

Seminararbeit

Just Price in The Music Industry

von

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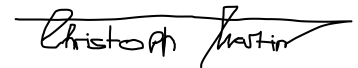
A handwritten signature in black ink, reading "Christoph Martin". The signature is written in a cursive style with a horizontal line extending from the end.

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1. Introduction

To begin with, I would like to mention why I have chosen 'Just Price in The Music Industry' as my topic. First, music is one of the oldest and longest lasting cultural assets in the history of mankind and will likely last until the end of the human race. With it comes a great pile of historic events and lessons learned. Although the music industry has a very long history, it has changed drastically in the last decade. Labels, globalism, mobile phones, streaming platforms and other technical innovations like the implementation of formats like MP3 led to a revolution in the industry that was never seen before.

As for myself, I am very interested in the topic since I spend a lot of my time besides university working in the music industry. As an artist, you always question the fairness of payment or certain contractual impositions by labels or organizers of concerts. It is conspicuous how many artists are moaning and complaining about the industry's rules, but nobody tries to take action and stand up for his rights. The fact that labels and huge corporations rule the industry scares away a lot of talented people since there is no chance of gaining success without the support of the before mentioned. Hence, it is important to understand the background and how the industry got to the point where it is now.

Digging deeper into the topic will allow me to better understand the processes behind the music industry and gives me an insight into to the theory of the just price, on which a lot of your economic systems (e.g.: minimum wage, etc.) are based upon. The above-mentioned points are for sure an enrichment for my future career whether in the music industry or the economic.

The Just Price is referred to be a discussion between economics and ethics, which tries to identify the fairness of the trade.¹ It is important to distinguish fraud and dishonesty from a just price in a regulated trade, where there are honesty and free will.²

¹ RationalWiki; https://rationalwiki.org/wiki/Just_price

² Pen Economics; <http://www.peneconomics.com/blog/2016/2/6/what-is-a-just-price>

2. Fair Pricing – Theory

The discussion about the just price and the fairness of trade already started in the antique. The most famous names are Aristotle and his successor Thomas Aquinas. Later followed the classicism, led by Adam Smith. They created the basis of what is still an important aspect of our society. However, in today's economic theory, the just price is not seen as a valid or feasible method since there is no objective way of deciding on a just price. Nowadays we have a market price which is determined by demand and supply.³

2.1 Ancient Times & Aristotle

Unfortunately, there is not much knowledge about the thoughts of Aristotle to the just price since his work and philosophy is generally about justice, which in his case is seen as fairness.⁴ In his work we can find the first written ideas of an economic theory, it was discussed beforehand but never in a structured way. Two of Aristotle's main points where the distinction between proportionality and economic exchange. However, he never made a distinction between market price and just price.⁵

Aristotle believed that proportionality is a fundamental cornerstone of equality in the society. Proportionality should determine the allocation of goods like honor and fortune between the members of the society.⁶ He believed that people who work hard and are determined to bring value to the society should earn more than the ones who are lazy, hence a system of equality dictated by effort and performance.⁷

The same idea applies for economic exchange. In trade, people should receive the same value as they give. Aristotle mentions that an economic exchange has to be under equal treatment for all parties involved. He applies the principle of retaliation, which means that an exchange is only seen as equal if it was voluntary and worthy for both of the parties.⁸ If the exchange was not of equality, the government has to intervene and clarify the circumstances. Furthermore, he claimed that goods have a

³ Pen Economics; <http://www.peneconomics.com/blog/2016/2/6/what-is-a-just-price>

⁴ Pen Economics; <http://www.peneconomics.com/blog/2016/2/6/what-is-a-just-price>

⁵ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.5

⁶ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.5

⁷ Pen Economics; <http://www.peneconomics.com/blog/2016/2/6/what-is-a-just-price>

⁸ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.5

certain measurable value, which allows people to judge if the price or the value of a certain product is fair.⁹

Generally, Aristotle was of the opinion that the modest and controlled use of money is vital for the society. For him, money has three major functions.

