

Media Today, 6th Edition

Recommended Readings

Chapter 10: The Recording Industry

- 'Music Isn't a Commodity': Warner Music CEO Stephen Cooper on That Streaming Milestone, the 'Value Grab'
<http://www.billboard.com/articles/business/7370348/warner-music-ceo-stephen-cooper-digital-global-strategy>
- 'It's a System That Is Rigged Against the Artists': The War Against YouTube
<http://www.billboard.com/articles/business/7356794/youtube-criticism-labels-artists-managers-payouts>
- For Free Songs, Video Trumps Audio
http://www.nytimes.com/2015/09/24/arts/international/for-free-songs-video-trumps-audio.html?_r=0
- Data to Date: The Rapid Rise of Social and Streaming
<https://www.nextbigsound.com/industry-report/2015>
- SoundCloud Starts Subscription Plan, Taking On Spotify and Apple
<http://www.nytimes.com/2016/03/30/business/media/soundcloud-starts-subscription-plan-taking-on-spotify-and-apple.html>
- In Shift to Streaming, Music Business Has Lost Billions
<http://www.nytimes.com/2016/03/25/business/media/music-sales-remain-steady-but-lucrative-cd-sales-decline.html?action=click&contentCollection=Media&module=RelatedCoverage®ion=EndOfArticle&pgtype=article>
- After Beyonce, Tidal's Exclusive Strategy Remains Its Best (Perhaps Only) Weapon
<http://www.billboard.com/articles/business/7341864/tidal-exclusive-content-strategy-beyonce-lemonade>
- Grammys: This Is the Man Behind All Five Album of the Year Nominees
<http://www.billboard.com/articles/news/grammys/6874826/grammys-this-is-the-man-behind-all-five-album-of-the-year-nominees>
- 2016 Grammys: Which Nominees Perform Best on YouTube, and Where Are They Most Popular?
<http://www.billboard.com/articles/news/grammys/6867118/2016-grammys-nominees-youtube-popularity-city>

