

# [Emergence and the evolution of the music industry media essay](https://assignbuster.com/emergence-and-the-evolution-of-the-music-industry-media-essay/)

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INTRODUCTIONEMERGENCE AND THE EVOLUTION OF THE MUSIC INDUSTRYThe history of the music industry in world can be traced back to the second half of the nineteenth century; however, the beginning of the twentieth century changed the dynamics of the world music industry. Especially the second half of the nineteenth century, has the huge importance in the spread of the global music industry in the world. In 1964, the cassette tape became the mainstream in the music industries, though the cassette tape was started since 1944, and followed by the invention of the portable audio cassette player by America, the whole dynamics of the music was changed and the cassette tape became mainstream in 1960s. Further development in the global music industry was brought by the invention of the CD (Compact Disc), it was developed by the Sony and Philips in 1970s, when they work together and came up with the new and uniform technology. It was further followed by the invention of DAT (Digital Audio Tape) by Sony in 1987 (Callie Taintor: http://www. pbs. org/wgbh/pages/frontline/shows/music/inside/cron. html accessed on 27/02/2013). The beginning of the last decade of the twentieth century witnessed the end of the Cold War and the spread of the Capitalism throughout the world, advancement in the field of the technology, advancing digital media, which in a way created a platform for the spread of the music industries. The musical industries began to depend upon the electronic database for its business and investment, though there were many problem raised because of the electronic media in the business, but the de facto was that the musical industries have already raised its barriers and has gone beyond the way of business of its pasts. MAJOR PLAYERS OF AND DIGITALISATION OF GLOBAL MUSIC INDUSTRYFor centuries, music and the musician remained local and they did not have the global opportunity in the world, however witnessed the advancement of musical industry and internationalization of music and musician in the world. The new technique in recoding was developed and it replaced the traditional technology. With the introduction of radio in 1920s brought the fundamental changes in the music industries, especially in 1930s and 1940s, the major labels of music industries faced bankruptcies and to overcome the problem the music industries stared merging with major radio networks, and again in 1940s the invention of magnetic tape make huge advancement in the music industries. By 1960s, the recorded music became the most popular in the music industries, and with the help of the radio networks and the television broadcast the live entertainment loss its value whereas the recorded became more important, the recorded music was more cheaper and more efficient than the live entertainment broadcasted in the radio studio. The radio networks became the promoters of the recorded music in the industries and it raised the turnover of the music industries. 1960s marked period in the history of the music industries, especially the expansion of the commercialization of the music industries, record companies started signing contract with artists and with the labels for the distribution of the in the international market (jrc 19-20). With the increasing demand of the music in the world market, many big labels (Multi Nationals) emerged in the world who commercialized music in the global level. The big labels started the expansion of the music, especially Pop and the Rock music became the most important in the global music market. The new technological advancement was made to popularize the music, as already mentioned above how the technological advancement was made in the music industries. However, one can ask or raise question that how the advancement in the music industries has affect the human life? While one can see the promotion of cultural products, global music industry has promoted the local cultural products nationally and internationally (wcms 2). Over the period of time the development of technology has changed the huge dynamics of the music industry, the local became the global and most importantly it spread throughout the world. The music industry has became one of the source for the revenue in the international market, however the fact of the global music market shares has been concentrated in the hand of the some big labels, which are minor in number but have almost share in the global music market. Since the beginning of the music industries and specially the second half of the nineteenth century, the big labels started dominating the world music. The increasing number of the record labels in the field of international music market brought the competition in the global music market. With the advancing technology in music records and the digitalization of music the many new labels emerged in the global level. Since 1980s the labels like EMI, Sony Music, BMG Music, Universal Music Group, Warner Music Group, Polygram, also known as " Big Six" were the major players in the international market (http://www. playlistresearch. com/recordindustry. htm#00s accessed on 25/02/2013). There were other independent and the small recording labels but these big labels dominated the most of the market. The last decade of the twentieth century witnessed the change in the number of the big labels; the six big labels was decreased in the number of five when the Polygram joined Universal Music Group, and by the beginning of the twenty first century, the number of big recording labels was again decreased by one. BMG joined venture by Sony Music and at present it is known as Sony – BMG, and it was followed when Sony Music totally take over BMG, by the end of the first decade of the twenty firs century. However, the number of big labels was again changed in 2012 from big four to big three when Universal take over EMI. All these big labels of global music industries ever since from big six to big three today shares almost about 70% - 80% of the total global music market, and has monopolized the world music market, whereas the minor independent labels are decreasing in number and in terms of their share hold in the global music industries. As the domination of the highly developed countries over the developing or under developing countries has been one of the fundamental issue in the study of the international politics. The same case can be easily found in the global music industry, all the big labels of the global music industry belongs to the developed counties of the world, like Sony Music Groups of America, EMI of England, Universal Music of America, Warner Music of America, BMG of America and Polygram of America. It shows the domination of the developed to the undeveloped world, as the independent record labels other than these four has less amount of the total share of the international music market. Digitalization of music had been one of the major achievement of the global music industry, internet has played huge role in the world music market. There are more than 500 (five hundred) legitimate websites which gives legitimate and legal services in 78 (seventy-eight) countries throughout the world (IDM 28). This digitalization of music has been based under the certain rights of the record labels either majors or independent to gave service to their customers throughout the world. The digital record companies has increased its growth by 8 percent in 2011 as it was first time after 2004 that the digital companies growth rate has raised, it was grown by 5 percent than that of 2010 and the total estimated amount of growth was 5. 2 billion dollars (ifpi). Music industry is not only limited till the record labels, however it has its three sub – sectors that are recording industry, music publishing and live performance, all these three plays an important role in the global music industries’ revenue collection and income (World Music and 16). As per the record data of IFPI (International Federation for Phonographic Industry) of 2006, the recording industry had total turnover of the global music industry was 44. 8 billion dollars, while including other two sub – sectors the total turnover almost reach the double of the recording industry, as the total adjusted turnover of the year 2006 was 71. 9 billion dollars (ifpi). PROBLEM AND CHALLENGES OF THE GLOBAL MUSIC INDUSTRYAlthough the music industry in the twentieth century has gone beyond the limit than that of the past, however the challenges to the global music industries have emerged in huge amount. CONCLUSIONDOMINATION OF THE WESTAs the problem in the international was found as the west domination over the east, or the core and periphery