

Music & the Internet

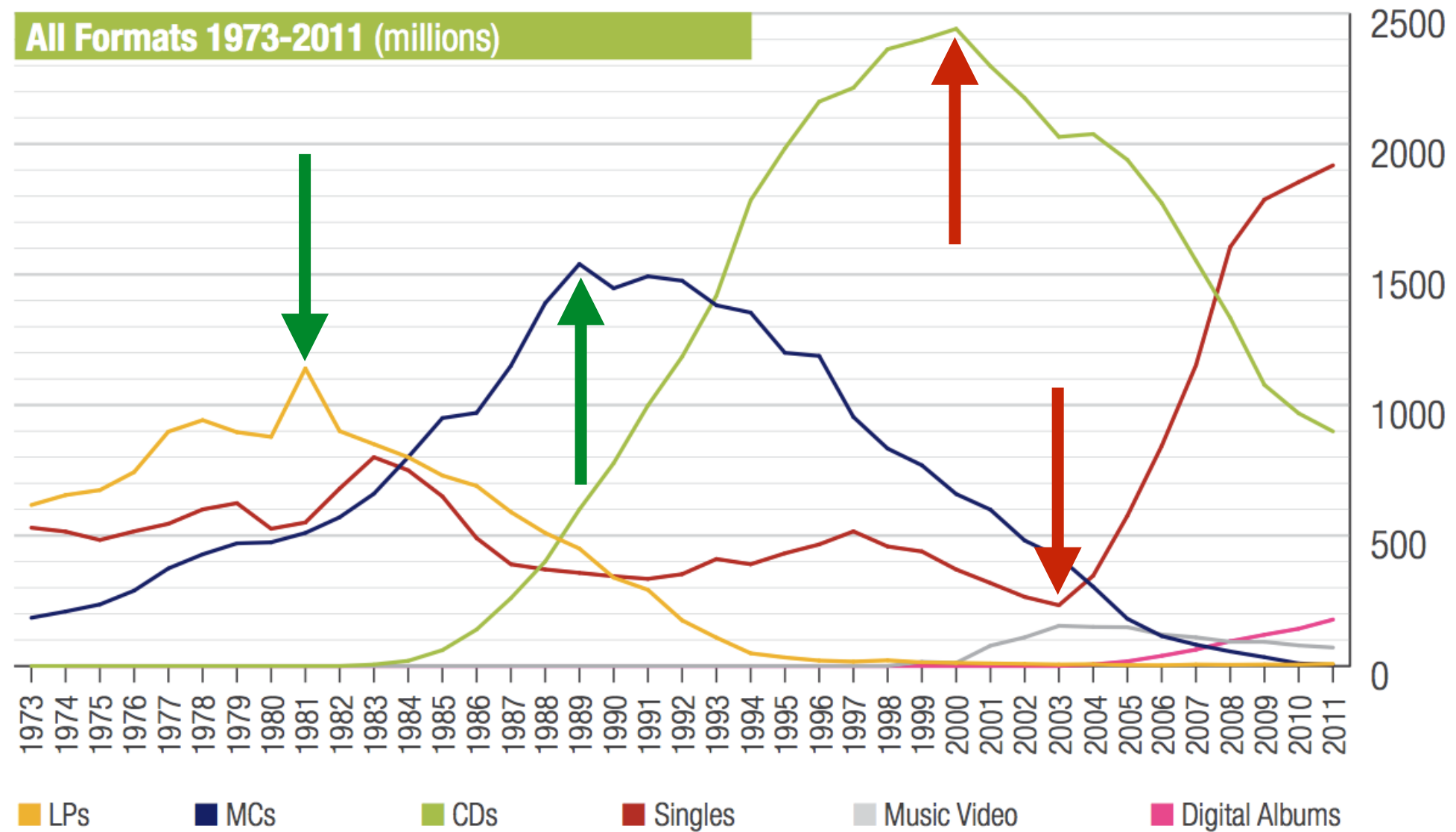
MUMT301

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Plan

