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Section A)
Reflective Summary

In our group portfolio there were five of us. We decided as a group which sections would suite who. This included:

- Our roles in the group
- Meeting notes which we kept track of
- The song itself (Poisson)
- Our Marketing Strategies
- A Press Release
- Our Budget and finance
- Iconography
- The video for 'Poisson'
- Bibliography
- Appendix

We named our group H.E.F.T.D and used this in the Press Release as contact details for example, an email address.

The sections of the portfolio that I was in charge of was the press Release and Budget/ Finance.

I have had experience within sending off a PR before which I think really helped. At the start of our portfolio we named all the sections which included everyone's roles.

We chose Flore Barbay as our musician as she has already recorded and filmed the song that we used which is called 'poisson'.

We thought she was a suitable fit as she has a lot of individual branding that will be to her advantage. She has a mix between French and English- speaking songs and attracts both French and English speakers. She already has a large following as her eclectic songs attract more than one following.

We monitored our meetings each time we had one, to record, discuss and take notes of our decisions regarding our sections which were decided between us. The way we decided who would do each section was we evaluated who had experience and knowledge of our chosen

subjects and if it was a fit then that person would work on that particular section of the portfolio. In the decision of the project outline we included dates of release for the single. The teaser video was to be released in December and the remix of the track was January. With most releases for artists' there is a 12-week plan or a deadline for when the song will be released depending on an appropriate time of year etc. Social media plays a massive part of promotion and marketing in the industry and the target market for Flore are millennials, this worked to our advantage as the largest group of users on social media consist of young people.

We took to social media such as Facebook and instagam to create interaction with the audience such a hosting competitions to get the audience as involved as possible creating more noise for FLORE. TIK TOK is another social media App which allows users to post short videos online and can gain followers (similar to Instagram). As the App has grown musicians have taken to using it as a platform to showcase short clips of them singing and performing. We were more inclined to use an App such as TIK TOK mainly because it focuses more on videos than Instagram which is more picture based and interactive. TIK TOK don't offer a huge amount of money to the performers so this would mean she would have to focus more on gaining followers than making a profit.

We decided to release FLORE's music on all streaming platforms such as Spotify, YouTube, Tidal and Apple Music. Although once again Spotify don't offer a huge amount of money for streaming, they do feature artists on their own playlists which are a particular genre. FLORE was lucky enough to be featured on a Spotify French playlists, which just goes to show her fanbase is outside the UK. As she is Belgium, she has also done well there.

The target market that FLORE is aiming for is 15-30 year old's who listen to a similar style of music such as Billie Eilish, Bea Miller and Poppy. This meant we would know exactly who to target and direct ad's on social media to be on their timelines.

When it came to demographics FLORE's listeners were predominantly Europe based countries with a 5% listening in US, and Australia.

A tour would most definitely be a European tour as we build a bigger fanbase in other parts of the world.

Until she builds a bigger fanbase she would tour and support another act in concert who is a similar genre to her. This will help build her fanbase even more as it has a similar sound and will attract more listeners.

The costs of all of the portfolio were added up and my job was to add up the budget including all the studio time, PR, marketing ideas.

The cost of the whole portfolio came up £496 which was £4 under the budget of £500.

We managed to compress all the budgets and work out the potential outgoings.

The reason some of the outgoings were less expensive than others was down to the collaboration with students from the University of West London who charged a lot less than an established company or freelance worker. Instead of charging a straight up fee, the students used the videos, stills and remix's in their own coursework and projects. This also gives them the opportunity to challenge themselves.

In the copyright and legal section which is addressed in the PR, FLORE would also have to trademark her name in order for other artists to not being able to use the name name/ trademark. This will be under the CDPA.

Section B)

Technology has rapidly changed and evolved in the last decade. In 1985 the first mobile phone was created, it weight 11lb. The first cellular, mobile phone was released in 1983 in the US.

As technology has evolved and changed mobile phones have developed more of a usage for music.

Before smartphones regular 'block' phones were the only source of a mobile device. Although the internet wasn't included in the bill and Facebook was much harder to use on the go Bluetooth was the only way to share and listen to music. People could download songs onto their phone and send them to other mobiles that had Bluetooth. Earphones were also catered to the phone and could rarely be used on other phones. The earphone jacks were tailored to each device.