- a) Money as a medium of exchange
- b) Money as a store of purchasing power
- c) Money as a measure for value

Especially the last point is important for an equal transaction of goods between people. What is more, Aristotle had a very modern view of the value of the money itself. He was of the opinion, that the value is determined by the agreement of the people using the money.

However, he denied the use of interest rates since it has the sole reason to gain an advantage and make money. On the other hand, Aristotle advocated the possession of private property. That is because private property enhances the willingness to engage in the market and the general self-interest. Furthermore, the joy of possession improves positive goodness such as munificence. Bad habits like close-fistedness or acquisitiveness are not triggered by the private property, they are caused by the general bad deed of human beings.¹⁰ In today's point of view there are two main points that are interesting from the studies of Aristotle:

- 1) The danger of limitless acquisition of money
- 2) The correlation of ethics, politics, and economy

Aristotle's work is now seen as the foundation of the discussion about just price that followed.¹¹

⁹ Pen Economics; <http://www.peneconomics.com/blog/2016/2/6/what-is-a-just-price>

¹⁰ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.4

¹¹ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.5

2.2 Scholasticism & Thomas Aquinas

Many centuries after Aristotle, Thomas Aquinas picked up the ideas of justice in a time where the church was very powerful and had a huge impact not only on the theological but also on the economic part of the society. The highest goal in those times was a moral life that was agreeable to god. Hence it is impossible to make a distinction between economy and theology. The scholastics mainly discussed two important points:

- 1) The implementation of an interest rate system
- 2) Justice of price

A lot of the input was taken from the Bible or writings closely linked to the church.¹² The most important writer of the scholasticism is Thomas Aquinas. The concept of the just price will always be very closely associated with his name. In his famous work 'Summa Theologica' he rather talks about general economic challenges than about a complete economic theory.¹³ He further developed Aristotle's work, although he did not agree with every point. Especially on the topic of trade he was of a different opinion. Thomas Aquinas accepted that there is a fixed or objective value for certain things or products. However, he added that there can be a variation of value due to the time or place. The value depends on the certain benefits the goods brought to the owner. Also, there was the recognition that products who are in abundance are less in value than the ones in scarcity. Aquinas noticed something that Aristotle had not, and that was the recognition that the context of a transaction has a huge influence on the price and therefore also on the just price. For Aristotle, an animal has the same value wherever and whenever. Aquinas thought of it differently and stated that the value of an animal depends on the needs and abilities of the owner. For example, if a farmer owns a cow and he has the knowledge on how to milk it and then sell it on the market, the animal is far more valuable than for a citizen who has no idea of the right techniques or how to sell such specific good. Yet, he still believed in the principle of proportionality, where the seller should not sell a good at a higher price than the value.¹⁴

The Mises Institute sums up Aquinas theory and work:

¹² Söllner; Die Geschichte des ökonomischen Denkens (2012), P.6

¹³ MisesInstitute; <https://mises.org/library/myth-just-price>

¹⁴ Pen Economics; <http://www.peneconomics.com/blog/2016/2/6/what-is-a-just-price>

- “The merchant performs a valuable service
- The merchant can conduct business without sinning
- Buying and selling are to the advantage of both parties
- Misrepresenting the condition of goods in a sale is fraud
- Price is influenced by changes in supply and demand
- Price can vary according to location
- Price can vary according to time
- Price is a function of utility
- The just price is an estimate, and cannot be fixed with mathematical precision
- The just price is the current market price
- Price should represent the true value of goods”¹⁵

It is obviously the last-mentioned point, that sets Aquinas apart from his predecessor. He claims that every merchant who gains a considerable advantage in terms of value has to compensate to the person betrayed.¹⁶

Still today the theories of scholasticism are present. For example, the usage of usurious interest rates, price regulations and the claim for just payment are remainders from those times.¹⁷

