

# Critique: up on downloading assignment

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This should be a great resource to market and sell music. The music industry should not have any type of money problems. The industry needs to use their resources more creatively and effectively in order to get the most out of it. In Professor Charles Meson's model "Speed Bumps," he proposes making legal downloading of music cheap and attractive and diminishing the quality of illegally downloaded music (Macrame 1). I agree with Professor Meson's, think if the music was cheaper to download that more people would pay for their music instead of doing it illegally.

There are many ways to make music affordable for downloading Berger 2 while allowing the music industry to make a profit as well. People love to get bargains or even better get things for free. If the music industry remembers that they will get out of their money crisis easily. I think if iTunes ran monthly specials like my current grocery store they would get more sales and loyal customers. For example if they had buy one and get one free sale on songs or even reduced prices for older or not as popular songs they would earn more revenue.

In this essay, Strain anticipates a situation where people are paying money on a bulk subscription model (Macrame 1). iTunes could have different levels of subscriptions such as you can be one of the first ones to get new releases first downloaded so many songs a month for one low price. I don't understand why the music industry hasn't done anything like this yet. There are many successful examples in other industries that do this such as cell phone companies, subscription services, and cable companies.

This is a very successful concept and don't understand why the music industry isn't capitalizing on what has been already done. Do believe that musicians should make money off of their music. A musician puts many hours of time and effort into making their music. Musicians should not expect to make all their money from iTunes or CD sales. The industry has changed. Musicians need to change as well. Remember the old saying not to put all your eggs in one basket. Well, musicians need to remember that and become diversified. They can go on tour and sell their merchandise at concerts.

Music is used in a lot of commercials and TV shows. A musician can also become a producer for other people's music. So to me it doesn't seem like the music industry is in as bad of a crisis that they are saying they are in. Is it ethically wrong to download music without paying for it? Think it depends on who you ask. Music used to be so simple. You listened to it on the radio for free. You bought a CD or a tape when you wanted a copy of your favorite music. Those of us who grew up without iTunes, YouTube and without the internet paid for our music.

I did and I feel like it is steal when you download music without paying for it. Those who have grown up with getting their music off the internet may not feel that it's wrong to illegally download music since they have been doing it all their lives. There are so many sites where you can stream music for free such as Spotify, ReverbNation, Pandora and Jango. Believe that music industry needs to come to terms with changing technology and change their way of doing business. They will not be successful till they use technology to their advantage.

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