

# From the Internet to the Stage

*Following Julia Nunes through her social media experience.*



these social networking sites such as YouTube and Twitter are completely free to use. The record companies have controlled music distribution before social media existed. They were the gatekeepers musicians had to associate themselves with in order to have access to the radio, touring venues, and retail stores. Social media mainly acts as the substitute for radio and publicity in order for artists to perform shows. Although, programs like YouTube and iTunes allow for artists to distribute their music without a label. iTunes songs are normally \$0.99, where seventy percent goes directly to the artists. Considering how the distribution costs are virtually non-existent, \$0.69 per song is not too bad. Digital distribution, through programs like iTunes, allow musicians to bypass the costs of the production of actual CD's and waiting on retail stores to sell their music

**The channels in which musicians and their audiences were able to communicate** with each other used to be very limited. Record labels owned the gateways of production, promotion, and distribution. With the dawn of social media and social networking sites, artists are given the opportunity to succeed without being subjected to the capitalistic exploitation of those record companies. Napster began the cycle by providing users with free content. YouTube gave musicians the ability to

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share their music online. Twitter gave audiences the ability to give feedback to the very artists that they followed and supported. Apple's iTunes gave artists a low-cost, digital distribution method that audiences are not afraid of paying because they know they are supporting the artists directly without record companies filtering their revenue. All of these resources are available to all aspiring, independent musicians as long as they are talented and have a lot of heart and time to dedicate themselves to social media. Communities exist as long as artists persevere and find them for because of them artists have potential to succeed without being exploited and taken advantage of by the archaic market model and the record labels that have dominated it. ■

YouTube channel: [youtube.com/jaaaaaaa](http://youtube.com/jaaaaaaa)

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