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The impact that music streaming services such as Spotify, Tidal and Apple Music have had on consumers, artists and the music industry itself.

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Abstract

This essay will analyse the impact that music streaming services have had on consumers, artists and the music industry. The project will aim to do this by critically analysing three of the most prominent streaming services, Spotify, Apple Music and Tidal. This essay develops three case studies in order to fully interpret the impact which the introduction of music streaming services have had on the industry. Currently, Spotify is the most popular streaming service. However, this may be due to the fact that it offers a freemium service alongside a paid service. Apple Music was launched on the world's most popular smartphone, the iPhone, as well as other Apple products. Tidal was rebranded under the management of Jay Z and thus had to build up its subscription base. After careful analysis of the streaming services, recommendations are offered in order to assist the future alignment of music streaming services with the wishes of the music industries consumers, artists and record labels.

This research paper was researched using the current literature available that has been written on the three music streaming services. The influence of piracy on the music industry will also be analysed. This will be associated with the growth of technology in the area of music distribution and will highlight the changes that have taken place in the music industry over the last twenty years. The references used in this essay consist of academic findings alongside website articles which offer insights into the music streaming services, its associated artists and the music industry surrounding them. This ensures that the facts stated in the essay are up to date. All sources have been cross referenced to ensure their authenticity.