



BMTY7004

# **New Technology in Music and Creative Entertainment**

**Semester 2**

**Spring 2018**

**MODULE CODE:** BMTY7004  
**TITLE:** New Technology in Music and Creative Entertainment  
**DATED:** 07/12/2016

**LEVEL:** 7  
**CREDITS:** 20

**JACS CODE:** W375

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## **INTRODUCTION**

This module explores, evaluates and analyses the impact of new technology on the music and entertainment industries by breaking down the components of the digital world, mapping key stakeholders and analysing start-up companies, platforms, applications and new technologies following the food chain of creation, production, distribution, marketing and sales. Students will critically evaluate how new technology is introducing new market opportunity for the creation and consumption of music in a global market. Case studies of start-up companies developing and adapting new technology for the music industry will populate the module alongside a new tech accelerator programme where groups of students compete to develop a new digital product or service.

## **AIMS**

- To develop the ability to analyse and evaluate strategic priorities to deliver business at speed in an environment where digital technology is reshaping traditional revenue and business models.
- To develop a deep knowledge of a range of current and recent digital music and entertainment products, services, platforms and providers through case study analysis, guest lectures and personal research.

## **LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- critically evaluate and respond to a range of business models, theories and strategies applied by contemporary music and entertainment in relation to commercial practice in the digital world, and to be able to assess their disruptive impact on incumbent commercial operations, consumer behaviour and the consumption of music and entertainment.
- analyse and evaluate different uses of new technology, applications, platforms and services with reference to music and entertainment practice.

## **INDICATIVE CONTENT**

- Analysis of creative enterprise and practice in new technology for music and entertainment in a global context.
- Evaluation and analysis of the disruptive and regenerative impact of new technology on incumbent and independent business.

- A detailed case study review and analysis of companies and new technologies operating in the music and entertainment sectors, both major labels and independents.
- The impact of new technology on intellectual property, the administration of rights, the nature of piracy and the monitoring and collection of income from digital commerce.
- Strategies for growth of new technology operations.

## LEARNING AND TEACHING STRATEGY

The module will explore through lectures and case studies the impact of new technology on creative entertainment, from creation to consumption, analyzing how new technology is disrupting and reinventing modern business practice in a global context.

Throughout the module, case studies will be used to illustrate alternative approaches and elicit critical responses and students will be supported in the development of their group strategies with peer to peer feedback and personal tutoring.

The allocation of teaching to deliver the module is:

| Activity type        | Hours      | Percentage  |
|----------------------|------------|-------------|
| Scheduled learning   | 40         | 20          |
| Independent learning | 160        | 80          |
| Placement learning   | 0          | 0           |
| <b>TOTAL</b>         | <b>200</b> | <b>100%</b> |

## ASSESSMENT

### Assessment Component 1 – 50%

#### Essay (2,500 words)

Critically evaluate how new technology has turned the music industry from a product to a service sector.

### Assessment Component 2 – 50%

#### Individual Presentation (15 min)

Present a new technology product or service designed to enhance and commercialise audience engagement with commercial music.

| Activity type | Percentage  |
|---------------|-------------|
| Written exam  | 0           |
| Coursework    | 50          |
| Practical     | 50          |
| <b>TOTAL</b>  | <b>100%</b> |

## EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

|                                                                                                                                                                                                                                                                                                                                                                                                                           |       |
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| Does the module contribute to ESD?                                                                                                                                                                                                                                                                                                                                                                                        | Yes X |
|                                                                                                                                                                                                                                                                                                                                                                                                                           | No    |
| If yes please provide brief details (no more than 100 words):<br><br>The module provides students with the practical and analytical skills necessary to harness new technologies for the music industry. It prepares students to use innovative and systematic thinking to explore the potential of new technologies for the creative sector and to analyse the impact these changes have on organisations and resources. |       |