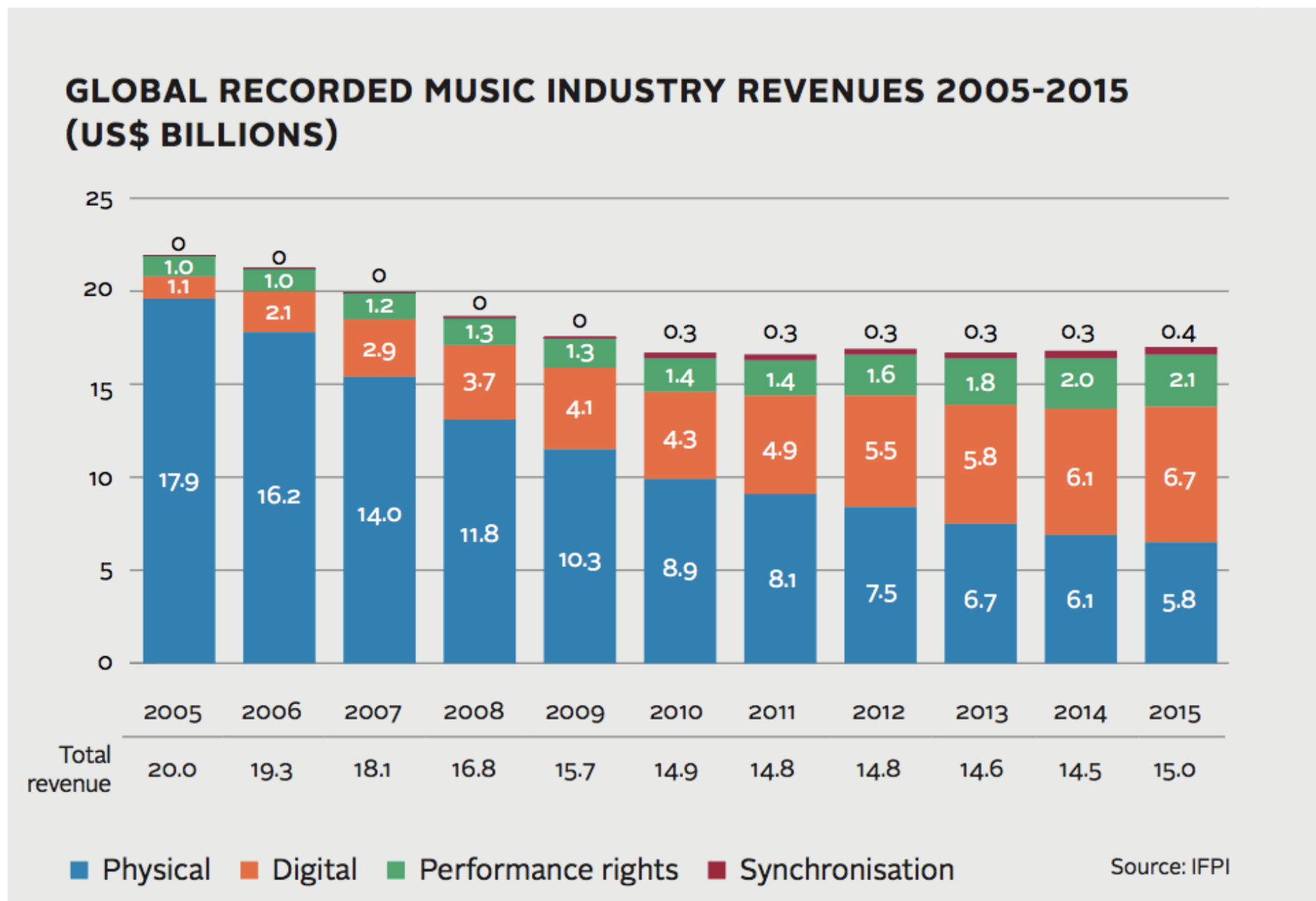
- Review of the last class
 - Music distribution
- On-demand music services presentation

