

Jazmine Mood

Professor Nova

Music Business II: MUS 349

April 13, 2023

Chapter 26: Discussion Questions

2. Some of the pros of using the freemium pricing model, the artist will more than likely see a quicker income by letting consumers pay what they want for the artist's music, it also can give them a jumpstart in the industry so they can become more well known. Just like when certain game companies allow free access to a new game buys are more apt to getting more product when allowed a test of the product. Some cons of this are if the artist practically sells it for free there is no guarantee their music will be produced they may even deal with a lot of scams or people just trying to get free products.

3. Some factor that influences the success of competing online services is how they grasp the attention of their audience. A lot of services that capture my attention usually seem to be dedicated to my needs and wants. They will have either an eye capturing slogan, a cool advertisement, specs that will make me more interested in the product, etc. Some factors that contribute to the failure of competing online services are when it seems like they don't care about their customers, there isn't an easy and straightforward way to receive help, etc.