



# Recording Industry

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**Sound Recording and  
Popular Music**



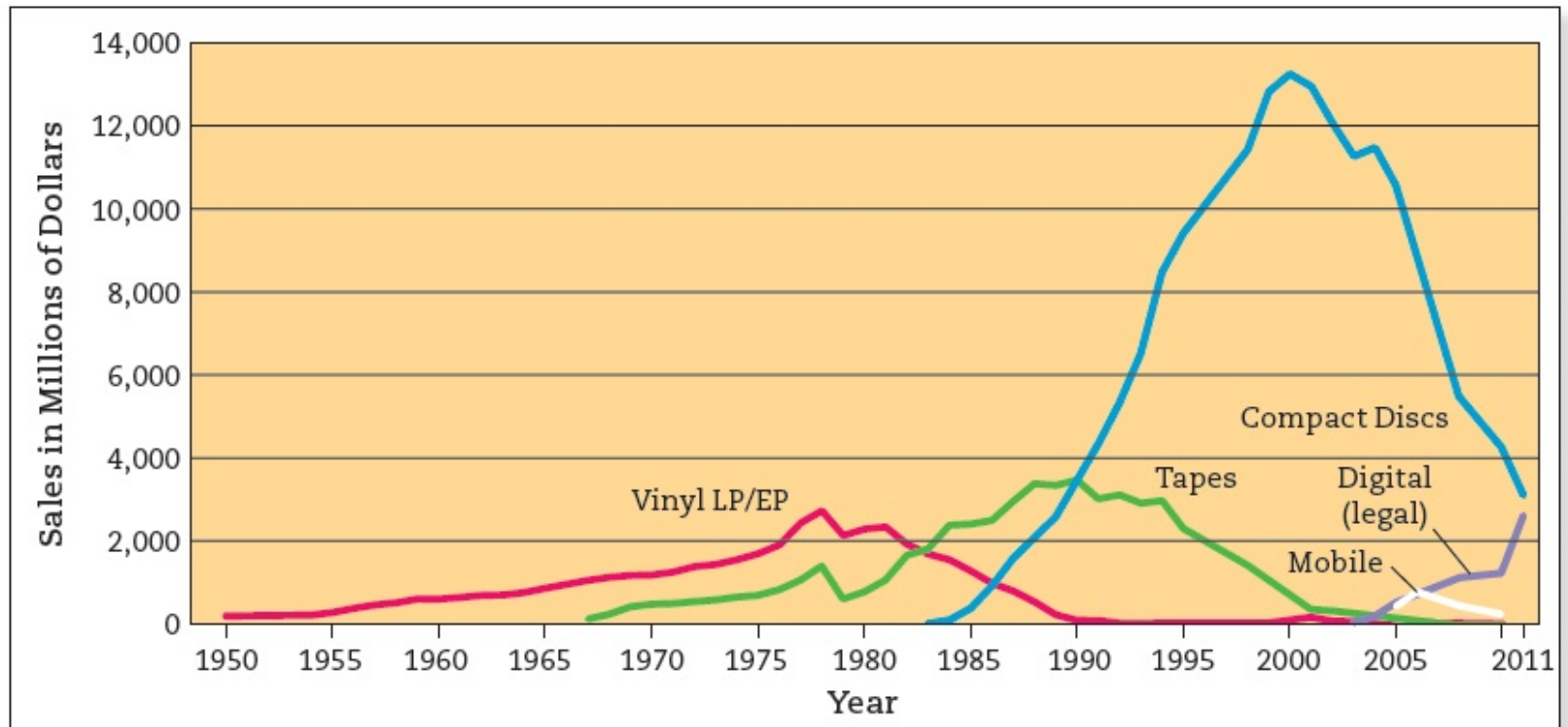
# From Phonographs to CDs: Analog Goes Digital

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## ○ Milestones

- Plastic magnetic **audiotape**, 1940s
- **Stereo** sound, 1958
- **Digital recording**, 1970s
- **Compact discs**, 1983
- MP3s, “music in the cloud,” and music piracy issues, now

# Figure 4.1: Annual Vinyl, Tape, CD, Mobile, and Digital Sales






# The Rocky Relationship between Records and Radio

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- Record sales dropped off in 1924 due to the emergence of radio.
- ASCAP established music rights fees for radio by 1925.
- Began to cooperate when television became popular
- Royalties issue arose again with music streaming companies.