Global music sales by format



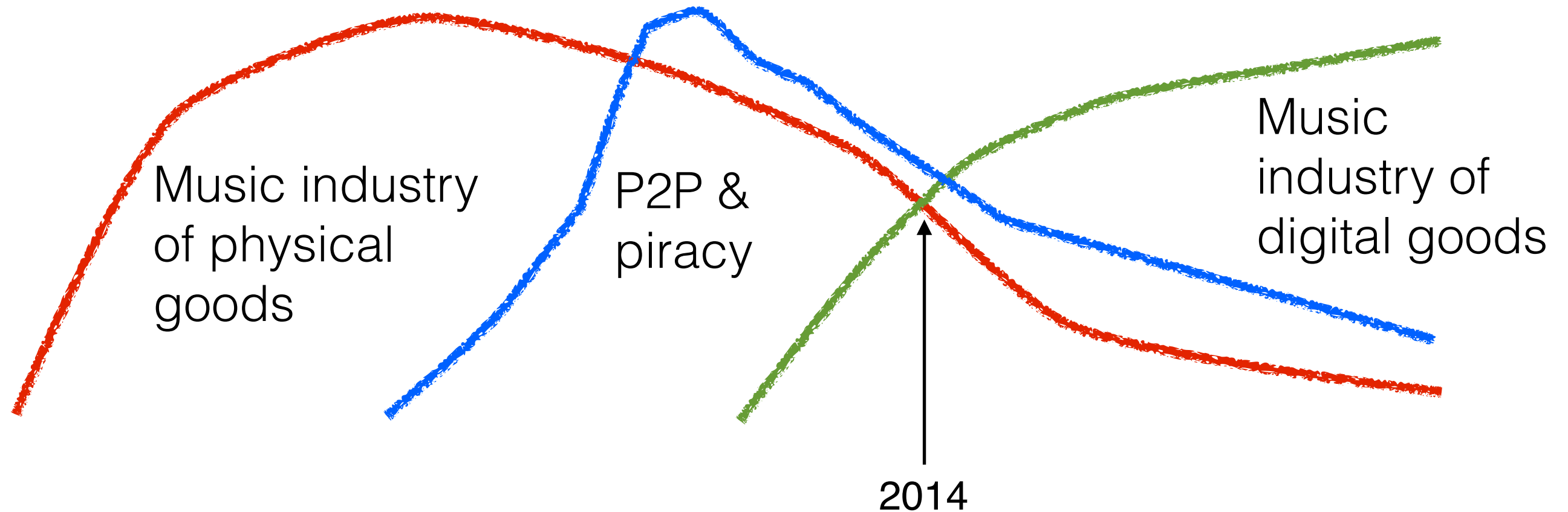
Taken from [Record Industry in Numbers 2011 \(IFPI\)](#)

Global recorded music revenues



Taken from <http://www.ifpi.org/downloads/GMR2016.pdf>

Music industry



Peer to peer (P2P)

