

MUSI 1002, Week 4

Industry, Commercialization, and Intro to Politics

The Music Industry

- Consists of sound recording companies who develop and market artists and their music
- Other industries include:
 - Publishing
 - Music retail
 - Music press
 - Music hardware
 - Sound recording and reproduction technology
 - Tours and concerts
 - Merchandising
 - Royalties and rights

The economic structure of the popular music industry

- Power centered in the hands of larger, international companies, such as:
 - Universal Music Group
 - Sony/BMG
 - Warner Music Group
 - EMI

The economic structure of the popular music industry

- Concentration
 - The ownership of popular music production is concentrated in the hands of a small number of companies
- Vertical Integration
 - Where concentration of the music and media industries lead to control of the total production flow, from raw materials to wholesale

Large record companies vs. Independent labels

- Some critics have observed that periods of concentration have produced a lot of similar music
- Some have observed that this has lead to bursts of creativity by the public
 - Innovation is therefore linked to independent record labels
 - A cycle of innovations and consolidation

Large record companies vs. Independent labels

- This framework has been argued against
 - Music production is more complicated
 - Webs and networks operating within the music industry
 - Interconnections between large and small companies

Income from rights

- Copyright (intellectual property right)
 - Performing rights
 - For the use of musical material collected on behalf of writers and publishers when music is performed or broadcast
 - Public performance rights
 - Paid for the privilege of broadcasting or playing the actual recording in public
 - Mechanical rights
 - Paid to the copyright holder every time a particular song or piece of music is recorded

Income from rights

- Trademark
 - A trademark provides a legal shield around the name, slogan, shape, or character image, and in conjunction with product licensing, makes it possible for the original proprietor to transfer this sign to second and third parties for a limited period of time in exchange for royalties

Income from rights

- Branding
 - The forging of links of image and perception between a range of products
 - Images are transferable between different media

- Commodity aesthetics:
 - Necessitates the construction of a desirable appearance around the commodity
 - This stimulates the desire to purchase and possess







vitaminwater

entry form — truck details — sweepstakes rules — privacy policy — vitaminwater.com

ride like 50

(driver and entourage not included)



vitaminwater

it works, for 50 cent.



50 CENT THE MONEY AND THE POWER





Questions in relation to major labels:

- 1) How does concentration affect the range of opportunities available to musicians and others involved in the production of popular music?
- 2) How does concentration affect the range and nature of products available to consumers of popular music?
- 3) What role does this play in the creation of meaning in popular music?

Intro to popular music and politics

- 1) Pop or rock as oppositional to established values (politics in a broad sense)
- 2) Direct interconnections between popular music and politics
- 3) Censorship
 - Prior restraint
 - Restriction
 - Suppression

Brackett, "The Music Industry Fight Against Rock 'n' Roll"

- Emergence of rock n' roll in the 1950s
- ASCAP vs. BMI
- Payola
- Dick Clark
- Alan Freed
- "teen pop" in late 50s/early 60s

Relevance to current industry practices:

- 1) What effect does the music industry have in shaping public taste?
- 2) Is the promotion of certain artists and restriction of others political?
- 3) Who has control of current radio programming?