

# Music & the Internet

## MUMT301

Gabriel Vigliensoni  
Schulich School of Music  
McGill University

# Plan

- Syllabus review
- Review of the last class
- Sound file formats
  - \* Unstructured audio
  - \* Recorded sound
    - ◆ Uncompressed formats
    - ◆ Compressed formats
      - ❖ Lossless compression
      - ❖ Lossy compression
        - ❖ MPEG-1 Layer 3
- Assignment #4 compression methods
- Music distribution
- Assignment #5

# Assignment 4

## (compression comparison)

- Step-by-step process, Ableton

# Recorded music history

- Several inventions have driven the way we consume music
  - 1850s: 1st recording device, the **phonoautograph** (Léon Scott de Martinville)
  - 1877: Thomas Alba Edison heard his voice in his **phonograph** (a.k.a. “talking machine”) Invited to the White House!
  - 1880s: the **gramophone** (Emile Berliner)
  - 1906: Victrola introduced by RCA (mechanical record player)
  - 1920s: electric record player (78RPM)
  - WWII: vinyl records and audio tapes
  - 1958: stereo and cassette tapes
  - 1970s: digital recording
  - 1983: CDs
  - 1992: MP3 (ISO standard)

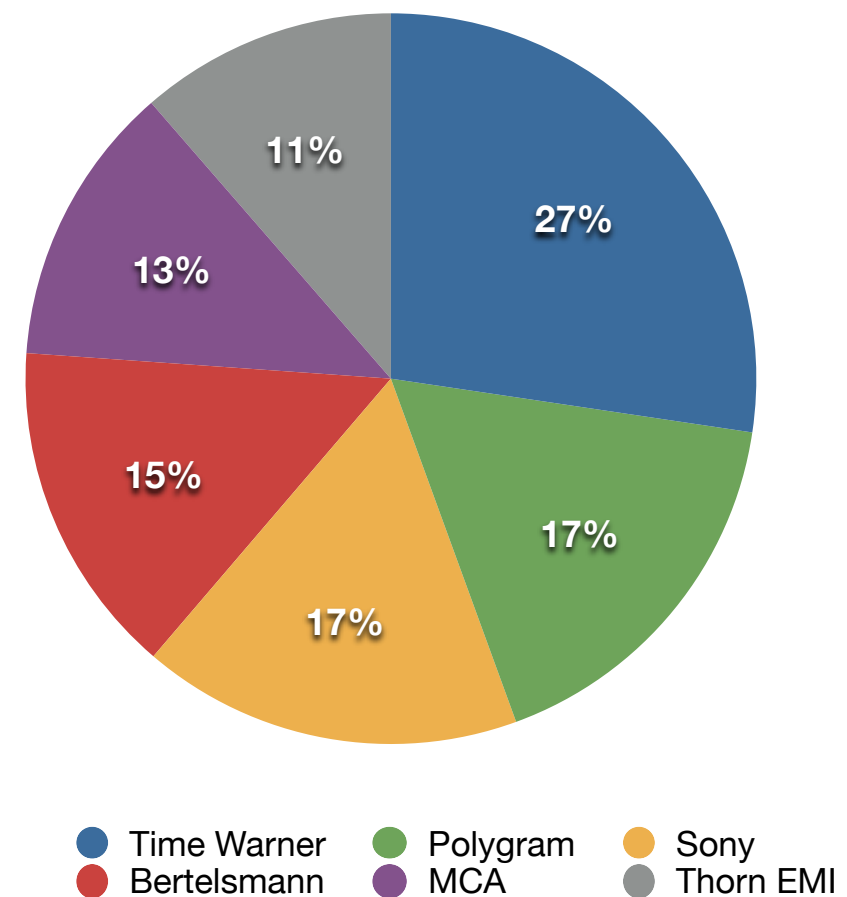
# Music distribution history

- Technological inventions have also shaped the way music is distributed
- 1909: 3 companies controlled market of music distribution
  - Edison (the inventor of the phonograph)
  - Columbia
  - Victor
- 1929: Edison broke, Decca rose
- 1955: RnR brought competition (40% increase in sales)
- 1960s: **albums began to replace singles**
  - 42 labels had at least one charted album
  - Top 6 companies controlled less than 50% market
- 1970s: Top five labels controlled a third of album charts (oligopoly started to return)

# Music distribution history

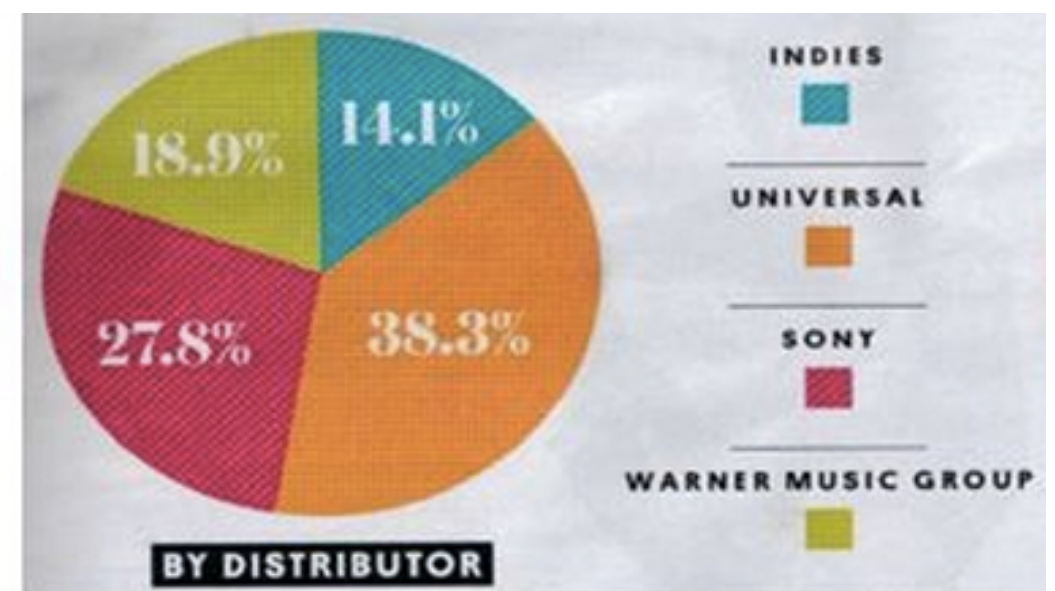
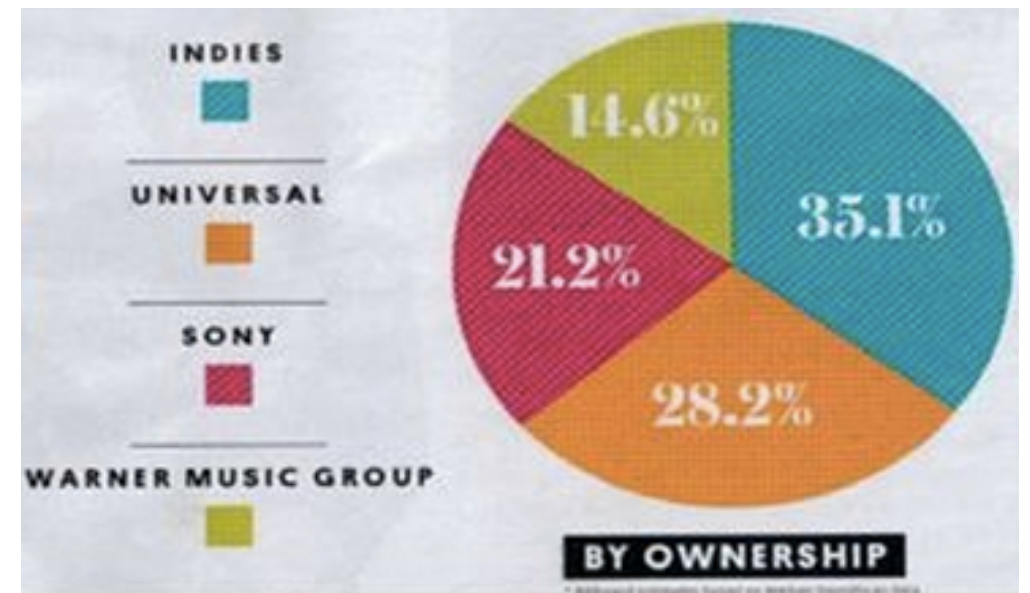
- 1995: Six Major labels
  - Time Warner (Atlantic, Elektra)
  - Polygram (A&M, Mercury)
  - Sony (Columbia, Epic)
  - Bertelsmann (Arista, BMG)
  - MCA (Geffen, GRP)
  - Thorn EMI (Capitol, Virgin)

