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Topic Report: Digital Strategies in Music

The internet, streaming services, and social media have transformed the music industry enormously over the past several years. Social media has allowed artists to reach their audience and interact much more easily as well as market themselves directly. Services such as YouTube and Vimeo have also been instrumental to the development of artists through music videos (Inc.com). Streaming services such as Apple Music, Spotify, and Soundcloud have made it easy for consumers to access any music they want in seconds. With streaming services taking over the music industry a question for new aspiring artists would be how to get onto these new streaming services? Soundcloud is relatively easy to operate and new artists are able to easily put their music onto the site for anyone to listen. Are Apple Music and Spotify the same? As mentioned earlier YouTube is a way for musicians to get their work onto the Internet in a relatively easy way, as anyone with an account can post a video onto the website. In the past, iTunes was a major player, and each individual would pay for music individually. Now an individual will pay for a streaming service per month and get every song on that service. Most of the recent changes to the music industry have been positive as they have given more power to the musician and allowed them to get their music to the public more easily. In 2016, according to LANDR, digital revenues went up 50%, while physical format sales only went up 34%. In today’s new media age, the ability for music to be shared has made it much more accessible for everyone.

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