¹⁵ MisesInstitute; <https://mises.org/library/myth-just-price>

¹⁶ MisesInstitute; <https://mises.org/library/myth-just-price>

¹⁷ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.9

2.3 Classicism & Adam Smith

After the downfall of the middle ages and the Roman empire, many things changed. There were the first steps toward a national state. The church and the believing of the people changed drastically. It was a time of economic upheaval. The mercantilism was the economic theory that shaped those times. The main message was the gain of affluence. People talked about imports, exports, money in general and customs. In order to earn enough money for the military and the state itself, the country had to have a healthy economy and have a trade surplus. The main motives of the mercantilism were profit-seeking, profit maximization and gainful trade. However, since mainly people of lower social status discussed the topics of the mercantilism, there are no works of the theory and exact ideas for the just price.¹⁸

Since capitalists in those times were mainly merchants, the writers focused primarily on the exchange, selling and buying, the former being the main resource in order to gain surpluses. Essentially there are three important points that can be found in most mercantilist writings. To begin with, the value (also natural value) was seen as the market price. Secondly, demand and supply were used to set a market price or market value for a certain good. Thirdly, writers talked a lot about intrinsic value which determines the demand. One of the most important writers of the mercantilism, Nicholas Barbon, talked about these points in his work '*A Discourse on Trade*'.¹⁹

It was not until the end of the mercantilism that writers focused again on the philosophical and ethical aspect. There was a focus on questions about money and currency. The first analysis of monetary transactions was made by Cantillon. He stated the importance of gold inflow and a surplus of exports, which was typical for mercantilists.²⁰

David Hume was a representative of the utilitarian philosophy. He focussed, as mentioned before, on philosophy and ethics. He believed that harmony of self-interest and group- interest could be achieved through the concept of countertrade economy. He claimed that every person has to have a certain amount of empathy in order to achieve harmony and not burst into anarchy.²¹ Hume also had an impact on monetary

¹⁸ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.10

¹⁹ Economist's View;

http://economistsview.typepad.com/economistsview/2007/06/early_mercantil.html

²⁰ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.11

²¹ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.22

policy, where he talked about national balances of payment and general international price levels. He illustrated, what would happen if every individual gets a certain amount of money:

“For suppose that, by miracle, every man in Great Britain should have five pounds slipped into his pocket in one night; this would much more than double the whole money that is at present in the kingdom; yet there would not next day, nor for some time, be any more lenders, nor any variation in the interest”²²

The history of economic thinking goes back many centuries. Many people believe that Adam Smith is the founding father of the economic theory, but actually, he got a lot of insights and ideas from the experts that lived before the classicism. However, Smith is seen as one of the most important and iconic writers of economic theory. He was the founder of the classical school of economy and his in 1776 published book *‘Inquiry into the Nature and the Causes of the Wealth of Nations’* is known as one of the most influential and popular books of the whole history of economy.²³

Adam Smith was a close friend of David Hume and hence, also a representative of the utilitarian philosophy.²⁴ He saw the economy in a close relationship with ethics, rights, and policy which reminds of the basis of Aristotle's work. For Smith, the conscience and the sympathy were important figures in the decision process of human beings, which is similar to the works of David Hume.²⁵

The most important book by Smith for the economic theory is *‘Wealth of Nations’*. His focus lied on the formation of price, economic growth, the welfare of the society and the distribution of income.²⁶ Compared to Aristotle or Thomas Aquinas, Smith had a different assumption of the value of goods. He believed that there is no such thing as an objective value for products. So, it is only possible to measure the value of a good through the individual and personal view of the parties involved.²⁷

Adam Smith wrote about the pricing and the distribution theory. He made a distinction between the ‘natural’ price and the market price. The former is only based upon the