**Music Industry Sales, 1995**



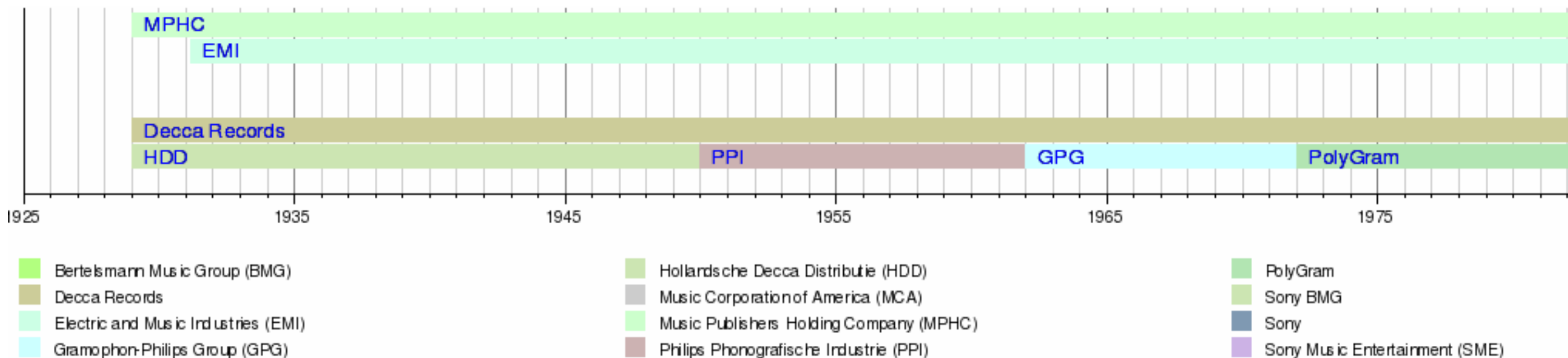
# Music distribution history

- ... but in
  - 1998 Universal & Polygram merge
  - 2004 Sony & BMG merge
  - 2013 WMG and EMI merge



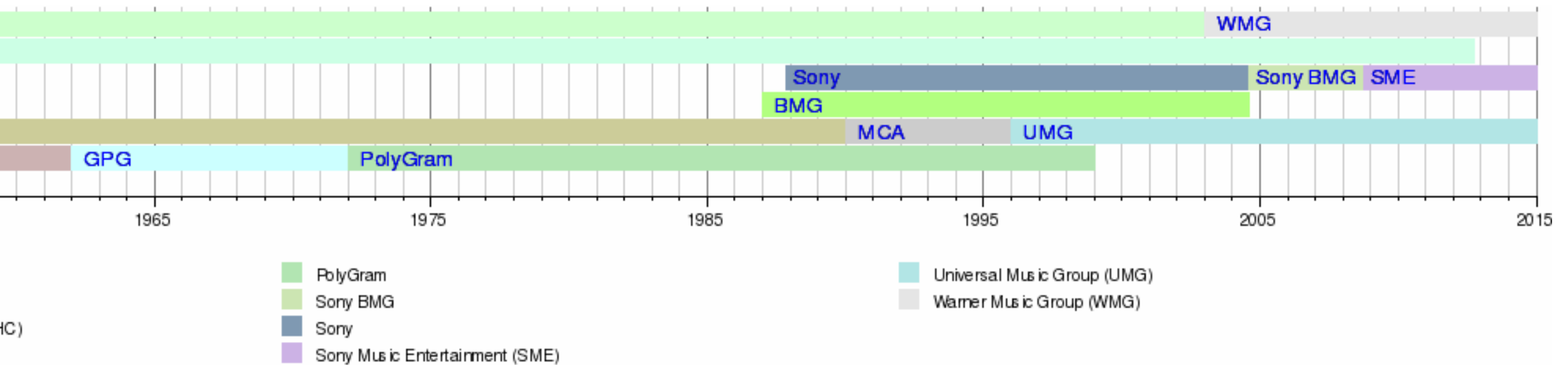
Taken from <http://a2im.org/tag/nielsen-soundscan/>

