**Explain briefly Anderson’s idea of the Long Tail, and what effect this has on selling music online rather than on media on CDs.**

Chris Anderson’s Theory “Long Tail” is based on a market concentrating on the small number of ‘hits’ as traditionally they are left alone due to popularity decrease over time. This is to keep products selling as long as possible hence the “Long Tail” even at low demand.

Music tends to decrease popularity over time which leads to lower revenue. In order to keep products selling, low prices are placed to encourage more consumers in the market. To compensate lower prices, low costs must place in action. This is why companies may use the online method to sell their products. CD production is expensive, producers have to produce the CD, place music on it and ship it to the stores which requires time, production and travel costs. Online however does not, not only it save costs but also time, which is why it is wise for companies to take this method when the popularity shows a decline.

**Identify two UK laws relevant to an online video streaming service, like YouTube. Briefly explain why the laws are relevant.**

One UK law that are relevant to online video streaming is, The Copyright and Related Rights Regulations 2003. Copyright is an assigned legal right given to the originator for a fixed period of time to be able to print, publish, film, or record literary, artistic, or musical material. This law is relevant to online streaming as streamers are likely to use content that are copyrighted to entertain their viewers, with more popularity would lead to gaining revenue from advertisements. This is why it is important for streamers to pay or ask permission from the originators in order to use their material.

Another UK law that are relevant to online video streaming is extreme crime. According to Criminal Justice and Immigration Act 2008, section 63, it is a violation of the law to possess extreme pornographic content, this could be videos and images. This law is relevant as having a possession of extreme crime and streaming it will not only violation crimely (need to find a word for this) but also morally. It is extremely dangerous as young children have easy access to the internet.

**Briefly define the term “Web1.”.**

Web 1 other known as “Web 1.0” is the first generation of the World Wide Web, it is made up of web pages linked via hyperlinks. It is known that Web 1.0 websites are static that were not yet capable on interactive content. Furthermore, Web 1.0 applications are proprietary which means when companies develop software application were not open source.

Reference

<http://www.legislation.gov.uk/uksi/2003/2498/note/made>

<http://www.legislation.gov.uk/ukpga/2008/4/contents>

<http://www.legislation.gov.uk/ukpga/2008/4/section/63>