

Consumption of Music on a Rise

Music is being consumed in more ways than one and at a higher rate than ever before. The MTV generation is used to not only hearing their music but seeing it as well. If they see a song that they like they can then buy that song in multiple media forms from vinyl and CD to digital with DRM (digital rights management) and Mp3 without DRM. If they like the video and the song then they can go to Youtube and view it there until their hearts content. But the digitalization of music has done more. Not only is it easier to view videos but it is easier to find and discover new music, acts and bands as well.

MySpace has built a multi-billion dollar network on the backs of up-and-coming acts and unsigned bands and their friends. Myspace and sites like this have exposed many people to new and unheard music and continue to do so at an astonishing rate each day. As a band or act it is now seen as a smart business move and cool to be associated with a brand or land a sync-license in a TV show or commercial. This twenty years before was a direct threat to your artistic vision and classified as "selling out". But now these things are all used to innovatively expose music to the masses and making it easier to discover it.

Technology has created mega-channels of distribution. Peer-to-peer networks have opened the floodgates to obtaining free music. Furthermore, because digitized music takes up bytes instead of floor space you are now given a wider range of music to choose from at digital retailers. And of course copying CDs has never been easier and soon the CD will be wiped from that equation level just the transfer of bytes in order to obtain your music.

What this means is that music consumption is increasing. Production cost is lowering. Distribution is widening and more acts and bands are being heard. There is a need out there for making the discovery and sharing of music simpler and easier. Music is an identifier for many people and these people are getting larger and larger iPods that just simply need to be filled.

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About the Author

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