

# DISCUSSION

- Talk to each other, not just me
- Ask questions if you need clarification on what someone has said
- Try not to interrupt!
- You don't need to raise your hand but please try to consider your 'airtime' and how much you've spoken in relation to others.
- Don't put down someone else's ideas - explain why your interpretation differs (or ask a follow-up question!)

'Usually I download [music] and, if I like the band, I buy their physical record to help them. I buy more things from national bands; from international bands I prefer to download it, since they have more structure to keep their career. This is different for national bands, which depends on CD sales, t-shirts, etc. [...] I think music download is important to know the band and also to reduce the resources to produce something. But I think it is important to buy physical materials from the band. We need to reach a balance and learn to identify who just wants some revenue and who wants to build something that is really good. [...] the Internet is a great tool to publicize, to discover new bands, to get information. There are a lot of blogs and Web sites over there marketing bands, there are places to download albums, it is very nice and productive, but the scene cannot sustain itself with YouTube videos, downloads and Facebook chats.'

—Rheia, n.p.

- **What do you think of Rheia's finding that some of her participants only considered physical copying to be piracy?**
- **What do you make of the separation between the importance of digital and physical sales made by the participants? Does one matter more than the other?**