



**The Past of Music**  
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1. Before the 1950s and the 1960s, music was created, shared, consumed, and performed in a live setting. This was the only way for people to experience music. It was a social activity that brought people together and created a sense of community. The live performance was the only way for people to experience music.

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**Live the Internet**  
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**What is Social Media?**

There are many different definitions for social media but the majority of them have the ability to share content through the use of online tools (Sells, 2007). It is an online community where people are conversing, about anything and everything. (Jones, 2009) definitions have in common are that they both define social media as the platform to share information with anyone all over the world.

**Music before Social Media**

Before social media, there were many different ways to experience music. Some of the most popular ways were live performances, radio, and vinyl records. These were the only ways for people to experience music.

**Music Today**

Today, music is experienced in many different ways. Some of the most popular ways are streaming services, social media, and live performances. These are the only ways for people to experience music.

**Social Media & Music: Tomorrow?**

The future of social media and music is uncertain. Some people believe that social media will continue to grow and that music will continue to be experienced in many different ways. Others believe that social media will continue to grow and that music will continue to be experienced in many different ways.

**Music & Identity**

Identity: The set of behavioral or personal characteristics by which an individual is recognizable as a member of a group.

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**The Impact of Music & Identity**

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**The Future of Music & Identity**

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**Introduction to the Past, Present, and Future of Music**

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Time has been a major factor to how music has progressed over the years. From the world famous "Thriller" by Michael Jackson to "Gangnam Style" by Psy, you may wonder... What will music be like in the future of 2020?

C.H.

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**Conclusion**

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## Social Media: A Tool for Open Innovation



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NS

### How the Internet Changed Music

NS

## What is Social Media?

There are many different definitions for social media but the majority of them have commonalities. Social Media can be defined as the ability to share content through the use of online tools (Solis, 2007). It is an online community where people are conversing, networking, sharing and discussing (Jones, 2009) about anything and everything. What these two definitions have in common are that they both define social media as the platform to share information with anyone all over the world.

### Music before Social Media

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### Music Today

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# Introduction to the Past, Present, and Future of Music

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### The Launch of MTV

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MTV was launched on August 1, 1981. MTV changed the music industry and pop culture. The first ever music video was called "Video Killed the Radio Star," by Buggles. This video was an important significance to show how MTV had a cultural and musical impact. MTV displayed the music industry in a unprecedented manner. Popular music was visual then ever and broke the barrier of color on TV. Billie Jean music video by Michael Jackson shown in 1983 helped his popularity and MTV.  
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### Continuation of the launch of MTV

The sales of record vinyl artists. The visual element had importance and had effects on the industry. Thriller became the music while it set a blockbuster. It caused a promotion of music change and MTV to their racial barriers. to better video quality (2009)

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PLACE  
YOURSELF  
IN THE  
MIDDLE

## The Past of Music

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- Before YouTube and the Internet was created, a band's chances of becoming a big hit star depended on record companies. When a band is fortunate enough to get a record deal, they have the access to a label's vast resources and connections. The band's studio time was paid by the company.  
(Majerol, 2013)

- Songs were available on store shelves and jukeboxes.
- Music would be played on the radio before reaching millions of Americans who would buy records.
- Song lyrics have more meaning in the past
- Selling singles were important rather than albums

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# launch of MTV...

The sales of record was huge for artists. The visual element of music had importance and had variety of effects on the industry or music.

Thriller became the history of music while it set a benchmark for Blockbuster. It caused the promotion of music business to change and MTV to break down their racial barriers. It open doors to better video quality. (Billboard, 2009)

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Less Money for Record Companies

People are still paying for music at certain music shops. They can be spending around \$20 for a full length

continuation of Record Companies...

• Thousands of musicians are earning 7 to 10 cents for singles sold at \$1.29 on iTunes.

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## Less Money for Record Companies

People are still paying for music at certain music shops. They can be spending around \$20 for a full length album as they would do in the olden days. Some are still buying singles on Itunes for \$0.99-\$1.29 or legally streaming songs on Spotify and Pandora. In other words, record companies are taking home a lot less money as they would in the past.

(Majerol, 2013)

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## Continuation of Record Companies...

- Thousands of musicians are earning 7 to 10 cents for singles sold at \$1.29 on iTunes.
- Streaming songs will only give musicians an earning of half a cent.
- Some musicians have been complaining that they can not meet the needs and resent their fans because they can access their music for no cost. (Majerol, 2013)
- Twitter has become a new discovery tool. #music charts have been created with the Twitter activity. It is a primary social media tool for musicians. The more it is listened/talked/shared about, the higher chance of the artist landing on charts. Twitter is an up to date snapshot of the social chatter of music. (Glenn, 2013)
- Growth depends on cultural expansion, innovation and societal acceptance or rejection of the music. (O'Sullivan, 2010)
- Unfortunately, today's music has become trapped in the modern day "Gold Rush" meaning fame=money. We're talking millions

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