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 Mike McCready and Music Xray



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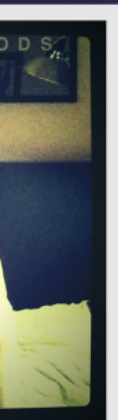
Before the iPod...



The CD Walkman, Cassette players, and the radio were the different ways people listened to music .

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.In the early 2000s, the music industry was suffering from online piracy sites such as Napster



.Napster let people share their favorite music with others and download them for free.

.While this was great for listeners, it was harmful to the industry because artists and managers lost a significant percentage in their sales from use of sites like Napster.

.The industry needed a savior and this savior was Steve Jobs.

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Steve Jobs to the Rescue!

.The introduction of the iPod in 2001 and iTunes in 2003 brought the music industry out of turmoil.

.iTunes was the first legitimate store for digital music that could compete with piracy sites like Napster.



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.The iPod and iTunes changed the way people discovered new music.

.When viewing an album or artist, iTunes gives recommendations so users can find similar songs and purchase more music.



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The downloading of digital music helped record labels get paid faster and got rid of their losses from damages.

.iTunes gave independent artists promotional space alongside artists from major labels, so they could compete with the top artists and gain more recognition

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Downsides

.While mostly beneficial to the music industry, iTunes was also damaging in some ways.

.It made the single popular, and consumers stopped purchasing entire albums.

.According to the Recording Industry Association of America, since iTunes' introduction in 2003, music sales in the US have plummeted from 11.8 billion to 7.1 billion in 2013.

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iPad's Impact

.The latest album from the virtual band Gorillaz titled "The Fall," was recorded entirely on David Albarn's iPad during their North American tour.

.He used around 20 different apps to record the album including Moog Filtatron and Korg iELECTRIBE.

