



Observation and Thinking of Digital Music Industry — Analysis Based on Streaming Music

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Abstract: This article discusses observations and reflections on the digital music industry, as well as analysis based on streaming music. The purpose is to give readers a deeper understanding of the development of the digital music industry, as well as digital music services, data processing, and data transmission for streaming music. This article will provide a thorough exploration of the music audience's place in the digital media and music value chain, as well as an analysis of streaming music's ability to produce and promote music more flexibly.

Keywords: music industry, streaming music, digital media, platformization

1. Introduction

At the heart of the entire music industry business is the artist-audience relationship. As technology changes, so do the dialectical dynamics that underpin the artist-audience relationship [1]. Music technology has reshaped the relationship itself. In the world, music dissemination is mainly carried out through digital technology. On-demand music streaming services such as Spotify, Deezer, Apple and Tidal are currently the most important tools for the distribution of recorded music. Streaming music revenue accounted for 62% of global recorded music revenue in 2020[2]. Streaming music distribution is closely linked to the distribution of online content through social media platforms such as Facebook, Twitter, and YouTube, but the impact of these online media platforms on the digital music industry is not limited to their broad audience penetration in global markets. In a platform society based on streaming music, digitization, commodification, and selection are one of the three main mechanisms that represent the key processes in the operation of digital platforms [3]. The platform facilitates a new information system based on how people interact with online content, which can be aggregated and analyzed as data. In short, content and information are not only disseminated from content providers to audience members, but also flow from audience members to content providers through service platforms.

To date, data-based research related to the music industry has explored the use of data by platform providers in service activities and business development practices, thereby increasing the platform's status as a digital music industry. However, streaming music that processes this data and uses it to educate audiences and markets for work has still been explored with few exceptions, and data transfers are generally poorly reported in the academic music literature. A more critical perspective is needed to balance streaming music companies and industry stakeholders, such as expanding technology infrastructure, developing information solutions, and giving artists more control.

2. Analysis of the status quo of the digital music industry

2.1 Types of digital music services

Digital music services can be divided into two types, user-centric and artist-centric. User-centric digital music services are more focused on curating content, and they offer consumers a more practical approach. Overall, their value proposition lies in providing consumers with a flexible and accessible user experience. Artist-centric digital music services, on the other hand, operate in a more unique way, meaning that artists don't necessarily need any third-party services to re-rent music. Additionally, these types of services tend to be more focused on communication, and they make it easier for fans to engage directly with the artist.

2.2 Digital music service center

User-centric streaming music, also known as digital streaming platform. A digital streaming platform is a service with a large collection of music, making it available to consumers in a variety of ways. Digital streaming platforms have revolutionized the way music is consumed in the world today because of their fast accessibility and the fact that users are not overwhelmed by their mobile or computer storage with endless bytes of music data. If not all digital streaming platforms

have partnerships with major labels and distributors, in order for these platforms to legally offer music to consumers, a license for this particular issue must be obtained. On the other hand, digital streaming platforms have also brought a wealth of opportunities to independent artists around the world. The music is heard on an international scale due to the development of global popular music. Yet some argue that these types of platforms are financially unsustainable because the costs of running the platforms are very high and, more importantly, because these platforms from streaming and subscription have to be divided into labels, publishers, distributors and artists.

3. Analysis of streaming music in the digital music industry

3.1 Data processing analysis of streaming music

Data processing has provided streaming providers with content delivery, playlist production, and algorithmic creation from the start, shaping the way music is delivered and accessed through streaming. Digitalisation has sparked innovation and has played a major role in defining the fragmentation and convergence that characterise the digital music industry, and has influenced the structure of power and gatekeeping. However, digitization has implications for the tools and actors that are being developed to exploit and process the data itself. To achieve these goals, new types of platforms, interfaces, and software packages are emerging catering to labels, publishers and managers as part of business information systems, including platform providers that take advantage of trends in data transfer. To some extent, data transfers have always impacted the music business by measuring the relevant activities primarily sales, radio broadcasts, and to some extent advertising exposure. However, the ability of online media platforms to access unprecedented granular data in new and easier ways has impacted interactions between artists, audiences and industry representatives, as well as the overall direction and opportunity of the music industry.

With its first-mover advantage in the streaming market, Spotify is by far the most successful streaming music service platform in acquiring and delivering music metrics [4]. This B2B interface enables artist users to update their profiles directly from the app, while consulting relevant statistics, real-time tracking of playback and movement, and insights on audience preferences, networks, locations and demographics. Apple Music integrates data from the Music Recognition app as part of the exclusive platform. These initial platform trends include YouTube, Facebook, Twitter, Douyin, and other platforms that have developed tools to provide content providers with metrics and statistics.

3.2 Data transmission analysis of streaming music

The era of data transfer has re-emphasized the artist-audience relationship at the heart of the music industry. For example, while Spotify claims against artists and stakeholders, always trying to connect you with your fans, more actors are trying to capitalize on this artist-audience in the digital age by acquiring, analyzing, evaluating, and creating relationships, with the goal of achieving strategic and economic success, resulting in new literature and relationships. Digital data plays an important role in shaping the practices of the music industry, and digitization affects music itself, and the culture in which it lives [5]. However, data transfer is not equally available to everyone.

Another important insight in this article is that to properly engage in data processing, there must be the ability and resources to acquire actual data and the necessary literacy skills. Provides some insights into the significant impact of data transfer on the ability to participate, compete and adapt in the digital music industry. Participants who understand the data are the winners, and service and data providers are the stewards. On the Spotify platform, artists can change their titles and avatars, add social media sites and featured playlists, and create an artist biography. This personalization feature is important for maximizing an artist's potential fan engagement. Essentially, this feature is helpful for both consumers and artists. From a consumer perspective, this saves time as they don't have to go through other platforms to research the artist. So it's easy for artists too, and by giving this easier shortcut, artists are more likely to grow their fan base and seek out a loyal audience.

4. Conclusion

The main purpose of this article is to explore the implications of data from digital platforms for professionals in the current music industry. Most people think of music streaming services and online platforms as being about music distribution, not their ability to provide data and insights from the same platform. However, in a subsample of data users, dataization has become critical for some decisions and tasks. This paper highlights that the ability to analyze online platform metrics facilitates new industry dynamics, including new ways to engage, compete, and position yourself in the field. The analysis provided in the analysis on the role of audiences in streaming music, as well as the data-driven ability to produce and promote music more flexibly, insists on a thorough rethinking of the place of music audiences in digital media and the music value chain. The new music industry logic is driven by platform dynamics, and digitalization is a key concept.

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