# Timeline of major record labels

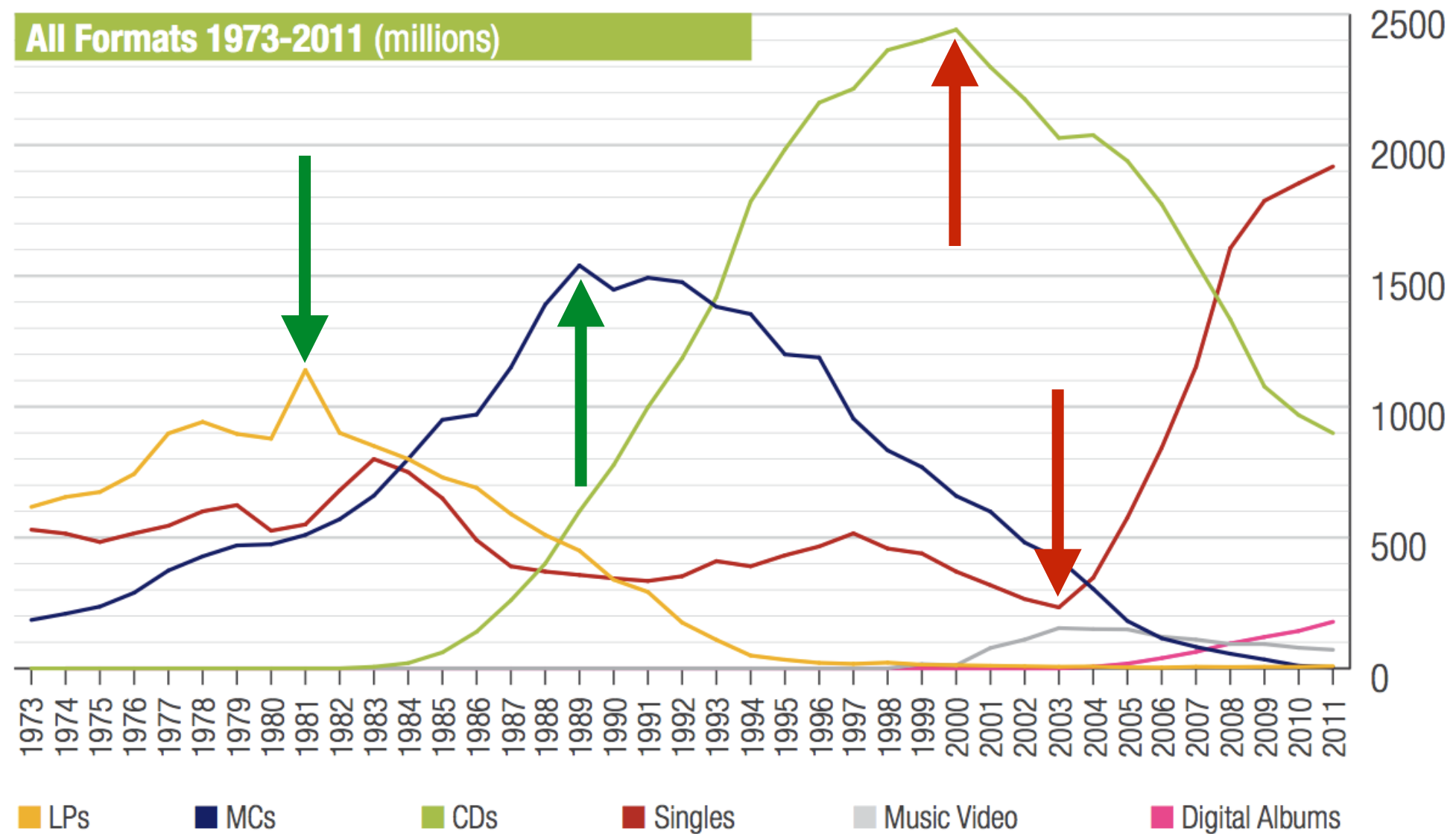




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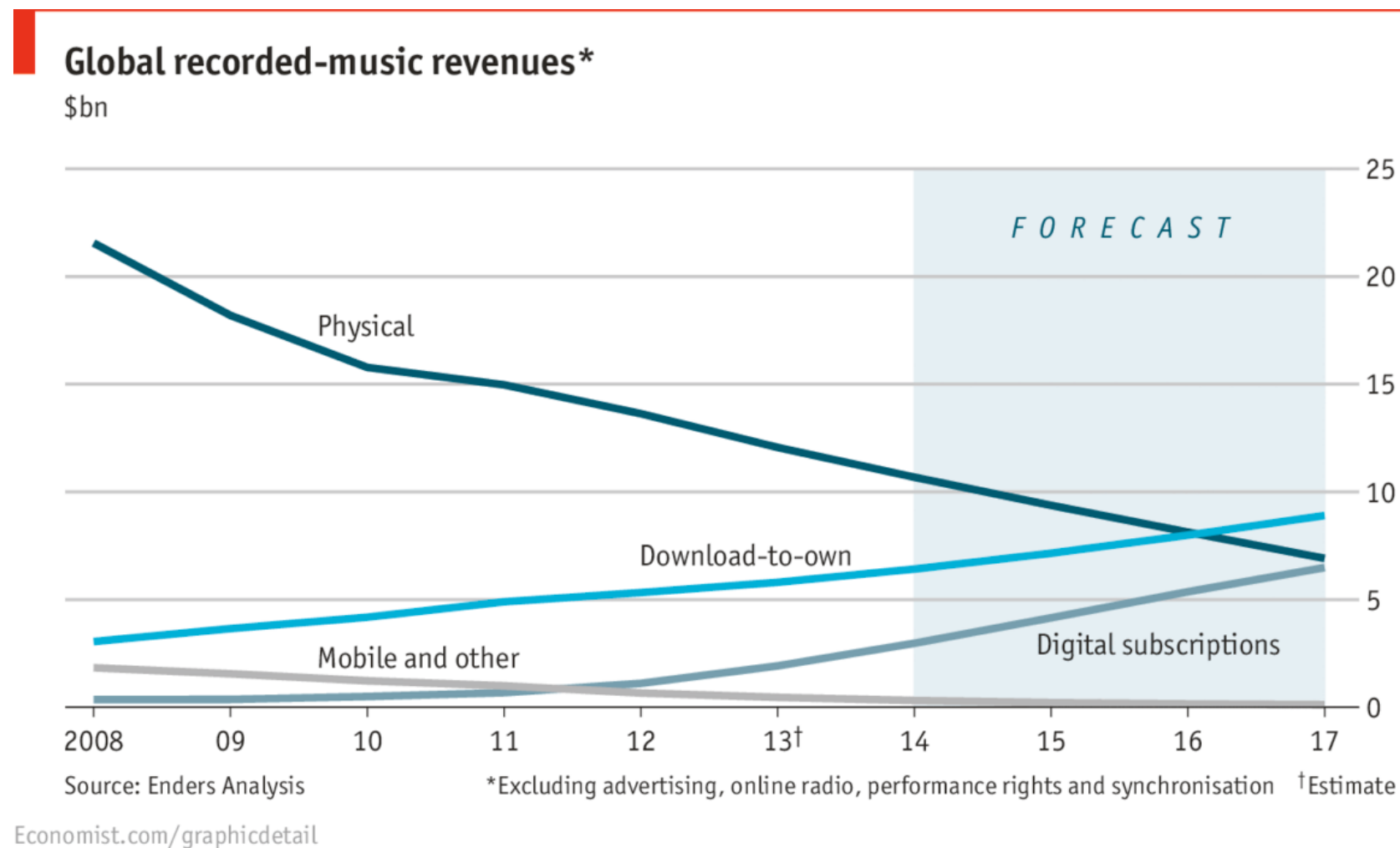