| Reading List                                                                                                                                                                                                                                                                                                                                                                                                                               | Online access / Hard copy                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| <b>Essential</b>                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                          |
| Gordon, s. (2015) the Future of the Music Business: How To Succeed with New Digital Technologies, 4th edition, Applause Theatre Book Publishers.                                                                                                                                                                                                                                                                                           | Currently not available for UWTSD London campus students |
| Kusek, D; Leonhard, G (2005) The Future of Music: Manifesto for the Digital Music Revolution, Omnibus Press                                                                                                                                                                                                                                                                                                                                | Currently not available for UWTSD London campus students |
| Wikstrom, P (2010) The Music Industry: Music in the Cloud (DMS - Digital Media and Society), Cambridge: Polity.                                                                                                                                                                                                                                                                                                                            | Currently not available for UWTSD London campus students |
| <b>Further Reading:</b>                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                          |
| Beynon-Davies, P. (2013) eBusiness, 2nd ed. Houndmills, Basingstoke ; New York, NY : Palgrave Macmillan                                                                                                                                                                                                                                                                                                                                    | Hard copy                                                |
| Davis, H. and Scase, R. (2000) Managing Creativity: The dynamics of Work and Organisation, Buckingham: Open University Press.                                                                                                                                                                                                                                                                                                              | Hard copy                                                |
| Chaffey, D. (2013) Emarketing Excellence Planning and Optimizing Your Digital Marketing, 4 <sup>th</sup> edition, London : Routledge.                                                                                                                                                                                                                                                                                                      | Hard copy                                                |
| Gammons, H. (2011) The Art of Music Publishing, London: Elsevier Books (Focal Press).                                                                                                                                                                                                                                                                                                                                                      | Currently not available for UWTSD London campus students |
| Goodman, M. and Dingli, S. (2013) Creativity and Strategic Innovation Management, Routledge.                                                                                                                                                                                                                                                                                                                                               | Online access                                            |
| Henry, C. Entrepreneurship in the Creative Industries: An International Perspective, Cheltenham, UK: Edward Elgar 2007.                                                                                                                                                                                                                                                                                                                    | Currently not available for UWTSD London campus students |
| Sexton, Jamie (2007) Music, sound and multimedia from the live to the virtual, Edinburgh: Edinburgh University Press                                                                                                                                                                                                                                                                                                                       | Online access                                            |
| <b><u>Journals</u></b><br>The University of Chicago Law Review (ABI/Inform)<br>Small Business Economics (ABI/Inform)<br>Journal of Historical Research in Music Education (Proquest)<br>Popular music (Proquest)                                                                                                                                                                                                                           |                                                          |
| <b><u>Websites</u></b><br>ReverbNation <a href="http://www.reverbNation.com">http://www.reverbNation.com</a><br>Soncibids <a href="http://www.sonicbids.com">http://www.sonicbids.com</a><br>Spreadshirt <a href="http://www.spreadshirt.co.uk">http://www.spreadshirt.co.uk</a><br>Big Cartel <a href="http://bigcartel.com">http://bigcartel.com</a><br>Kickstarter: <a href="http://www.kickstarter.com">http://www.kickstarter.com</a> |                                                          |

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| Pledge Music: <a href="http://www.pledgemusic.com">http://www.pledgemusic.com</a><br>Sellaband: <a href="http://www.sellaband.com">http://www.sellaband.com</a><br>The Ticket Fairy: <a href="https://www.theticketfairy.com">https://www.theticketfairy.com</a><br>Rotor video: <a href="https://rotorvideos.com">https://rotorvideos.com</a><br>Brands Bands Fans <a href="http://www.brandsbandsfans.com">http://www.brandsbandsfans.com</a> |  |
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| Mi2N: <a href="http://www.mi2n.com">http://www.mi2n.com</a><br>Musically: <a href="http://musically.com">http://musically.com</a><br>Musictank <a href="http://www.musictank.co.uk">http://www.musictank.co.uk</a><br>Popbitch <a href="http://www.popbitch.com">http://www.popbitch.com</a> |  |
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