²² MisesInstitute; <https://mises.org/library/david-hume-and-theory-money>

²³ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.24

²⁴ MisesInstitute; <https://mises.org/library/david-hume-and-theory-money>

²⁵ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.24

²⁶ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.24

²⁷ Pen Economics; <http://www.peneconomics.com/blog/2016/2/6/what-is-a-just-price>

supply. The natural price basically has to cover the manufacturing costs. The latter is based upon demand and supply and can vary in comparison to the 'natural' price. It is the market competition that pushes the market price to often match the 'natural' price. For instance, if the market price is above the 'natural' price, the factors of production will be used a lot more, with a much higher payment which means there will be a higher production to enhance the supply. The increased supply, however, is causing a decrease in the market price. This phenomenon is called 'The Invisible Hand' and is probably the most famous thesis of Adam Smith. Due to this automatic balance of the 'natural' and market price, the two are not matching for only a short amount of time, which allows the best possible utilization of resources.²⁸

As we can see, Smith was not able to really define a just price. He was the first to implement the demand side to the discussion. Furthermore, he was the first one to believe that justice is something that happens naturally and is therefore not an objective variable.²⁹

Smith ideas were complemented by some other writers. For instance, John Locke stated that others have to accept the rationality of other people that have an agreement and settled on a certain decision. If the two parties decide on an agreement which is accepted by each side, the price that is decided on is considered as just, irrespective of the opinion of others. Hence, there is no need for any interventions by others or even the state. For Locke, the state is only responsible to protect the property rights.³⁰

After the release of *'The Economics of Industry'* written by Alfred and Mary Paley Marshall, Smith's 'natural' price was considered as 'normal' price which was also called 'center of gravitation price'. There is a beautiful phrase in the book that perfectly displays the idea for the 'normal' price and the phenomenon described before:³¹

"The natural price is as it were the central price to which the prices of all commodities are continually gravitating. Different accidents may sometimes keep them suspended a good deal above it, and sometimes force them down even somewhat below it. But whatever may be the obstacle which hinders them

²⁸ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.25

²⁹ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.25

³⁰ Pen Economics; <http://www.peneconomics.com/blog/2016/2/6/what-is-a-just-price>

³¹ Andrews; Adam Smith's natural price, the gravitation metaphor, and the purposes of nature, P.1

from settling in this center of response and continuance, they are constantly tending towards it" (Marshall and Marshall 1879: 77; citing Smith WN I.vii.15)³²

For the Marshalls, the price is natural when the competition is truly free and not directed by monopoly or the state.³³ They added the theory of calculating an equilibrium between demand and supply. Their idea was, that every seller has to be paid more than their personal value of a good in order to have the willingness to sell the good. So, they only sell if they have an incentive to do so. On the other hand, the buyer is only willing to pay a price lower or at least equal to his price. Hence, there is no chance to have a proportionality. This is a viewpoint Aquinas would have definitely not agreed with.³⁴

Karl Marx distinguished two kinds of forms of character for work:

1. Work as human manpower (physiological) in order to create a value of goods.
2. Work in a particular dedicated form in order to create the practical value.

Work as working hours are included in the exchange value of a good, which determines the market price. The question about the just price has in Marx's work turned to the question of social justice. However, he saw the solution not in justice but in the challenge of overcoming capitalism. Marx made a suggestion to the labor forces: instead of trying to achieve a just day's wage for their work, they should ask for a revolution of the wage plan and incorporate a new, more efficient and just compensation scheme.³⁵

³² Andrews; Adam Smith's natural price, the gravitation metaphor, and the purposes of nature, P.2

³³ Andrews; Adam Smith's natural price, the gravitation metaphor, and the purposes of nature, P.2

³⁴ Pen Economics; <http://www.peneconomics.com/blog/2016/2/6/what-is-a-just-price>

