

APRIL 2019

New technology in the music industry

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Module Title: New Technology

Assignment Title: Presentantion

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Evolution of music consumption



WHY STREAMING?

- User-friendly
- Playlists and discovery
- Access from any device
- Podcasts
- Offline



ARTISTS AND STREAMING PLATFORMS

SMALL ARTISTS

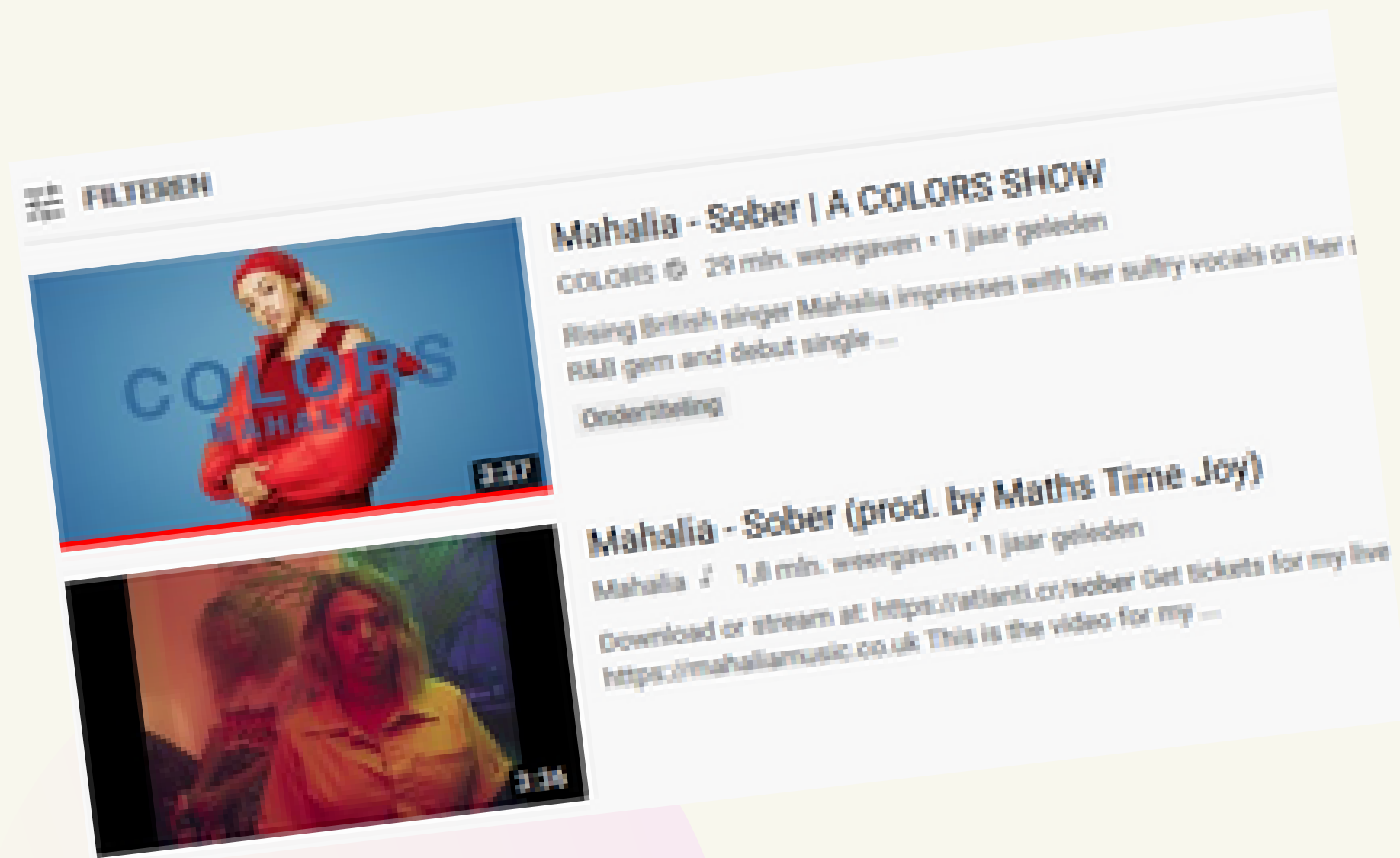
- Artist page
- Visibility
- Income stream
- Playlists
- Dry streams

WELL-KNOWN ARTISTS

- Majority of streams
- Featured in many playlists
- Pre-saving songs
- Positive influence on concert attendance



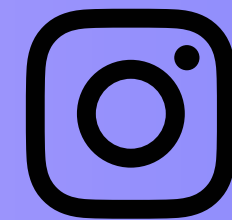
THE POWER OF YOUTUBE



- Covers
- Collabs
- New talent
- Music videos

SOCIAL MEDIA, WHY?

- Promotion
- Connection
- Sharing
- Online presence
- Followers



THANK YOU!

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