

The Music Blues - Student Handout

Purpose: Have you ever wondered why your favorite artist is always on tour? Or how your ability to stream music has impacted musicians globally? Have you wondered if you are hurting your favorite band by streaming their music? Today we will investigate how technology has impacted the music industry.

Essential Questions:

- How has streaming music impacted the music industry?
- Why is my artist always on tour?
- Why doesn't my favorite artist make albums anymore?

Essential Understanding:

- Advancing technology has altered the behavior of both consumers and producers in the market for music.

Economic Reasons Principles:

- Choices impose costs; people receive benefits and incur costs when they make decisions.
- People respond to incentives in predictable ways.

Complete the following steps to learn the answers to the above questions.

A. The Changing Numbers in the Music Industry:

Go to the following infographic and then answer:

<https://www.statista.com/chart/1075/the-digital-music-revolution/>

1. How have products sold within the music industry changed in the last 15 years? Explain with two examples from the diagram.

2. How has revenue within the industry changed in the past 15 years? Give specific data from the charts.

Look at the following link, and respond to the following statements:

<http://www.fastcodesign.com/3048607/what-major-music-streaming-services-pay-artists-visualized>

1. Describe three trends you see from the data.

2. Predict the impact of this data on the specific actors (artists, record labels, and streaming services) in the music market.

B. The Changing Music Industry: How has Streaming Music Impacted the Music Industry?

Click on the following link to watch how streaming has impacted the music industry:

<http://www.pbs.org/newshour/bb/music-industry-survive-the-streaming-revolution/>

After watching the video, answer the following questions:

1. How did most artists in the past used to make a living? How has the industry evolved in the past two decades? Explain with evidence.

2. How have these changes in #1 affected income for artists and revenue/profit for record companies and streaming services? Provide evidence.

3. How might streaming music positively and negatively affect various musicians? Who wins and loses from streaming music (Roseann Cash vs. Vince & Nikko)? Why do they win or lose?

C. The Effects on Musicians: Why are more musicians going on tour now?

Go to the following articles to read about new choices musicians are making now, as a result of streaming music.

<http://abcnews.go.com/Business/story?id=86535&page=1>

<http://www.digitaltrends.com/music/streaming-music-services-drive-live-music-sales/>

1. What choices are musicians now making to maintain profits in their profession?
2. Why might musicians have a greater incentive to tour than record music?
3. How might the value of music change in the upcoming decade?

D. Individual Application: Now that you have completed the series of activities about the role of technology in the music industry, create one of the following products to demonstrate a mastery of your understandings:

- Option 1: Create a podcast or news report where you interview a musician to find out their perspective on how streaming music online has impacted their life. Make certain to detail the role of choices and incentives in this interview.
- Option 2: Write a blog from the perspective a musician that explains why you chose to produce less albums, considering the role of incentives (revenue).
- Option 3: Write a song or rap to perform that explains how advancing technology impacts actors in the industry. Within your lyrics, explain the role of incentives and choices on actors within the music market, considering who wins and loses.