# Convergence: Sound Recording in the Internet Age

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- MP3s and file sharing
  - MP3 format developed in 1992.
  - Supreme Court declared free music file-swapping illegal in 2001.
  - iTunes is the model for legal music downloading.
- Music in the cloud
  - No physical ownership of music
  - Subscription and cloud services



# Rock and Roll Is Here to Stay

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- Rock and roll (mid-1950s)
  - Blues slang for sex
  - Influenced by social, cultural, economic, and political factors
  - Rhythm and blues (R&B)
    - Blues-based urban black music
  - Popular with teens
  - Beginning of the integration of white and black cultures



# Battles in Rock and Roll

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- Deejays Alan Freed and Dick Clark help rock gain acceptance.
- White cover versions often undermined black artists' music.
- Payola scandals portrayed rock and roll as a corrupt industry.
- Fear of juvenile delinquency led to censorship of rock and roll.



# The British Are Coming!

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- Beatles invaded America in 1964
  - Followed in the next few years by the Rolling Stones, the Zombies, the Animals, Herman's Hermits, the Who, the Yardbirds, Them, and the Troggs
- “Rock and roll” became “rock”
  - Sent popular music and the industry in two directions





# Motor City Music: Detroit Gives America Soul

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## ○ Soul

- Merging of R&B, gospel, pop, and early rock and roll

## ○ Berry Gordy and Motown


- Successful groups included the Supremes, Smokey Robinson, the Temptations, Mary Wells, the Four Tops, Martha and the Vandellas, Marvin Gaye, and the Jackson 5



# Folk and Psychedelic Music Reflect the Times

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- Folk music inspires protest
  - Sound of social activism
  - Joan Baez, Arlo Guthrie, Phil Ochs, and Bob Dylan
- Rock turns psychedelic
  - Psychedelic era was influenced, and brought down by, drugs
  - Jefferson Airplane, Jimi Hendrix, the Doors, and the Grateful Dead



# Punk, Grunge, and Alternative Respond to Mainstream Rock

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## ○ Punk rock

- Challenged the record business
- Ramones, Blondie, Talking Heads

## ○ Grunge

- Messy guitar sound and appearance
- Nirvana, Green Day, Pearl Jam, Hole, Soundgarden, Nine Inch Nails

## ○ Punk and grunge are sub-categories of **alternative rock**



# Hip-Hop Redraws Musical Lines

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## ○ Hip-hop

- Driven by a democratic, nonprofessional spirit
- Run-DMC, Public Enemy, Eminem

## ○ Gangster rap

- Addresses gang violence, but also accused of creating violence
- Tupac Shakur, Notorious B.I.G., 50 cent, and Lupe Fiasco



# The Reemergence of Pop

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- Despite the emergence and popularity of other forms of music, pop music has endured.
- TV shows
  - *American Idol* and *Glee*
- iTunes
  - Biggest purveyor of pop
  - Again made the single the dominant unit of music