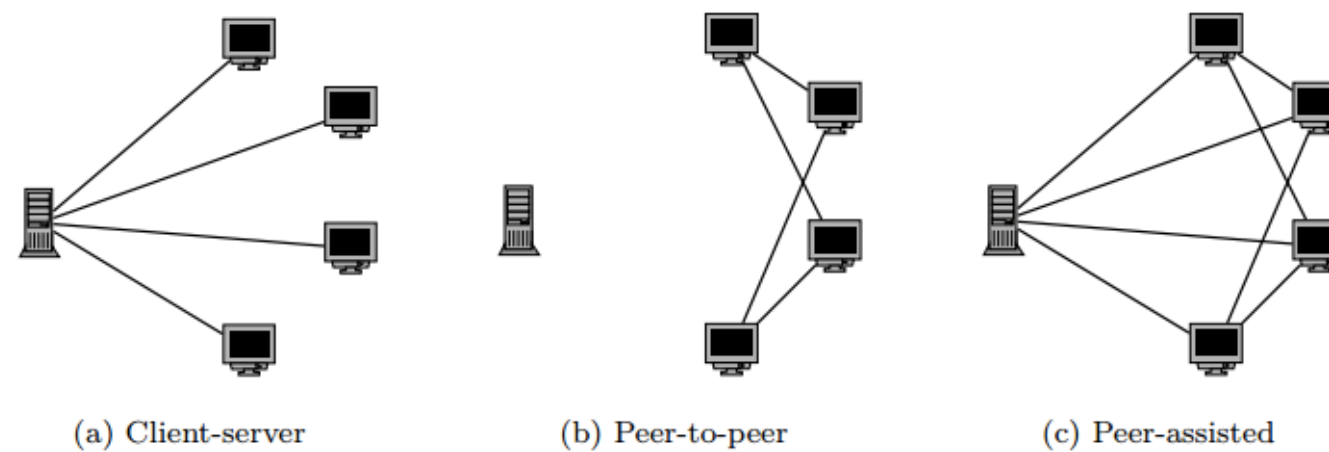
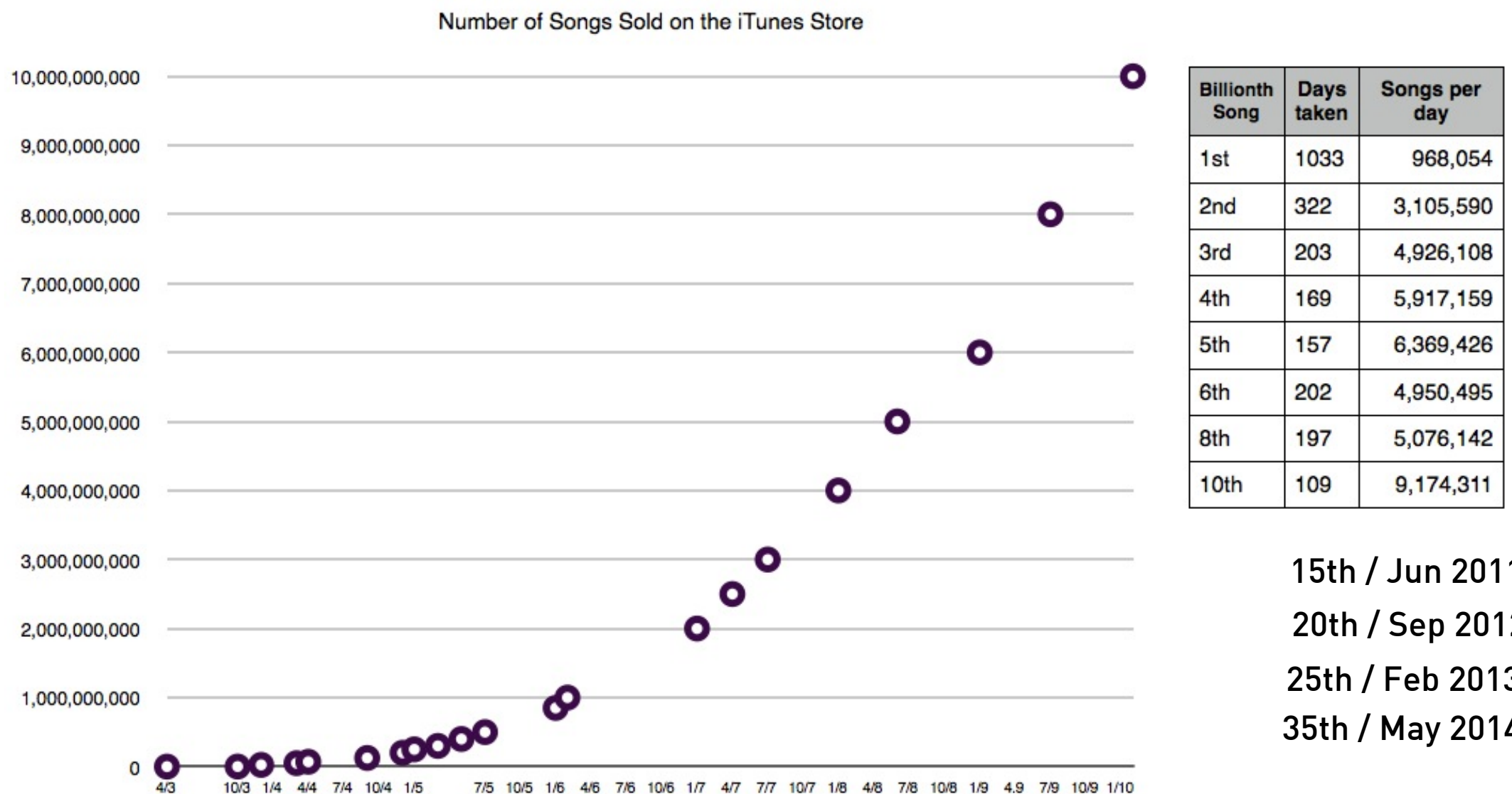