³⁵ Wikipedia; https://de.wikipedia.org/wiki/Gerechter_Preis#cite_note-12

2.4 Today

Today we live in a time, where the economic theory is based upon ideas of the neo-classicism.³⁶ It has been introduced in the second half of the 19th century. The theory underlies the idea of the marginal principle of allocation and the principle of the 'homo economicus'. The most famous writers of this time were Alfred Marshall, who was one of the economists who made the transition from classicism to neo-classicism possible, William Stanley Jevons, Léon Walras and the founder of the Austrian school Carl Menger.³⁷

For Carl Menger, the subjective element, which depends on the subjective opinion of each person, is very important. Each product or good has a value that depends on the specific evaluation of the persons involved. The price is as high as the final utility. If a good is available in excess than the final utility is lower. Hence, a product like rice is much less expensive than a scare good like gold. The market power of the company involved and the amount the customer wants to pay, dictate the market price. However, there lies the danger of a monopoly, in which case the company is able to set and dictate prices since the customer has no other choice than to buy it from this specific company.³⁸ In the music industry, we most certainly can find some hints of monopolies.

In today's times, the theory of just price is not practicable anymore since there is no solution or right way to set a just price. Because there is a minimum set, many of the western industrial nations have applied the system of a market price which is determined by demand and supply. The market is mainly "left alone", that means that the discussions between employees and employers are conducted by organizations made specifically for this reason. There are only a few times when the government intervenes and that is if the market price drifts apart too much from the "just" price. For instance, the state introduced special taxes for goods like tobacco. A big discussion point today is the minimum wage which was introduced in Germany a couple years ago and is still a controversy.³⁹

³⁶ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.43

³⁷ Wikipedia; https://de.wikipedia.org/wiki/Neoklassische_Theorie

³⁸ Söllner; Die Geschichte des ökonomischen Denkens (2012), P.43

³⁹ Pen Economics; <http://www.peneconomics.com/blog/2016/2/6/what-is-a-just-price>

2.5 Summary

As we can see, the discussion about the just price has been around for a very long time. The chapter was divided into four parts, in each discussing the main writers and ideas behind their work about justice and the just price.

The first epoch was the antique with Aristotle as the main writer, who certainly was not the first one to talk about it, but the first to write about it in a structured way. He distinguished between proportionality and exchange value. He believed in a system of equality which is dictated by effort and performance.

The next epoch was the scholasticism with Thomas Aquinas as the main writer. He further developed Aristotle's ideas. In his 'Summa Theologica' he claimed that every good has a fixed objective value, although it may vary depending on time and place. He supported the theory of proportionality, where the seller should not sell a good at a higher price than the value.

The third epoch discussed was the classicism and Adam Smith. He implemented the idea of the 'Invisible Hand'. For him, the economy has a close relationship with ethics, rights and policy. He also was the first one to make a distinction between the 'natural' price and the market price, latter being depended on supply and demand. John Locke added some ideas to the discussion. For instance, if two parties decide on an agreement which is accepted by each side, that price is considered as just, no matter what others say. Smith's ideas were further developed by writers like Alfred Marshall, Immanuel Kant and Karl Marx.

It might be true that in today's society there is no such thing as a just price since the principle of the market price has been accepted. However, the discussion about general justice and just reallocation are still going strong. It will be interesting to see how the balance of third world and development countries compared to Europe and America will change over the next decade. Also, in the music industry the discussion about justice, rights and payment of artists is constantly present.

3. The Music Industry – Overview

Music has always been one of the most important and joyful social activity for human beings. It is an industry that exists now for a very long time and is likely to be around for as long as the human species walks this planet. To begin with, there will be an overview of the long history of the music industry and a quick look at the current status of the industry. Afterward, there is an overview of the market participants and a discussion about their roles and conflicts.

