

Bodo Nova  
Music Business II  
Professor Nova  
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### Week 1 Discussion Questions

1. With the shift to digital media, explain why aspiring and semi-pro musicians were helped and why the major recorded music labels suffered.

With the major change in the music industry to digital media, aspiring artists and semi-pro musicians have had a major advantage. That is because they now have access to the things that in the past, only huge labels had connections to. They are able to record themselves, produce their own music, and distribute it themselves as well. They are given much more freedom and creative control as they were able to do it themselves. Digital platforms have made it easier for them to reach a wider audience and gain recognition without the backing of major recorded music labels. This shift also cut costs for these aspiring artists. With the rise of digital streaming services, people are no longer buying physical CDs or vinyl records in the same multitude as they once were. This has led to a significant decline in revenue for major labels, which have struggled to adapt to the new digital landscape and find new sources of revenue.

2. Recorded music revenue slumped with the advent of nonphysical, but what other parts of the music business have enjoyed good economic times in recent years?

In recent years, concerts and live music events have thrived, with ticket sales and sponsorship profit increasing. Streaming services like Spotify and Apple Music have also seen significant growth, providing new opportunities for artists and labels to reach a global audience. Merchandise sales have also been a lucrative revenue stream for the music industry. In addition, the rise of sync licensing, where music is used in TV shows, movies, and commercials, has provided a new avenue for artists and publishers to generate income. Music publishing, which involves the administration and licensing of musical compositions, has also become a growing business in recent years.