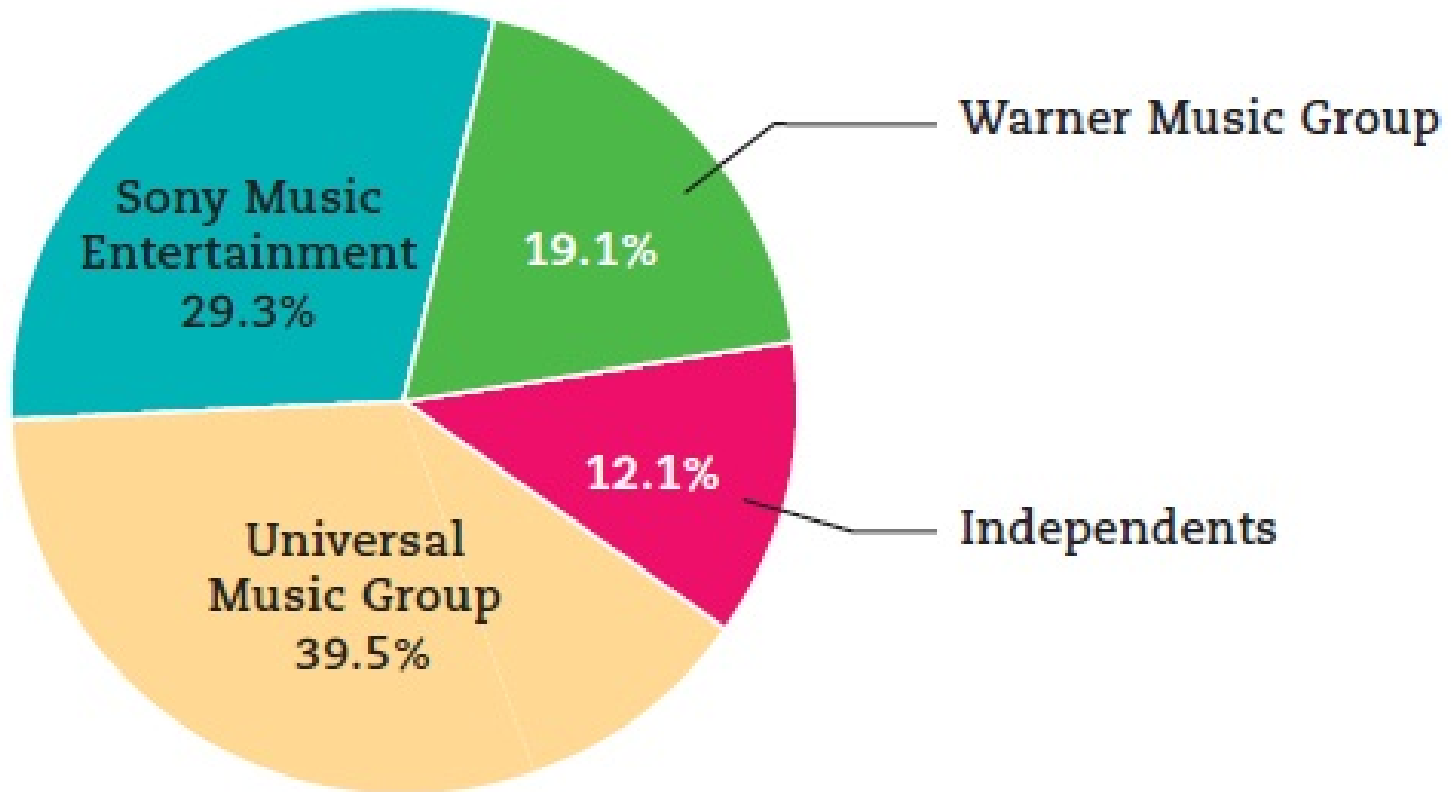
# Music Labels Influence the Industry

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- United States and global music business still constitute an **oligopoly**.
- Fewer major labels control more music.
- The **indies** spot the trends.
  - Play a major role as the music industry's risk-takers
  - Often swallowed up by major labels when successful

# Figure 4.2: U.S. Market Share of the Major Labels, 2011

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# Making, Selling, and Profiting from Music

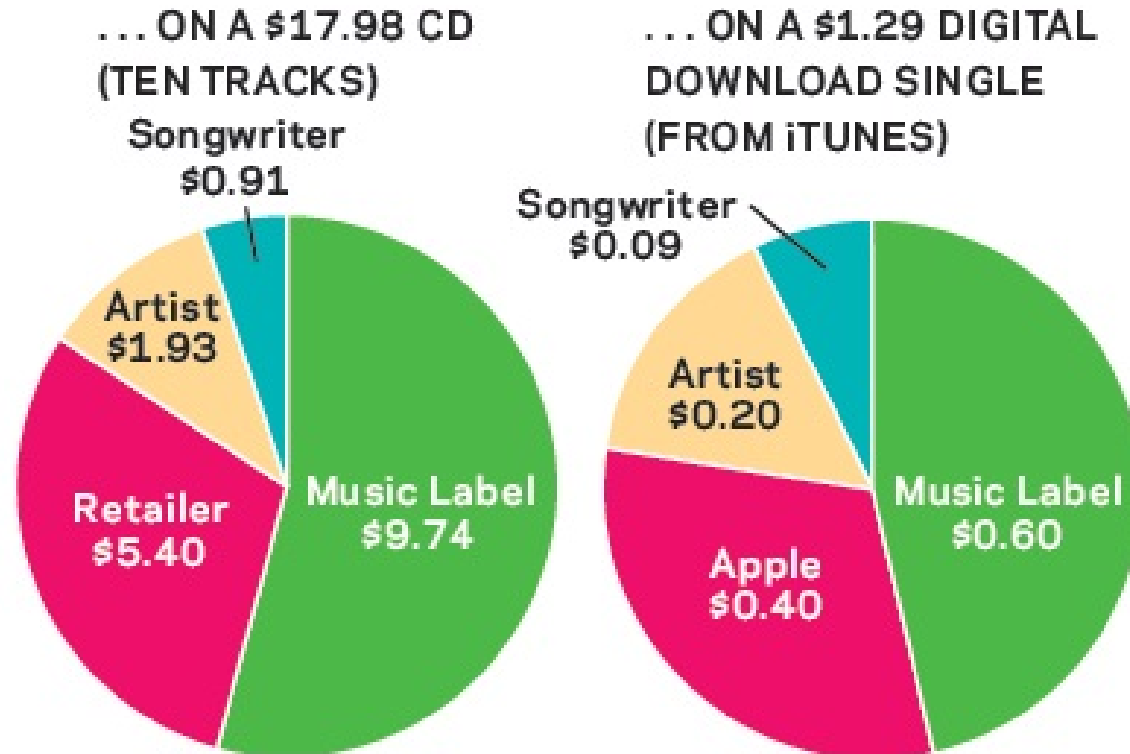
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- Making the music
  - Labels are driven by A&R (artist & repertoire) agents
- Selling the music
  - iTunes, Anderson Merchandisers (Walmart and Best Buy), Amazon
  - Subscription services
- Dividing the profits
  - Depends on the medium