# Global music sales by format



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

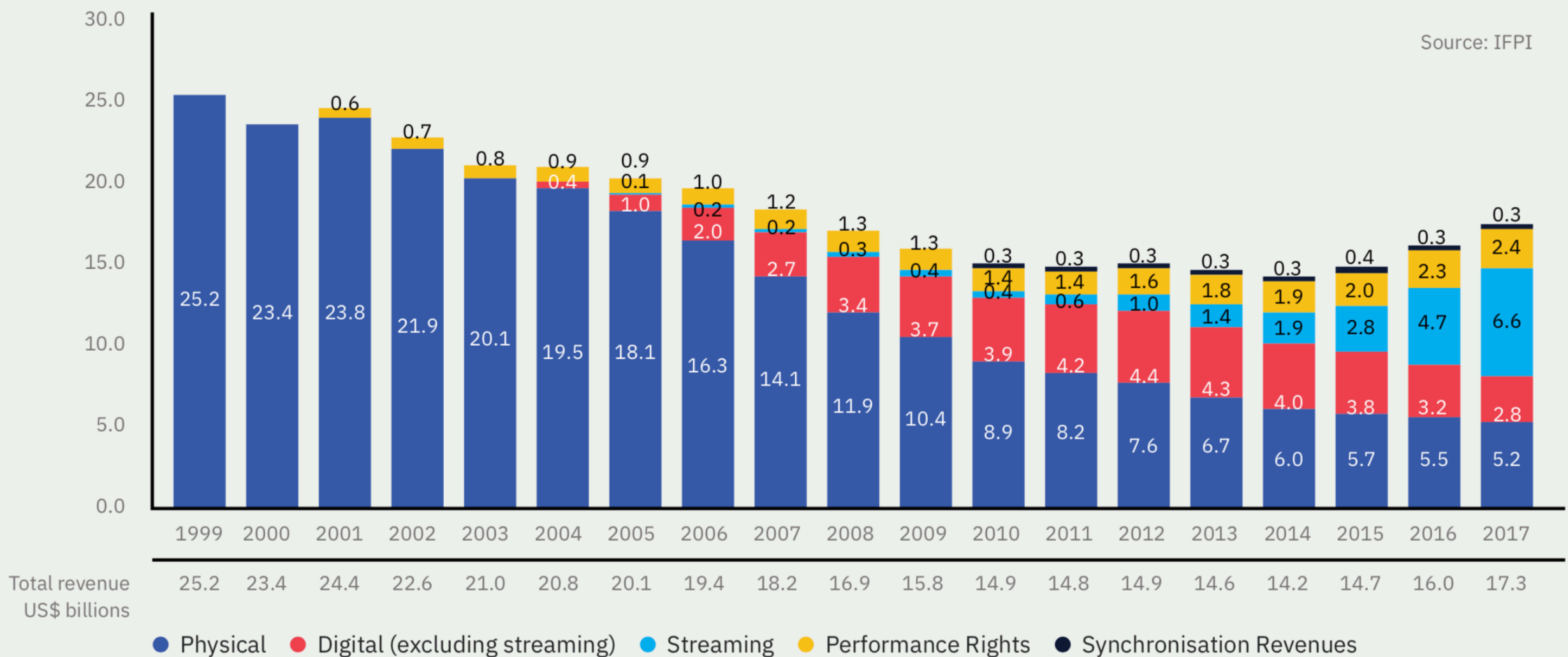
# Global recorded music revenues



Taken from <http://www.economist.com/blogs/graphicdetail/2013/12/daily-chart-2>

# Global recorded music revenues

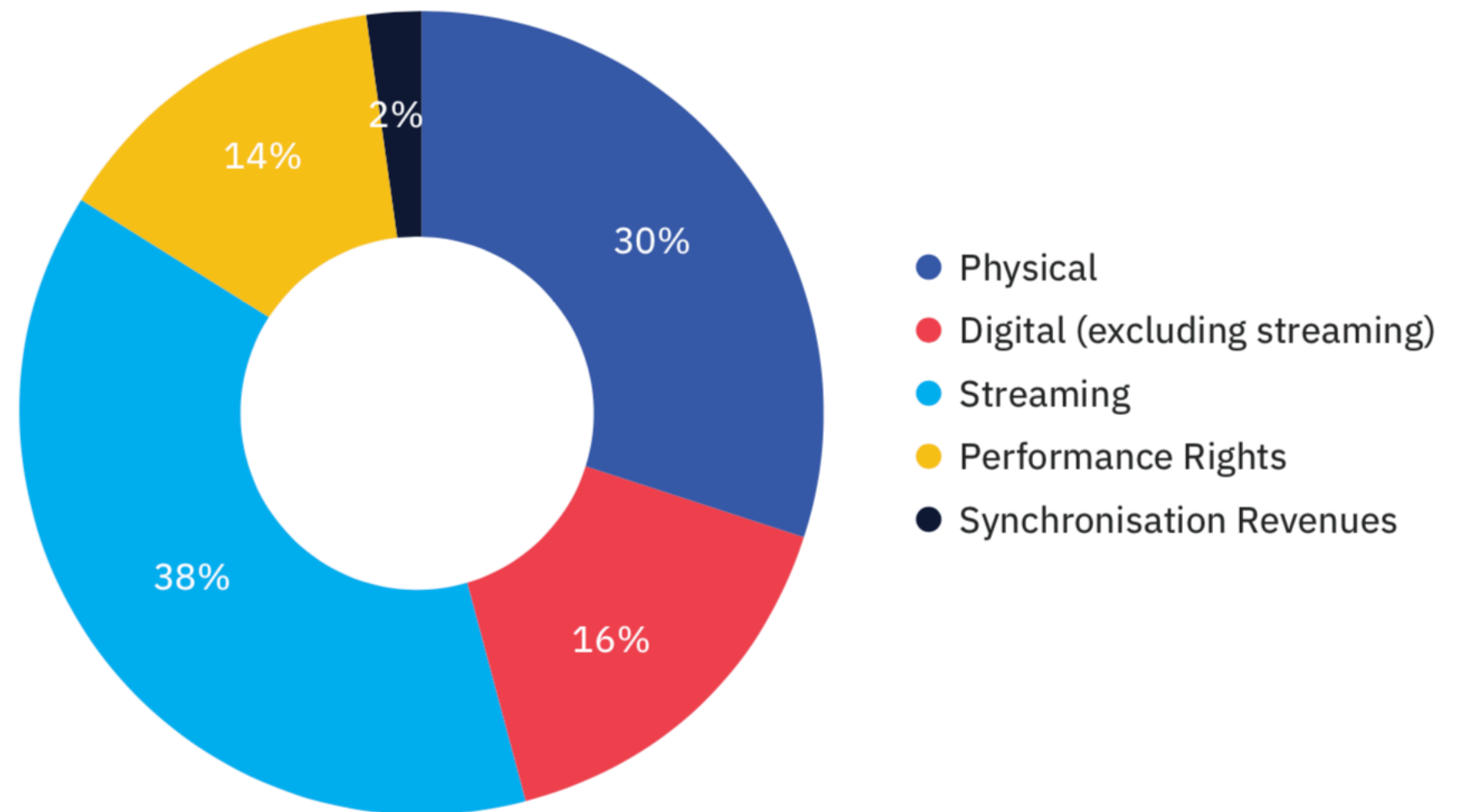
GLOBAL RECORDED MUSIC INDUSTRY REVENUES 1999-2017 (US\$ BILLIONS)



Taken from [Global Music Report 2018: State of the Music Industry](#)

# Global recorded music revenues

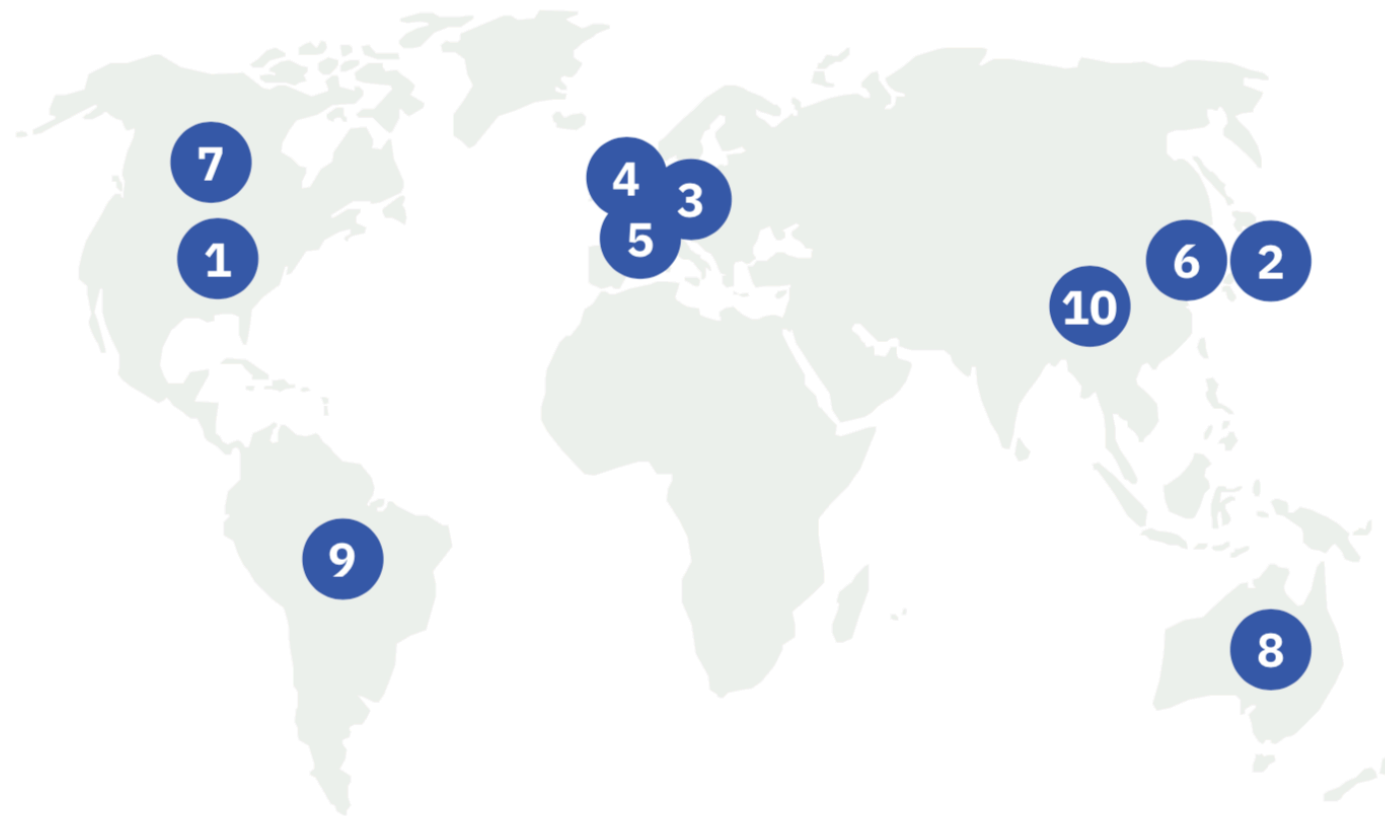
GLOBAL RECORDED MUSIC  
REVENUES BY SEGMENT 2017



