

## The Changing Music Ecosystem

Teens are information rich when it comes to discovering music

- Friends
- Blogs, messageboards, chatrooms
- Online music stores
- Social music websites
- Band sites
- Video games
- Concerts
- Radio
- Magazines
- Parents (yes, really)

Teens have more music available than ever before

- Cheaper for new bands to record and distribute
- Cheaper for labels to keep music "in print" through MP3
- Music consumption rising every year (6% in 2007)
- Long tail and the decline of the mega-hit
  - In 2000, top 10 albums sold 60 million copies
  - In 2006, the top 10 sold 25 million

MP3s are revolutionizing teen listening habits

- CD sales are in an 8 year-long decline
- Down 14-20% each year
- 48% of teens did not buy a CD in 2007
- MP3 sales are up 54%
- 85% of 12-24 year-olds prefer MP3 players over traditional radio
- 87% of teens own an MP3 player
- 61% of teens download unlicensed music

## MP3 Technology

MP3 is an encoding format for audio information

- also shorthand for other encoding technologies (WMA, AAC)
- uses "lossy compression" to shrink audio data
  - cuts data out of sound frequencies and volumes that aren't expected to be heard
- measured in *kilobytes per second* (e.g., 96, 128, or 192 kb/s)

## Social Digital Music Sites

**iTunes** (<http://www.apple.com/itunes>)

- online music store that provides social aspects
- all MP3s come with a 30 second preview
- albums and singles feature lots of customer reviews
- the iTunes front page lists new releases, top songs, and top albums
- album view features a "listeners also bought" list and "alert me" option
  - sends e-mail when new releases by popular and purchased artists become available
- browse genres to find new and interesting artists in a variety of styles
- iMixes are a way to share playlists of new & recommended music to the World Wide Web
- network streaming allows five computers to connect to stream an iTunes library five times a day

**Last.FM** (<http://www.last.fm>)

- user base nearing 20,000,000
- great "listener's advisory" resource
  - recommends artists by tracking what people listen to

- how much data is contained within each second of the audio file
- lower numbers mean worse quality
- CD have a rate of 1411.2 kb/s
- most teens don't care!

Digital Rights Management (DRM)

- technologies implanted in files to restrict their use
  - MP3s may only work on certain computers or devices
    - iTunes MP3s only work with iPods, while other files may work on any player but iPods
- a weapon in the "war against piracy"

## MP3s & Copyright

"First Sale Doctrine" (section 109 of the U.S. Copyright Law)

- superceded by contract law
- licensing agreements dictate consumer use

The Digital Millennium Copyright Act (DMCA) (1998)

- makes circumventing DRM illegal (among other things)
- only exempts University Libraries in the process of making an educational use

Digital Performance Rights in Sound Recordings Act (1995)

- gives copyright holders exclusive rights to make audio available over the Web

## Shaping Expectations

Digital music has an impact on how teens engage the library

- Teens expect "remixability" in their media and environments
- Teens expect to participate in reviewing media and having access to other people's opinions
- Teens expect "always on" access when it comes to delivering media and services
- Teens expect to be able to take their media with them wherever they go

- through its "scrobbling" application
- uses social tagging to create radio stations
- artist pages provide sound clips and recommended artists based on what other users listen to
- helpful tool to keep up with trends
  - promotes most listened-to artists and tracks, as well as the most up-and-coming artists
  - provides "hype list" to spotlight artists and songs who have a huge upswing in popularity
  - friend teens to see what they're listening to
- learn about artists through user-developed wiki pages
- widgets promote what's been listened to, as well as playlists
- offers groups for discussion forums, group recommendations and "mini-charts"
  - great way to connect with teens
  - example: <http://www.last.fm/Group/Librarians>

**MOG** (<http://www.mog.com>)

- fully featured music blog
  - post music reviews and ruminations with lots of licensed audio and media available

- posts referencing music shows up on artist pages, for cross-promotion
- indexes music library through Mog-O-Matic software
- browsing libraries connects users with blog posts and reviews related to any song or album
- one of few online services that tracks *and* indexes music
- pressing the “magic button” personalizes the recommendation pages
  - based on music library and listening habits

#### **Finetune** (<http://www.finetune.com>)

- builds streaming playlists of licensed files
  - like an online mixtape for teens
- over 2,000,000 songs uploaded from all major labels
- recommendations on artist pages
  - based on analyzing over 13,000 user-generated playlists
- widgets let you showcase music on the library’s website without running afoul of copyright
- integrates with Wii
- example: Librarian Pop Playlist (<http://www.finetune.com/playlist/2210091>)

#### **iLike** (<http://www.ilike.com>)

- largest social music application on Facebook
- directly recommend music to teen Facebook friends
- tracks listening habits through its iLike sidebar
  - recommends artists based on analyzing those habits
  - available with iTunes or Windows Media Player
  - limited by smaller userbase

#### **Myspace Music** (<http://music.myspace.com>)

- huge repository of band pages
- allows you to promote artists from your collection by adding them as friends, just like authors
- lots of opportunities to promote your collection by adding streaming music and videos to your library page
  - friend artists who are playing in your area soon, and leave a comment after their show
- resource for finding upcoming and popular artists
  - music search limiters (genre, location)
  - top artists page

## **Additional Resources**

#### **The YALSA Blog >> Music** (<http://yalsa.ala.org/blog/category/music/>)

- YALSA’s blog has its own music category, documenting teens and the music & technologies that shapes their world

#### **YA-Music** (<http://lists.ala.org/sympa/info/ya-music>)

- YA-Music is the e-mail list of YALSA’s Music Discussion Group and features knowledgeable librarians ready to help

#### **TeenMusic.com** (<http://www.teenmusic.com>)

- News, reviews, and more for all things teen pop

#### **Teen Ink >> Music Reviews** (<http://teenink.com/Music/>)

- Thoughtful music reviews written by teens, culled from the *Teen Ink* literary journal

#### **Yahoo! Music** (<http://new.music.yahoo.com/>)

- Your source for online music videos and pop charts

#### **Alternative Press Magazine** (<http://www.altpress.com>; ISSN: 1065-1667)

- Showcases emo, indie, hardcore, metal, and more from the fringes of the teen scene

#### **Spin Magazine** (<http://www.spin.com>; ISSN: 0886-3032)

- Offers a worthwhile starting point for modern alternative and indie rock

#### **Vibe Magazine** (<http://www.vibe.com>; ISSN: 1070-4701)

- Lifestyle news, reviews, and more about rap & hip hop

#### **XXL Magazine** (<http://www.xxlmag.com>; ISSN: 1093-0647)

- News, reviews, and articles about the grittier side rap & hip hop (tends to be more popular with teens)

#### **WNKS-FM Kiss 95.1** (<http://www.kiss951.com>)

- Charlotte’s #1 Hit Music Station

#### **WIBT-FM 96.1 The BEAT** (<http://www.charlottesbeat.com>)

- Charlotte’s premiere hip hop and R&B station

#### **WPEG-FM 97.9 Power 98** (<http://www.power98fm.com>)

- Charlotte’s home for blazin’ hip hop and R&B

#### **WKKT-FM 96.9 The Kat** (<http://www.wkktfm.com>)

- Charlotte’s contemporary country station