I compared sites of SONY Music Entertainment (<https://www.sonymusic.com/>) and Warner Music (https://www.wmg.com/). SONY Music Entertainment uses Wordpress, and Warner doesn’t. To identify pros and cons to use Wordpress, I choose the sites from the same industry. I will summarize comparison result below.

* Features

SONY Music Entertainment

It has simple design and everything user needs. But it just has minimum, so some people maybe say it’s not fun to see this site.

Warner Music

It’s more user-friendly and you can feel immersed to view. It has music videos on top page, and sentences will be appeared when hovering menu, so you can find what kind of artists they sign contracts with, and what do they do soon. And also it has an unique design.

* Functionalities

SONY Music Entertainment

Carousel to show artists who belong to them

Drop-down list appeared when hovering on menu

The button to scroll up to the top of current page

Warner Music

Sentences appeared when hovering menu & company’s logo

The button to scroll down to let user see news

Photos changing when hovering boxes to show publishing company

* Their respective target audience

It’s the same between them. They are…

Customers who will listen to music created by artists who belong to them

Industry participants

* How they utilise their websites to reach their audience

SONY Music Entertainment

They have FAQ, and contacts list

Warner Music

They have contact form