# Figure 4.3: Where the Money Goes

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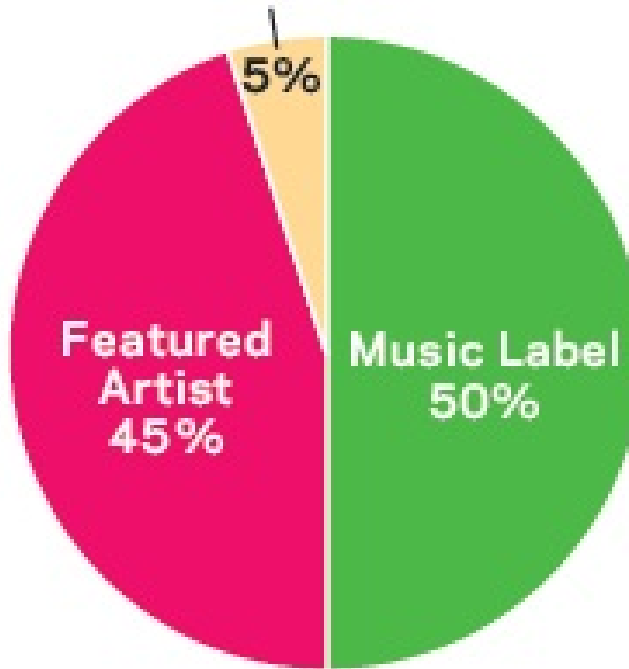


# Figure 4.3: Where the Money Goes

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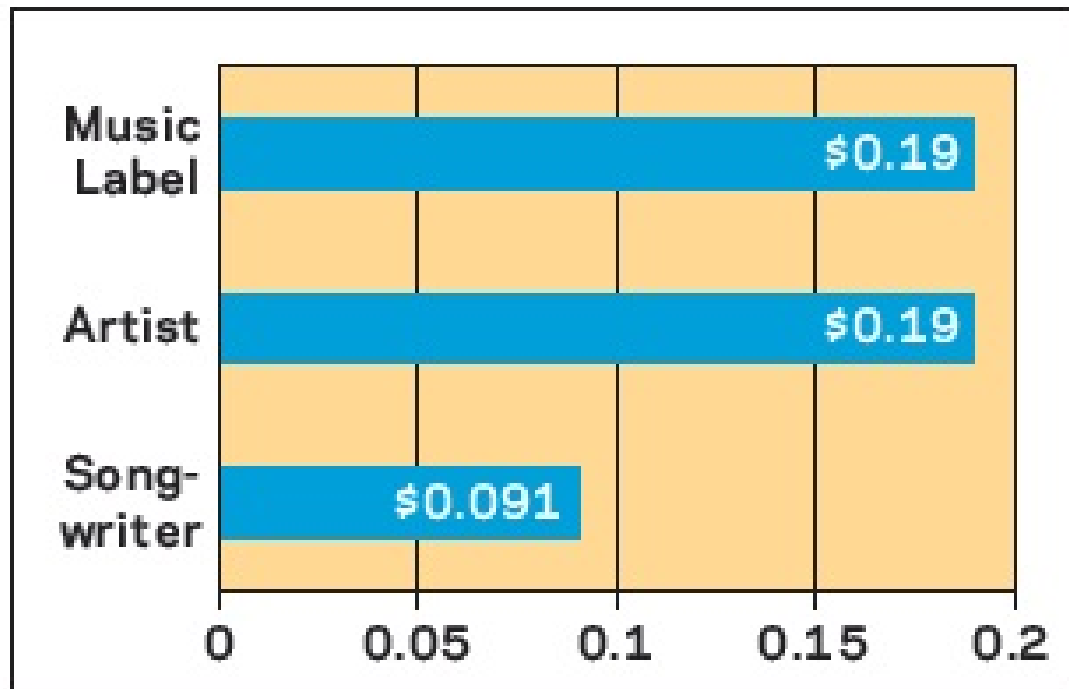
... ON A SONG PLAYED ON INTERNET RADIO  
(e.g., Pandora, Slacker)  
\$0.001 per performance (per play, per listener)

Nonfeatured Artist



# Figure 4.3: Where the Money Goes

... ON A SONG STREAMED 60 TIMES ON A  
SUBSCRIPTION SERVICE  
(e.g., Spotify, Radio, MOG)





# Alternative Voices

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- Indie labels continue to thrive.
  - More viable by using the Internet as low-cost distribution and promotional outlet
  - Some artists self-publish.
  - Signed and unsigned artists can reach fans through social networking and video sites.



# Sound Recording, Free Expression, and Democracy

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- Battle over rock's controversial aspects speaks to the heart of democratic expression.
- How can popular music uphold a legacy of free expression while resisting domination by giant companies?
- Popular music speaks to individual and universal themes.