Taken from Global Music Report 2018: State of the Music Industry

# Global recorded music revenues

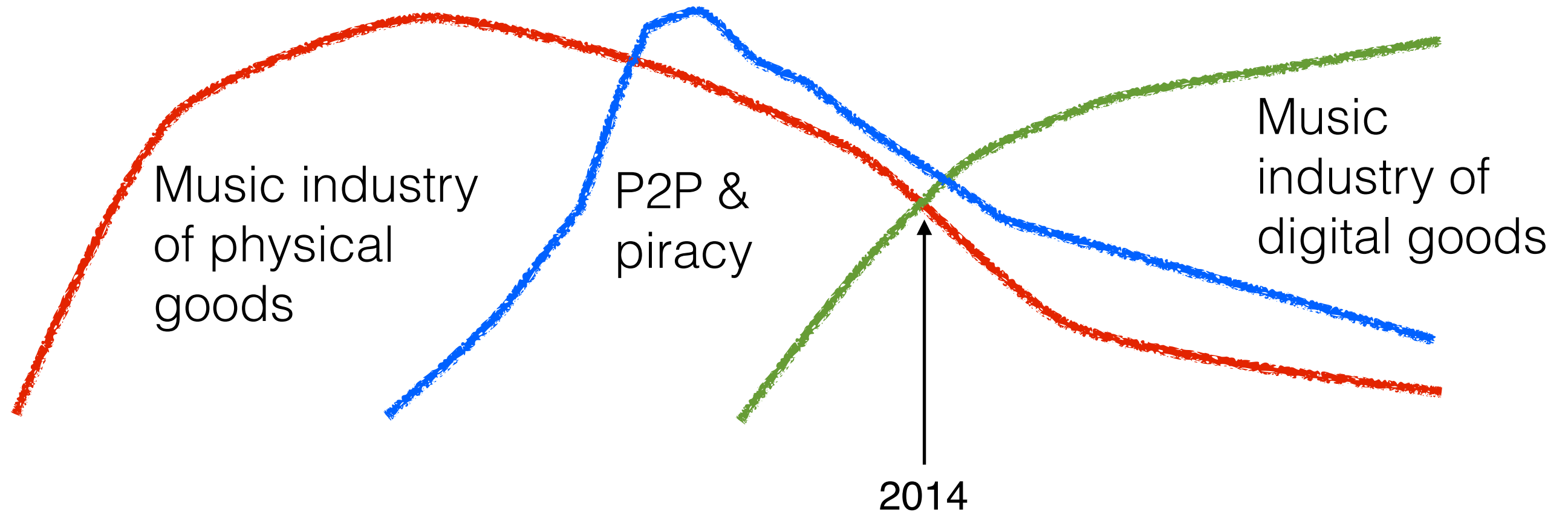
## TOP TEN MUSIC MARKETS 2017



- |            |                |
|------------|----------------|
| 1. USA     | 6. South Korea |
| 2. Japan   | 7. Canada      |
| 3. Germany | 8. Australia   |
| 4. UK      | 9. Brazil      |
| 5. France  | 10. China      |

Taken from [Global Music Report 2018: State of the Music Industry](#)

# Music industry



# Peer to peer (P2P)

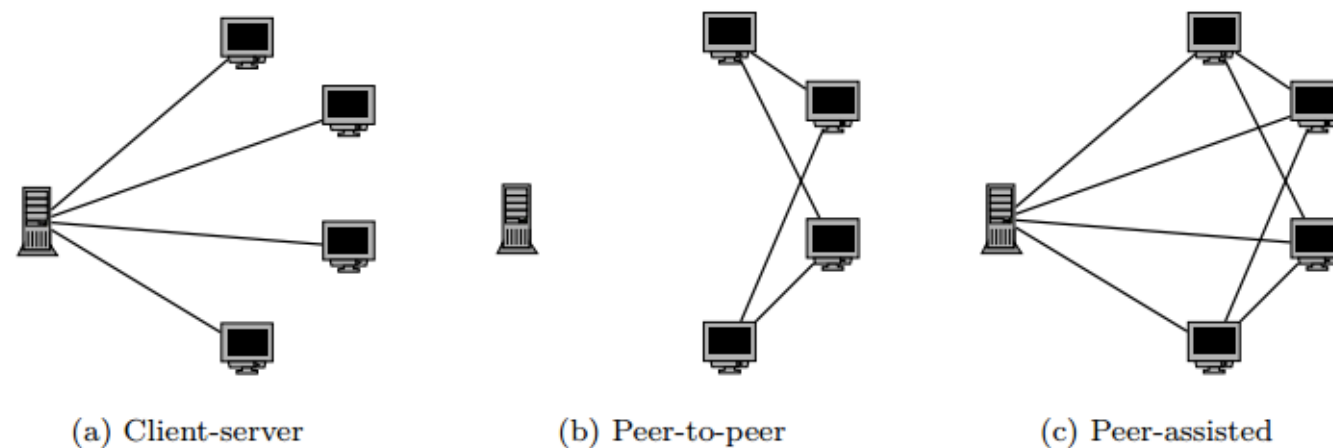


Figure 1.1: Three types of protocols.

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

- By the end of the 90s, the P2P protocol irrupted, **allowing users to share files between their own computers** through a network
- In P2P, the **clients talk directly to each other** to accomplish a task
- It is also common a server remains in the picture providing some functionality such as helping to peers to find each other
- Easily **scalable to large number of users**: each client helps in serving other clients
- The **content is sent from peers**, and so data is not always available



# P2P music services

- **Napster** (Shawn Fanning)
  - P2P file sharing Internet service that **emphasized audio file sharing**, typically encoded in **MP3**
  - **active** between June 1999–July 2001 (only **2 years!!!**)
  - peaked 80M users
  - Radiohead's *Kid A* leaked three months before its release, but went number one in the first week
    - Way before Radiohead was big in the US
    - P2P good promotional tool?
    - **Fear of the music industry!**
  - ceased working by legal **difficulties over copyright infringement** (public letters by Metallica and Dr. Dre first, then sued by RIAA and those artists)
  - Napster was acquired and turned into an online store, and then into a music streaming service (<http://napster.com>) “Downloaded” documentary teaser

# P2P music services

**Napster v2.0 BETA 5**

File Actions Help

Chat Library Search Hot List Transfer

Filename	File Size	User	Status	Speed	Progress	Rate	Time Left
Jewel - Hands.mp3	1,247,232 of 3,768,142	Fantaghiro	Downloading...	Cable	<div><div></div></div> 33%	20.12 k/s	00:02:05
Jewel - Foolish Games.mp3	3,461,120 of 4,583,980	ami9	Downloading...	Unknown	<div><div></div></div> 76%	55.82 k/s	00:00:20
Jewel - who will save your soul.mp3	5,472,254	onefoo	Getting Info...				
Danny Elfman - The Simpsons.mp3	1,458,176	tmitchellpm	Getting Info...				
Frank Zappa - Catholic Girls.mp3	2,287,616	SpencerCofC	File Complete!				
Frank Zappa - Dinah-moe Humm.mp3	1,275,904	j4k3	Getting Info...				
Frank Zappa - Crew Slut.mp3	1,458,176 of 6,352,447	buffy123456...	Downloading...	Unknown	<div><div></div></div> 22%	23.52 k/s	00:03:28
Frank Zappa - Stairway to Heaven.mp3	11,272,192	Machine79	Getting Info...				
06-Fifty-Fifty (live_instrumental).mp3	6,966,322	_chocula_	Getting Info...				
Frank Zappa - You Can't Do That On Stage Anymore, Vol. 2, The Helsinki Concert, Disc 2 - 09...	2,182,250	_chocula_	Getting Info...				
Lucille Has Messed My Mind Up.mp3	2,359,296 of 4,114,432	Lazerion	Downloading...	Cable	<div><div></div></div> 57%	38.05 k/s	00:00:46

Filename	File Size	User	Status	Speed	Progress	Rate	Time Left
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Concurrent Downloads: 10 Concurrent Uploads: 0

Resume Clear Finished Delete Cancel

Online (PragueAnime): Sharing 554 Songs. Currently 477,761 songs (1,912 gigabytes) available in 3,563 libraries.