It is important to understand that the music business, like any other business, is depending on its environment. The music industry we now know is a product of the industrialized 20th century, which says a lot about the music business. It is a business where music is consumed and made in an industrial way. Music is not just an art form, it has become a product. A product that has to fit the market and bring the companies that dictate the music business the biggest possible return in form of money. It is very important to keep in mind what the idea behind all the decisions in the music business is like in any other 'business' the main driver is money and power. The industry wants us to believe that their interests are the same as the ones of the art form of music. The sad thing is, that they are able to so in a monopolistic environment since the market is ruled by only a few big corporations.⁴⁰

Since this work is about the just price in the music industry, there is a beautiful explanation of the value of music made by Jonathan Harris, who wrote:

"The history also touches on the question of what the value in music is and where it comes from. The value might be an easy thing to grasp intuitively, but it's a difficult concept to explain. Generally speaking, people see value as related to price. Something that they consider to have value irrespective of price is often said to have sentimental value. Music can have great sentimental value; certain songs really mean something to us. And it's this concept of meaning that is the most useful in understanding the core value in music."⁴¹

⁴⁰ Harris; A Brief History of the Pre-Internet Music Business, P.2

⁴¹ Harris; A Brief History of the Pre-Internet Music Business, P.3

3.1 History

The history of the music industry can be divided into various parts. Singing and playing percussion on all kinds of different items have been around for thousands of years. This work will put a focus recorded music starting from the first printed sheet-music up to highly technical productions of recent times.

Part One: Live Music

There have always been live performances when there are groups of peoples. Up until the 1920's people could only listen to music if they went to see a musician or play an instrument. Music only existed at the moment.⁴² Artists performed against a payment in money or any other form of value exchange. The performances varied from solo artists to groups and even musicians that were included in circuses that traveled around the country. This form of making music is the oldest and longest lasting, it is still going strong and is likely to last for a long time, although there has been a reduction of interest due to the internet. The debate of concerts via the internet is a very recent one, especially since nobody has to pay anything to watch a full concert on platforms like YouTube.⁴³

Another form of music that was very popular for a long time and is now seeing a massive decrease is music-making in the house. Music was made with all sort of instruments. In the beginning, they were hand-made unique copies but later were produced in an industrial way. The same applied for printed music sheets. However, the production of Music sheets or instruments had its limit since there always have been quite some challenges in order to master the skills of playing an instrument, making music and being able to read music.⁴⁴ Unfortunately, the numbers of people that are capable of playing an instrument are decreasing, also likely being caused by the internet and other distractions like mobile phones or computer games. In Germany, the numbers of people playing an instrument dropped from 25,6% in 2008 to 17,7% in 2012.⁴⁵

⁴² Planet Wissen; Musikindustrie

⁴³ Musicthinktank.com; A Brief History of The Music Industry

⁴⁴ Planet Wissen; Musikindustrie

⁴⁵ Musik-heute.de; Umfrage: Deutsche machen weniger Musik – Interesse wäre größer

The following graphic is showing the development of the frequency of people playing instruments in Germany. There is a significant decrease noticeable.

	Mehrmals wöchentlich	Mehrmals monatlich	Einmal monatlich	Seltener
2011	2,04	2,39	1,2	3,52
2014	1,9	2,54	1,2	3,67
2015	1,59	2,49	0,76	3,39
2016	1,46	2,37	0,9	3,34
2017	1,54	2,45	1,05	3,08

Figure 1 Population in Germany on the frequency of playing an instrument in their free time from 2014 to 2017⁴⁶

Nearly half of the kids that start learning an instrument in school are stopping before they graduate. Two interesting facts are, that the level of education is influencing the willingness of learning an instrument. On the other hand, making music and playing is not considered to be expensive, hence we cannot argue that there is no just price for instruments. Although the internet may harm the numbers of people learning an instrument, it has also its good sides. Video learning videos are increasing strongly over the last decade and hence offering musicians a new and affordable way of learning how to play an instrument.⁴⁷

Part Two: The Music Publishing Industry

After the invention of the printing press in the 17th century by Gutenberg, the market for music sheets started to grow. By using the economy of scale, the publishing industry was able to reach a much wider audience than before. The classical music was leading the way from baroque up until the romantic. Through the print technique writers were able to copy the music sheets and hence spread the word so that many orchestras were able to play and perform whatever was handed to them on paper.⁴⁸

In the following years, artists tried to commercialize their music and reach a broader audience.

