streaming is the new world, and this leads to loudness normalizing sound. I am amazed by the concept of streaming music in the industry today. I think that understanding the future can prepare the consumers for what is to come. In this new world, I think the developers need to know their consumers to hit the mark with any new age innovative creation.