# P2P music services

**Napster v2.0 BETA 5**

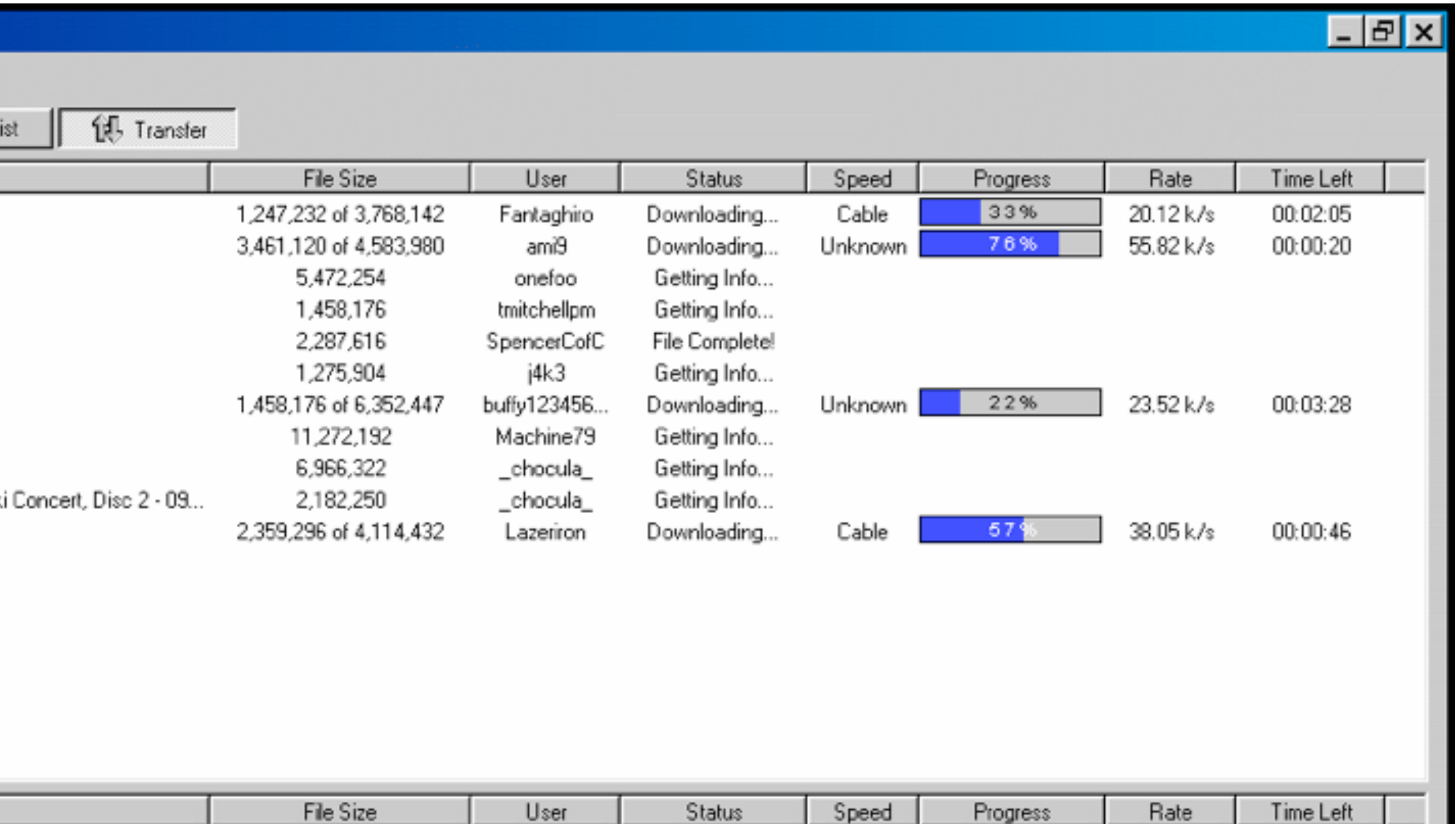
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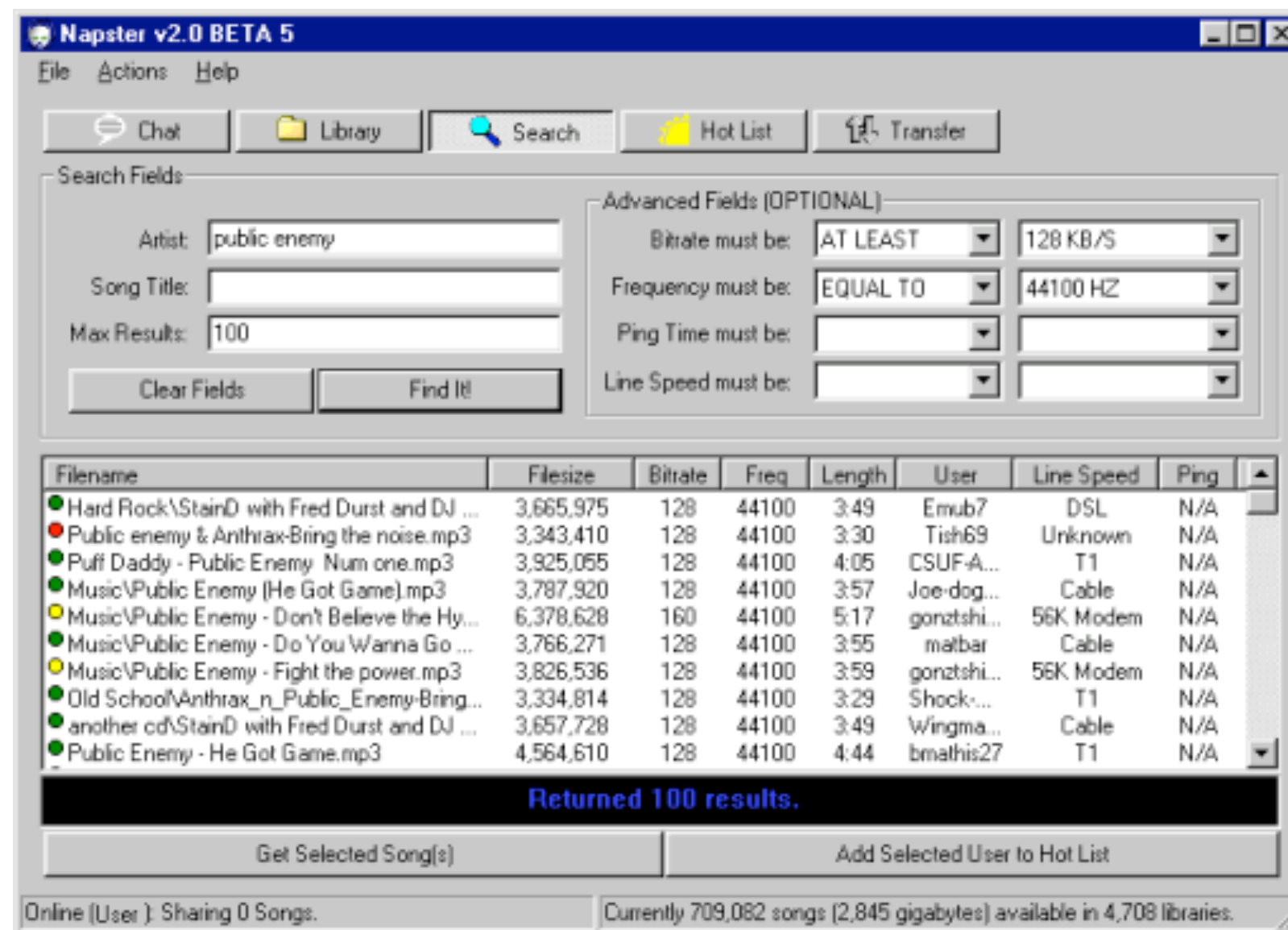
# P2P music services



The screenshot shows a window with a blue title bar and standard Windows window controls. Below the title bar is a toolbar with a 'Transfer' button. The main area contains a table with columns: File Size, User, Status, Speed, Progress, Rate, and Time Left. The table lists several files, some of which are being downloaded and others are getting information. The progress bars are blue and show the percentage of completion. The status column shows various states like 'Downloading...', 'Getting Info...', and 'File Complete!'. The speed column shows rates like 'Cable' and 'Unknown'. The time left column shows estimated times like '00:02:05' and '00:00:20'.

	File Size	User	Status	Speed	Progress	Rate	Time Left
	1,247,232 of 3,768,142	Fantaghiro	Downloading...	Cable	33%	20.12 k/s	00:02:05
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# P2P music services



# P2P music services

- **Audiogalaxy** (1998–2002)
  - web-based P2P!
  - gained ground from file sharers **abandoning Napster** in 2001
  - per-artist and per-genre **forums**
  - **songs shared to groups of users**
  - big community of people sharing music across a broad range of genres
  - AG0 (1999)
  - AG1 (2000)
  - AG2 (2004)

# P2P music services

- **Soulseek**
  - made by Nir Arbel, **former Napster programmer**
  - started in 2000 as a file-share space of the IDM mailing list
  - “Download containing folder”, “wishlists”, rooms, and many other features
  - “Soulseek® **does not endorse nor condone the sharing of copyrighted materials**. You should only share and download files which you are legally allowed to, or have otherwise received permission to, share.” ([Soulseek homepage](#))
  - still working (!)