Figure 1.1: Three types of protocols.

Taken from [Kreitz, G. 2011. Aspects of Secure and Efficient Streaming and Collaboration. PhD Thesis. KTH Computer Science and Communication.](#)

iTunes Store songs sold

- Apple's iTunes Music Store is credited with finally getting people to pay for digital music, unveiled in 2003



https://en.wikipedia.org/wiki/iTunes_Store

Digital music distribution models

- Music stores (buy to own)
- Music tracks are delivered online
- Music locker
- Music streaming via subscription

The musician's POV

- None of the digital music services will let you in directly
- Artists need to be signed to a major (or big indie) record label
- Or use a **digital music distributor** to get in a digital music service

Digital Distributors Comparison

ARI'S TAKE



# OF OUTLETS	90+	90+	200+	7	200+	90+	90+	200+
COMMISSION	9%	0%	0%	15% originals 30% covers	10%	0%	0%	0%
SIGN UP FEE	single = \$9.95 album = \$49	unlimited songs \$19.99	single = \$9 EP = \$20 album = \$35	unlimited songs \$0	unlimited songs \$39.99	single = \$9.95 album = \$19.95	single = \$9.99 album = \$29.99	\$25 + < 5 songs = \$10.99 (one time) < 10 songs = \$19.99 < 15 songs = \$29.99 16 + songs = \$39.99
YEARLY FEE	\$0	unlimited songs \$19.99	single = \$8 EP = \$20 album = \$25	unlimited songs \$0	unlimited songs \$39.99	single = \$9.95 album = \$49.95	single = \$9.99 album = \$49.99	\$0
ADDING STORES	free	free	free	free	free	free	\$1.98 per store	free
ITUNES WORLDWIDE? (100+ COUNTRIES)	yes	yes	yes	yes	yes	yes	yes	yes
SPEED TO ITUNES (weekdays)	1-2 days	1-2 days	varies	within a week	up to 30 days	1-3 days	1-3 days	weekly
TAKEDOWN COST	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
ITUNES PRE-ORDER	free	N/A	\$41.25	free	\$25	N/A	\$100	free
YOUTUBE MONETIZATION (commission)	30%	20% \$4.95/yr	0% \$79 sign up fee	N/A	20% via AdRev	N/A	10-20%	30%
ITUNES DIGITAL BOOKLET	N/A	N/A	N/A	yes	\$25	no	\$20	yes
PANDORA SUBMISSION	no	no	no	no	no	no	no	yes
CUSTOM LABEL NAME	free	\$16/yr for 2 artists \$60/yr 5+ artists	\$41.25 (one time)	free	\$39.99 one time +\$99/yr for 5+ artists	free	free	write in and ask
ISRC CODES	free	free	free	free	free	free	free	free
UPC CODES	\$5 single \$20 album	free	free	free	free	free	free	free
GET CODES BEFORE UPLOAD	no	yes	yes	no	no	no	yes	yes
SOUNDSKAN REGISTRATION	no	no	\$66-132	no	yes	no	no	no
OPT OUT OF STORES	yes	yes	yes	yes	yes	no	yes	yes
PAYMENT	weekly	immediate	immediate	monthly	monthly	monthly	monthly	quarterly
PAYMENT THRESHOLD	\$10	\$0	\$25	\$10	\$25	\$5	\$0	\$50

