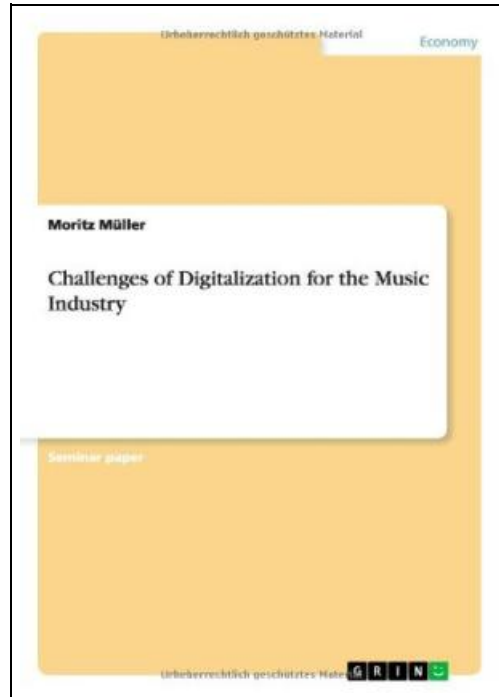


Challenges of Digitalization for the Music Industry



Filesize: 4.42 MB

Reviews

Most of these pdf is the best book readily available. It usually is not going to expense a lot of. Its been printed in an exceedingly easy way which is only soon after i finished reading this publication in which actually transformed me, change the way i really believe.
(Hadley Haag)

CHALLENGES OF DIGITALIZATION FOR THE MUSIC INDUSTRY

DOWNLOAD



GRIN Verlag. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 3, University of Mnster, course: Digital Media Marketing Seminar, language: English, comment: Seminar-Arbeit im Digital Media Marketing Seminar, Master Marketing an der Westflische Wilhelms-Universitt Mnster , abstract: This seminar paper analyses how the digitalization has changed the general set-up of the music industry. By analyzing studies and data, the paper illustrates several challenges that influenced record sales. Considering the different type of players in the music industry - record labels, online and physical retailers, and artists - this paper will only discuss the challenges and effects of the digitalization on the major record labels. The challenges of digitalization for artists will not be covered in this paper; digital music actually enhances the chance of being discovered and for reaching a larger audience (Ankeny 2012). In this sense, the digitalization is an opportunity, rather than a challenge for artists. This also applies for online retailers such as iTunes and Amazon. Since digital music does not require physical storage, online retailers can offer music at almost zero costs. Thus, online retailers benefit from the digitalization of music. Physical retailers presumably lose revenue because of the digitalization of music. However, their situation will not be discussed further, in this paper. The major record labels are highly vertically integrated (Neff and Blmer 2003, p. 104). Besides managing artists, the recording companies are also in charge of the publishing and copyrights of music. Additionally, they have enormous production resources and strong distribution networks. This gives the major record labels a significant competitive advantage. However, this advantage was partly ruined by the digitalization. In this paper, digitalization of the music...



[Read Challenges of Digitalization for the Music Industry Online](#)



[Download PDF Challenges of Digitalization for the Music Industry](#)

See Also



Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable Guide to Help Moms Care for Their Baby And for the Earth by Jenn Savedge 2009 Paperback

Book Condition: Brand New. Book Condition: Brand New.

[Save Book »](#)



Studyguide for Social Studies for the Preschool/Primary Child by Carol Seefeldt ISBN: 9780137152841

2011. Softcover. Book Condition: New. 8th. 8.25 x 11 in. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights,...

[Save Book »](#)



The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds

Anness Publishing. Paperback. Book Condition: new. BRAND NEW, The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds, Nicola Baxter, Geoff Ball, This is a super-size first reading book for 3-5 year...

[Save Book »](#)



Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback

Book Condition: Brand New. Book Condition: Brand New.

[Save Book »](#)



9787538264517 network music roar(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2003-01-01 Pages: 273 Publisher: Liaoning Education Press title: music network roar...

[Save Book »](#)