

- **"Since then, the blogosphere and social networks have arguably been the key reasons anyone knows about us at all"- Lauren Mayberry**
- **"I will not accept online misogyny"- Mayberry**
- Neon Gold- music blog
- Blogs are used to boost bands
- Piracy is much easier to do now
- Jay-Z & Coca-cola used piracy to advertise
- Spotify etc
- Music industry response to piracy
- Taylor Swift removed her music from Spotify
- Soundcloud & bandcamp
- Ed Sheeran's "Sing" streamed 2million times online, sold nearly 400,000 in the first week
- **"Slowly, artists are going to have to let go of the album."- George Ergatoudis**
- **Will age classifications for music videos**
 - **!It notes the harmful effects of the media on young girls, and the negative influence on boys in terms of how it affects their behaviour towards, and perceptions of, girls and women."- Charlotte Richardson**
- **"But raunch is only effective because slut-shaming is still endemic"**
 - Richardson
- **"Pop can help young people discover what they need and who they desire."**
 - Richardson

Music and Media: Advertising and Syncing

- Advertising- The practice of displaying a product in a positive way in order to attract buyers
- Syncing- where music is made synonymous with a project: tv show or film working in tandem to promote each other
- Andrew Wernick- Vortex of Publicity
 - **"A product may come to advertise not just itself but the company that produces it and also the qualities associated with it"**
 - **"For example some ads refer to other ads thus increasing the level of publicity each receives as a result of the feedback loop"**
- Music industry theory:
 - 3 strands- recording, live performance, publishing
 - **"However much musicians want to make music and music users want to enjoy it, it is only music companies that are both equipped and invested in connecting them"-**
The music industries: from conception to consumption
- **Bethany Klein- "commerce makes art possible, just as art encourages commerce"- As heard on TV: popular music in advertising**
- 24.7% of music heard in adverts is pop
- Happy- most high selling song in 2014, due to syncing
- Publishing companies- manage rights for song use
- Advertising companies- set a vision to be interpreted
- Licensing companies- work to client briefs providing music for syncing needs