<http://aristake.com/?post=92>

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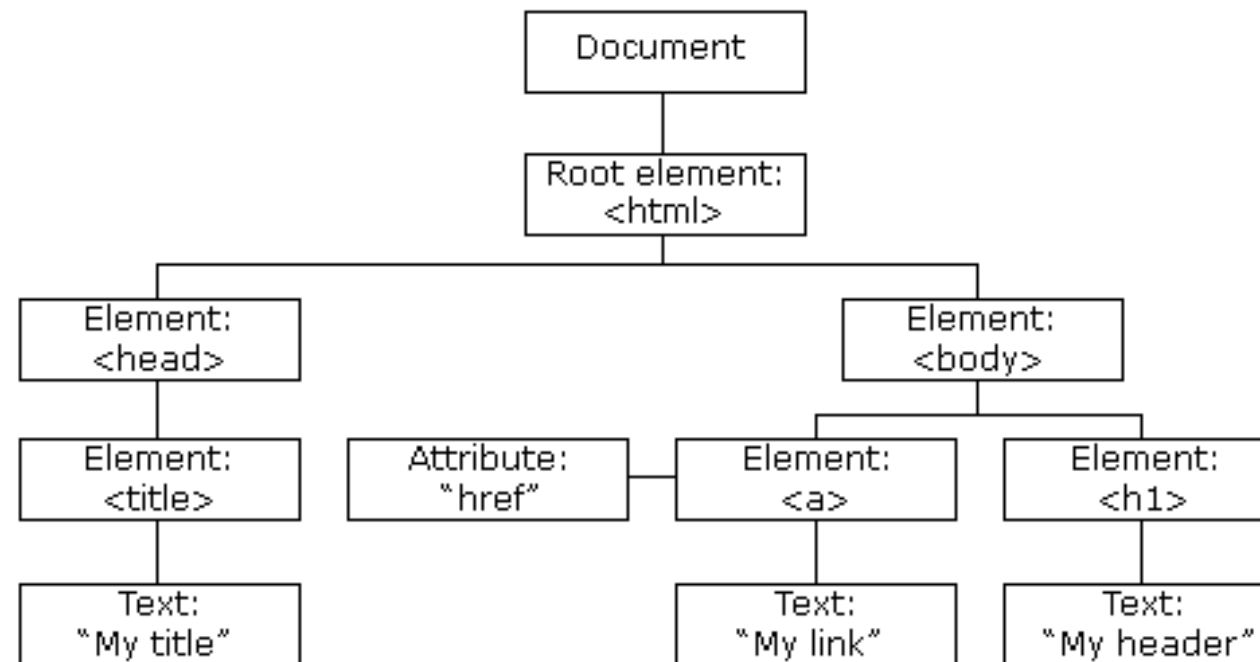
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On-demand music services presentation

BREAK

HTML DOM

- "The W3C Document Object Model (DOM) is a platform and language-neutral interface that allows programs and scripts to dynamically access and update the content, structure, and style of a document."
- When a web page is loaded, the browser creates a Document Object Model of the page
- The DOM is constructed as a tree of objects



- With the object model, JavaScript gets all the power it needs to create dynamic HTML