In 2008 Apple shifted from ipods and itunes to a completely touch screen phone. The phone was able to be connected to itunes and used just like the ipod.

The ipod was very successful when it was released. And just like iphones Apple brought out a new generation yearly. As I mentioned above, at this point the iphone was the only phone that had a music

accessible download service without having to buy songs on the phone directly or Bluetooth songs over to other phones.

Each year Apple started to bring out another generation of the iPhone.

Not long after the iPhone became a success and 'brick' phones were becoming less popular, Android phones started popping up, making them the iPhones only rival.

Although at the time smartphones could not use iTunes, they still offered services for users to listen to music.

Technology is now the main source of exposure for artists by using social media, streaming services and artist websites.

Technology has made it easier for artists to create, record and produce their own music without having to pay for studio time. Logic, Pro Tools and Cubase have insured musicians and producers can record their songs in the comfort of their own home. Music tech has become a popular subject to learn within learning institutions. Although this is great and cheaper for musicians, small independent recording studios aren't doing as well as they were before home recording accessibility.

Musicians are also so capable of releasing their own material online with the tracks edited and tweaked with auto tune, reverb and back vocals. For A&R from labels and management companies it makes it difficult to spot talent as it's all online they haven't heard the act live. Of course, if they performed live and the scout was interested then it would be justifiable. However, there have been artists discovered online from posting online videos of them performing. Justin Bieber is the best example of this. At the age of 15 he was posting videos of himself on YouTube singing live with just a guitar. He had already attracted a large following which led to artist Usher to hear about him and discover his music. Not long after, Usher decided signed Bieber to his label and from there he blew up.

Social media is a big part of exposure within technology in the industry. Apps like TIK TOK allows users to upload videos of themselves lip singing to other songs or even upload their own. It is a fairly new App which is particularly popular with teenagers and young adults. It is a great way for artists to connect and share videos to their fans. It is interactive

Streaming services like Apple Music are sharing playlists with the most listened TIK TOK songs of the year. Most of these artist's unestablished yet have a following on the TIK TOK and other social media such as

Instagram. Facebook isn't so much a social media in which artist's upload videos but more of a website to keep up with tours and photos. A lot of young teenagers aren't using Facebook but mainly Twitter, Instagram and TIK TOK and will connect with each other over Whatsapp and imessage. Users can also message each other over instagram and share posts and videos.

In 2016 Spotify released their very own 'most listened to' songs by each user. They collected all the data from the users most listened songs and genres.

They did this every year and created a playlist from it catering for every user. However, in 2019 they created the 2019 most listened to tracks however, they changed and updated it this time. Users could connect their Spotify to their Facebook, Twitter and instagram and share their most listened to songs on their profiles and stories. This was great for artists as their music was being shared all over social media. Even less established artists were being shared by those who listened to them. This was a brilliant way to promote and market Spotify and artists as it competed with other streaming sites who did not offer this service meaning there is potential for other streaming service users would be more attracted to Spotify.

In the last decade alone technology is constantly being modified and upgraded.

The iphone alone is more advanced than computers 10 years ago, if people can create a device that's stronger than a computer it just goes to show how advanced technology is and will be.

Record labels, especially major's, will always keep up with the latest media and technology when it comes to promoting their artists. They will likely offer a 360 deal, which will ensure they have a promoter, marketing team, manager etc.

The marketing team will be using the most popular and marketing that will make the act stand out. This will include paying for ad space on social media and streaming sites including YouTube with a music video, which Spotify and Apple do not provide.

'Technology is already impacting music creation. The dominance of streaming and changes in listening habits have seen studies suggesting that the great pop intro might be dying. We may also be saying farewell to fade outs and imaginative song titles for the very same reasons. But it's even more interesting to consider how artificial intelligence is

influencing the way music is produced.’ - Jack Needham, 2018- ‘What does technology mean for the future of music?’

As mentioned in the article above that technology isn’t just changing the way we’re making it, but also genre’s that are also dying.

VR is still a fairly new way of playing games and watching movies, however, as a growing console, music is bound to be introduced to VR and it will change the way people listen to music. I predict that people will be able to stream live concerts as if they were there.

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