# Digital music distribution

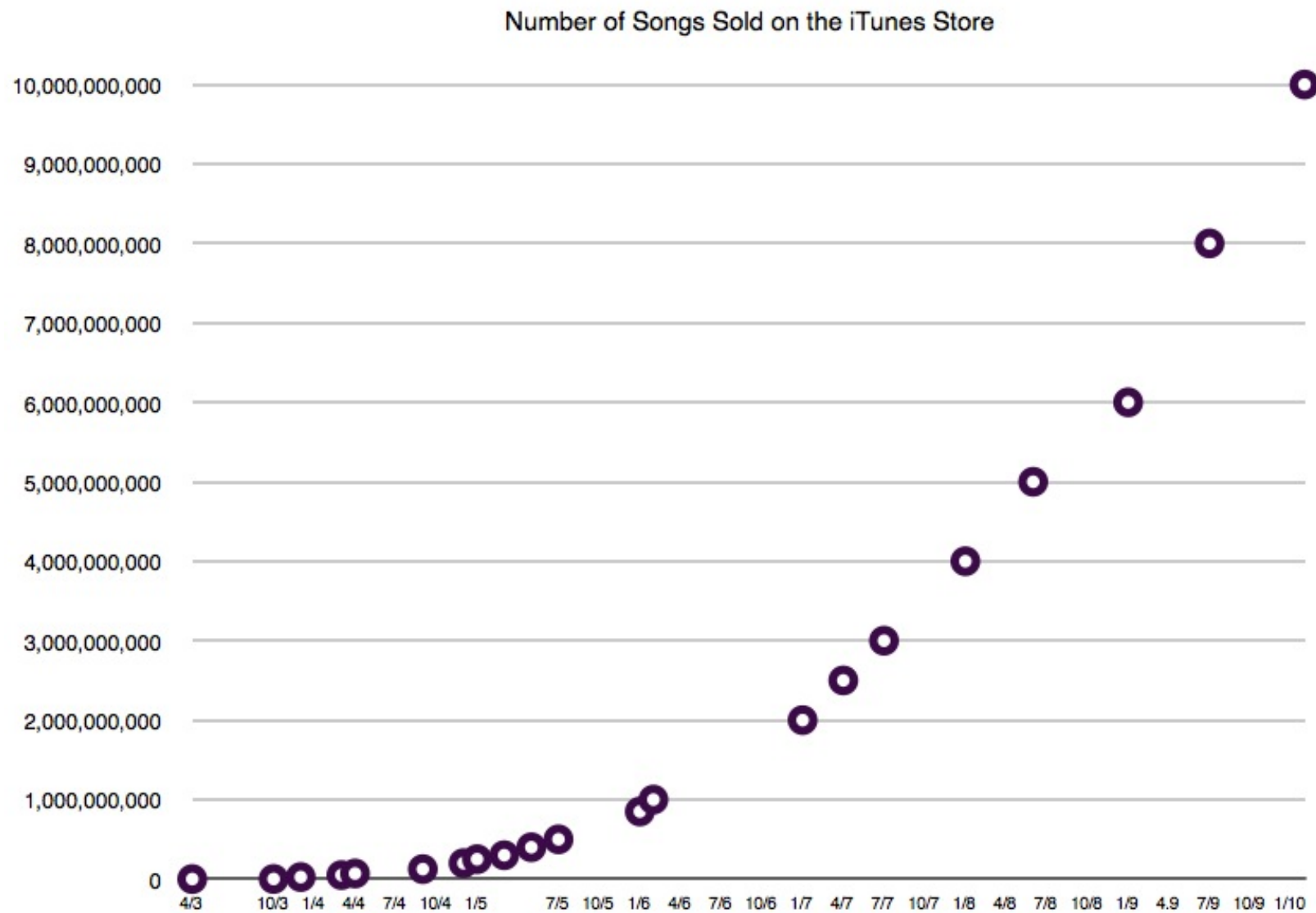
- **Apple's iTunes Music Store** is credited with finally getting people to pay for digital music, unveiled in 2003
- Apple **signed deals** with EMI, Universal, Warner, SME, and BMG
- AAC format (originally 128 kbit/s DRM files, and then 256 kbit/s DRM-free in 2009)
- Per-song pricing model: originally 99¢ per song (now free, 69¢, 99¢, or \$1.29)
- As of 2014, there were more than 37M songs (with some notable holdouts at that moment: The Beatles, Led Zeppelin, Radiohead, ...)



# Apple Music Store (2003)



# iTunes Store songs sold



15th / Jun 2011  
 20th / Sep 2012  
 25th / Feb 2013  
 35th / May 2014

[https://en.wikipedia.org/wiki/iTunes\\_Store](https://en.wikipedia.org/wiki/iTunes_Store)

# Digital music distribution models

- **Music stores (buy to own)**
  - Physical media (LP, CD, DVD), are delivered
    - Amazon.com
    - Barnes & Noble
    - Books-a-Million (BAM!)
    - Borders (bankrupt 2011)
- **Music tracks are delivered online**
  - MP3 stores (MP3 downloads)
    - iTunes
    - Amazon MP
    - <http://7digital.com>
- **Online record labels** (a.k.a. web labels, digital labels, MP3 labels, or download labels)
  - sells CDs directly
  - downloads via iTunes or other download services
  - distribute other labels' releases
  - <http://armadamusic.com>
  - <http://beatport.com>
  - [Free, independent music net labels list](#)

# Digital music distribution models

- **Music locker (cloud based)**
  - Amazon Drive (Cloud Drive)
    - free for 5GB or up to 250 songs
    - free for Amazon-bought music
    - up to 10 devices
    - max: 250k songs (US only)
    - Also Cloud player
  - Google Music (up to 20k songs per personal music collection)
  - Apple's iTunes Match
- **Music streaming via subscription**

• <u>Pandora</u>	• <u>Last.fm</u>
• <u>Spotify</u>	• <u>Soundcloud</u>
• <u>Rdio</u>	• <u>slacker.com</u>
• <u>Songza</u>	• <u>Microsoft Groove</u>
• <u>Deezer</u>	• <u>Playstation Music</u>
• <u>Google Music</u>	• <u>Tidal</u>
• <u>Apple Music</u>	• Amazon Music Unlimited
	• <u>and many others ...</u>

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- **Music streaming via subscription**

- |                                |  |                            |
|--------------------------------|--|----------------------------|
| • <a href="#">Pandora</a>      | • <a href="#">Last.fm</a>                | • <a href="#">Xiami</a>    |
| • <a href="#">Spotify</a>      | • <a href="#">Soundcloud</a>             | • <a href="#">QQ Music</a> |
| • <a href="#">Rdio</a>         | • <a href="#">slacker.com</a>            | • <a href="#">Gaana</a>    |
| • <a href="#">Songza</a>       | • <a href="#">Microsoft Groove</a>       | • <a href="#">Saavn</a>    |
| • <a href="#">Deezer</a>       | • <a href="#">Playstation Music</a>      | • <a href="#">Symfy</a>    |
| • <a href="#">Google Music</a> | • <a href="#">Tidal</a>                  | • <a href="#">Spinlet</a>  |
| • <a href="#">Apple Music</a>  | • <a href="#">Amazon Music Unlimited</a> |                            |
|                                | • <a href="#">and many others ...</a>    |                            |

## New approaches

- [22tracks](#) (RIP)
- [Resonate](#) (check "learn")
- [Choon](#)
- [Potentiam](#)
- [Bronze](#)
- [Voise](#)

# The musician's POV

- None of the digital music services will let you upload your music 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
  - Tunecore
  - CDBaby
  - Mondotunes
  - JTV Digital
  - Zimbalam
  - ReverbNation
  - DittoMusic
  - Routenote
  - Distrokid
  - Soundrop
- Digital music distribution across the globe

# 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>



# Digital Distributors Comparison

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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
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ITUNES DIGITAL BOOKLET	N/A	N/A	N/A	yes	\$25	no	\$20	yes
PANDORA SUBMISSION	no	no	no	no	no	no	no	yes
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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>

# Digital Distributors Comparison

- However, this changes every year (and it's getting complicated ...)
- Check the most recent comparison

# The musician's POV, how much do I get?

- How much musicians are payed?
  - What the biggest actor in the market say: Spotify
- The musician's POV: Thom Yorke and Nigel Godrich
- Spotify replies ..., and Godrich
- Other artists' numbers:
  - Galaxy 500
  - Minimum wage for artists

BREAK

# Javascript and HTML Document Object Model

- [mumt301.github.io](https://mumt301.github.io)

