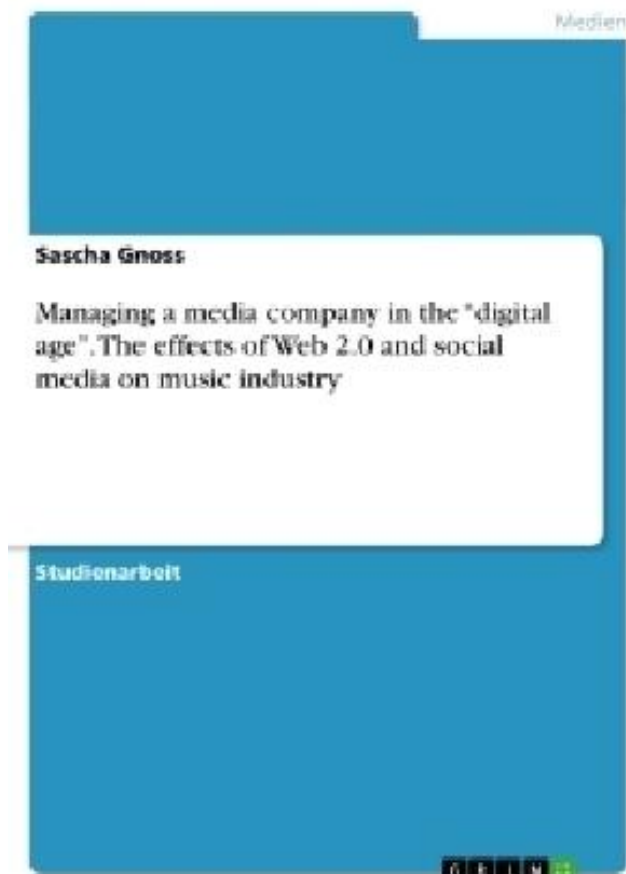


Managing a media company in the "digital age". The effects of Web 2.0 and social media on music industry PDF - herunterladen, lesen sie



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Beschreibung

Studienarbeit aus dem Jahr 2014 im Fachbereich Medien / Kommunikation - Multimedia, Internet, neue Technologien, Note: 1,3, Rheinische Fachhochschule Köln, Veranstaltung: International Marketing and Media Management, Sprache: Deutsch, Abstract: The music industry is in the midst of change. This change has been triggered by the influence of new media, such as the Internet or mobile telephones, which contribute to an increasing digitalisation of society during the last years. The results of the growing digitalisation are changes in the consumer behaviour, new devices and also new sales channels. Supply and demand of music products is greater today than ever before; however, the music industry generates only little capital because of illegal downloads and small revenues of the digital music market (Thurner, 2010, pp.5). In the course of the digitalisation, new media plays a big role. Like Peter R. Scott and Mike Jacka put it: "social media is the set of Web-based broadcast technologies that enable the democratization of content, giving people the ability to emerge from consumer of content to publishers" (Scott and Jacka, 2011, pp.5). Due to social media, people have the opportunity to communicate with people all over the world, to share pictures, videos, and audio files (Safko and Brake, 2009, pp.6). Interesting songs or videos are going to

spread rapidly from YouTube within social networks like Facebook and Twitter. Therefore, unknown artists can become stars overnight (Urbanowicz, 2013). The digitalisation and social media have changed the framework of the music industry and because of that the management topics of the music companies changed as well.

This assignment identifies and discusses the management topics a company has to deal with in the music industry in the digital age. In chapter one the author explains the new framework of the web 2.0 and therefore the changing consumption habits of the consumer. Also the paper identifies the changes of the consumption of music by social media. In chapter two in the scope of this assignment, old and new communication models will be presented and analysed. Also the important management topics will be explained and further the effect on the music industry will be established.

For exemplification of both subjects the author makes use of the company Pandora Internet Radio.

The morning session covered the impact of social media on the music industry, and Chris was joined by Dave Haynes, Head of Business Development, Soundcloud, Dave Castell, Head of Music for Nokia, Zoe Lazarus from Lowe+Partners, Matt Brawn, the Head of Digital for Defected Records, and John Bartleson, Global.

As a result of changing business models, the music industry has narrowed its focus to music stars with mass appeal. Management of music star image has become more complicated in the digital realm due to a rise in consumer-generated social media, particularly in the areas of promotion and publicity. As a new element in.

23 Jul 2014 . The internet has transformed the world and the music industry as we know it. Before everybody was hooked up to the World Wide Web, the music scene was a very different place. Twenty years ago, consumers relied more heavily on CDs, The Charts and the radio. It was a time when mix tapes were rife and.

24 Aug 2015 . Working closely with bands, and being a musician myself, I have seen this change firsthand, and have conflicted feelings about the results. To get some other perspectives, . Giving the power back to musicians and their fans is a massive paradigm shift within the music industry. Before musicians began.

14 Nov 2016 . I recently heard him speak at Web Summit alongside fellow music artist Tinie Tempah, Hans-Holger Albrecht, the CEO of Deezer, and Eric Wahlforss, the .. While Ne-Yo and Tinie have control over their own social media accounts, record labels and management promote the importance of daily activity.

Journal Article 2010 Hjorth, L Media Studies Online Games Social Media Asia-Pacific

Anundson's Publishing Co (United States) isMemberOf .. This research project investigates the quality of the working lives of Victorian women in the film, television and related industries (including digital media and games).

Managing a media company in the digital age . The effects of Web 2.0 and social media on music industry (German Edition) [Sascha Gness] on Amazon.com. *FREE* shipping on qualifying offers. Studienarbeit aus dem Jahr 2014 im Fachbereich Medien / Kommunikation - Multimedia, Internet, neue Technologien, Note: 1.

ISTEConnects utilizes many web 2.0 tools to connect the educational technology community together, such as hosting an editable Google spreadsheet that allows ... External Link:

[<http://media.guardian.co.uk/newmedia/story/0,,2105481,00.html> Editorial]: "Social Networks," [[The Guardian]], June 18, 2007.

