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February 22, 2023

Music Business II: MUS 349

Week 5: Short Answer Questions

1. Streaming audio tends to have lower quality audio than a download because with most streaming services the audio and track are broken down to fit a compact digital player, so it can be played on multiple devices whereas a download is set to that specific device and will fit its audio according to the device it's being played on. With digital streaming, it's difficult to copy or be duplicated consumer, so trying to remake that same audio will be difficult unless you have the exact parts that were used to make that song or sound.
2. Most music labels weren't thrilled at partnering with early streaming services because they saw that it was a huge risk in disrupting the status quo, eroding economics from digital privacy, and had to explain to their artist why they were taking such a risk investing in disruptive media like streaming music. Most music labels made the mistake of feeding into the pros of investing in that kind of business but didn't realize how much they were about to be set back from not jumping on this opportunity.