# Assignment 5

- On-demand digital music services presentation

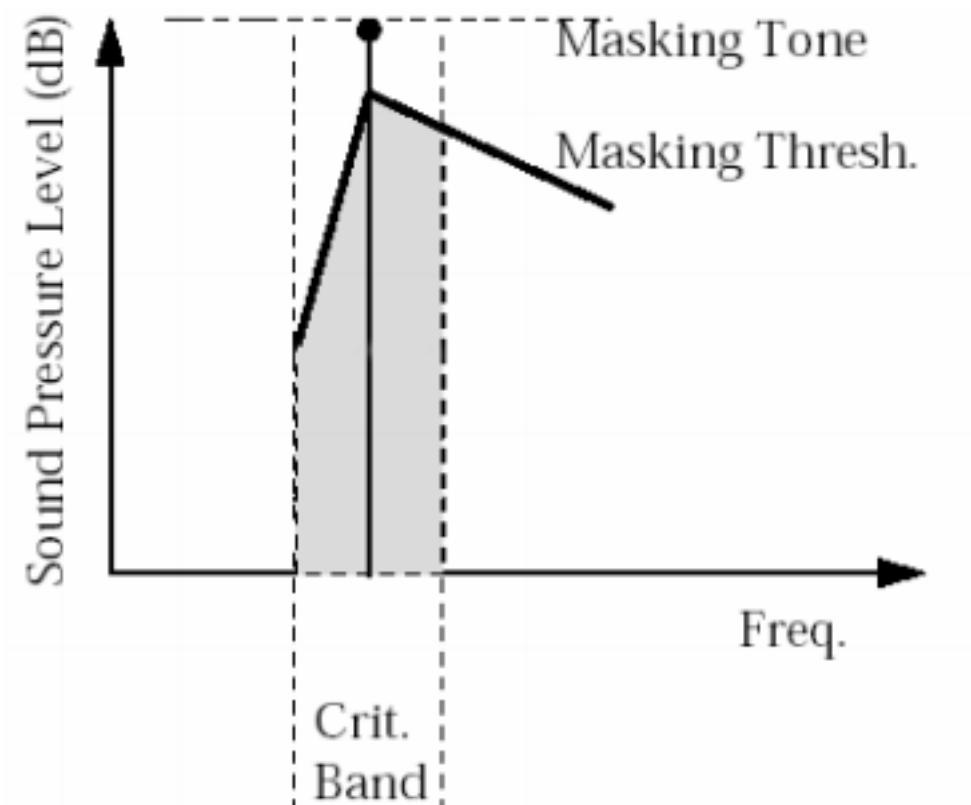


Figure 3.2: Simultaneous masking (Source [1])

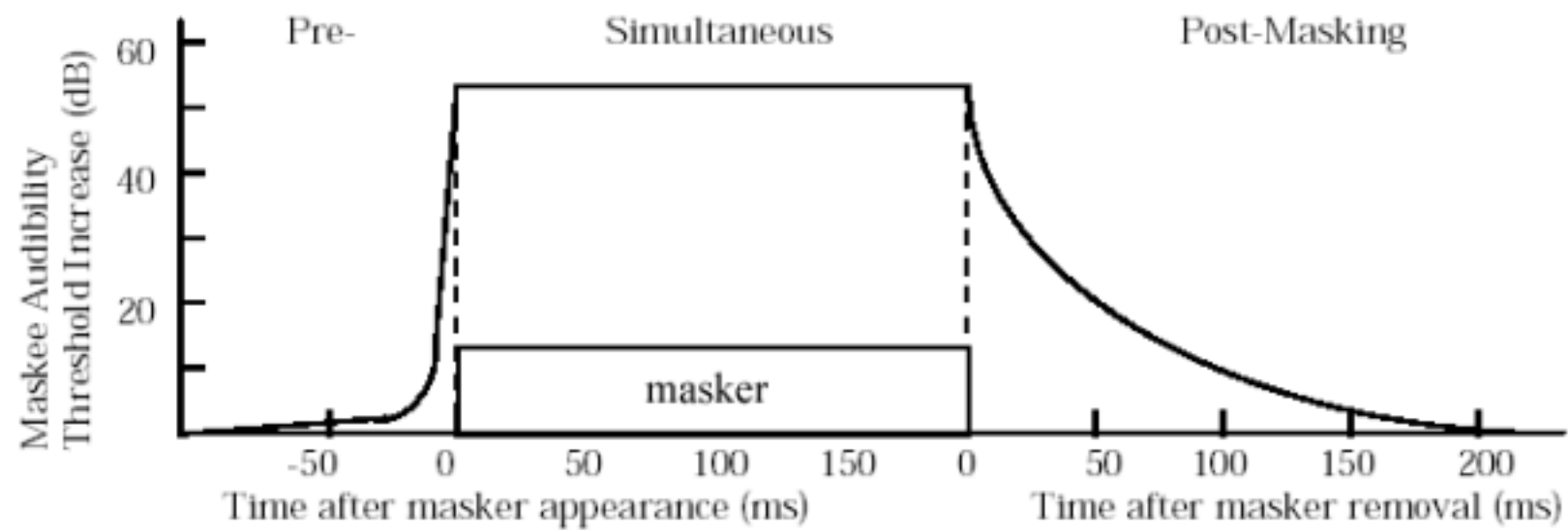
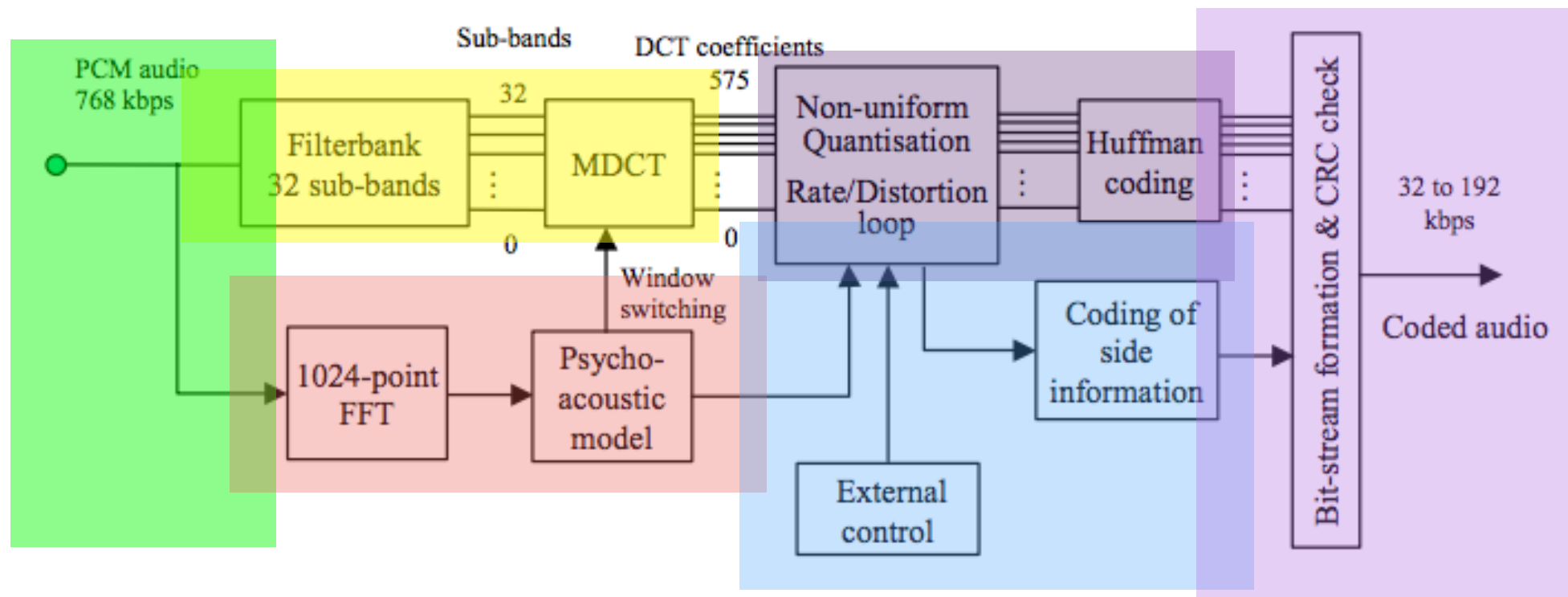


Figure 3.3: Temporal Masking (Source [1])

Taken from Rassoi, R. 2002. [The theory behind MP3.](#)

- The MP3 specification defines **how the encoded/decoded bitstream should be structured/interpreted**
- The specification **does not exactly specify the steps of how to encode** an uncompressed stream to a coded bitstream
- The output of an encoder developed according to this specification will be **recognizable to any MP3 decoder**
- **Encoders can function quite differently** and still be compliant to the standard
- **It is up to the developer to decide how to implement certain parts** of the encoder





Taken from Brandenburg, K. 1999. MP3 and AAC explained. In Proceedings of the AES 17th International Conference on High Quality Audio Coding