Josh Goldberg

I am very interested in music, specifically hip hop/rap and electronic dance music. I am always listening to new music and I create many playlists on the music sharing website, Soundcloud. I have always enjoyed listening to music, and a year ago I discovered Soundcloud, which allows users to create their own playlists. I stockpile the latest and best songs and arrange them in an order that flows well. My followers on Soundcloud then can repost and like my playlist.

Along with my interest in making playlists of other peoples music, I eventually want to learn and create my own songs and beats. There is a huge space for creativity in the music industry, whether it is creating music or working in the actual business, such as in the marketing department. According to Glenn Peoples, “There’s ample room left for business-to-business services that improve how music fans find concerts, buy merchandise and concessions at venues, and receive information within that environment.”

One of the most widely used music streaming applications, Spotify has changed the music industry. For a low cost of fewer than ten dollars a month, subscribers can get the latest music right when it’s released. “Spotify could be one of those undervalued companies. Its proponents could argue the company will not only disrupt the existing music market, it will make the market large enough to merit an $8 billion valuation,” Peoples said. There are pros and cons for Spotify. While it has the latest and best music, it doesn’t have any fan-made remixes that are usually posted on Soundcloud.
I believe music-streaming services like Spotify will change the future of the music industry. Subscribers to these music services will eventually be able to mix, remix, and curate playlist to DJ parties.
Works Cited