⁴⁶ Statista WU Wien; Bevölkerung in Deutschland nach Häufigkeit des Spielens von Musikinstrumenten in der Freizeit von 2014 bis 2017

⁴⁷ NMZ.de; Studie: In sieben Millionen Haushalten stehen Instrumente in der Ecke

⁴⁸ Musicthinktank.com; A Brief History of The Music Industry

In 1877 Thomas Edison invented something that would change the whole industry: the phonograph. It was a machine that was capable of recording and playing music using a thin metal cylinder. Initially, it was used to reproduce a speech for educational reasons. It was not until the Columbia Phonographic Corporation that noticed the potential for using the technology for entertainment reasons.⁴⁹ Emil Berliner developed Edison's machine and invented the gramophone. In the beginning, it was only seen as a curiosity since people only adapt slowly to radical innovations. The first broadly known song was 'Vaterunser' which was a spoken text by John O'Terrel. The first real superstar of recorded music was Enrico Caruso, a tenor from Milan. He recorded over 200 records and made together with Emil Berliners Grammophone Company Ltd. huge earnings.⁵⁰ Being able to record an artist and then listen to it as often as somebody wants to, was the foundation of the music industry.⁵¹

Even back in the 20th century, there was already an asymmetry of distribution. Having a hit was very lucrative, but not for the songwriters who were poor and happy to even earn a little bit of money. The real profiteers where the publishers who really only had to invest in the promotion. The persuaded a leading performer at a big and known theatre and included the music in a huge stage production. So, the main goal of achieving maximum exposure has always been nearly the same. Unfortunately, also the fact that the musicians and writers of the music were exploited by the publishers.⁵²

In order to gain more income and protect themselves against the growing record companies, publishers and writers forced the government to implement a copyright law which was done by the introduction of the Copyright Act of 1911. In 1924 there were two associations that were responsible for collecting the revenue, 'Mechanical Copyright Protection Society Limited (MCPS) for reproduction of music, and the Performing Rights Society (PRS) for public performances.⁵³

The history of the copyright for music in the US was slightly different. It perfectly illustrates the battle for rights and inevitably the fight for a just price. In 1909 a copyright law similar to the one in Europe was introduced. However, the biggest difference was, that the US legislation saw the public performance of a record integrated into the

⁴⁹ Harris; A Brief History of the Pre-Internet Music Business, P.6

⁵⁰ Planet Wissen; Musikindustrie

⁵¹ Musicthinktank.com; A Brief History of The Music Industry

⁵² Harris; A Brief History of the Pre-Internet Music Business, P.6

⁵³ Harris; A Brief History of the Pre-Internet Music Business, P.8

publication and the sale of the record. Although the difference seems kind of small for an outside person, it actually makes a huge difference in payment. Still today, writers get a lot of money when their songs are performed live on stage. The discussion about the separation of performance and publication kept going on for a very long time. The main issue was, that the artist or publisher was not able to make money from his song after he sold it. Since there was no law protecting the writer, he did not get a single penny when his music was played or performed, which is a definite sign of injustice.⁵⁴

In order to sort this problem, the American Society of Composers, Authors and Publishers (ASCAP) was founded in 1914. However, they did not start to collect royalties until 1921. Radios have very fast become the biggest and most important distribution channel for music, which gave them a lot of power. In the beginning, the radio stations were not too happy about the ASCAP collecting royalties and argued that they have bought the record, so they are allowed to play it. The problem was, that the American allowed the radio station to do so. The broadcasters claimed that the ASCAP acted as a monopoly. So, they decided to create a rival, which was the Broadcast Music Incorporated (BMI) in 1939. Following that, the American Federation of Musicians called off a strike which lasted for a whole year. The result was that, although there were major technological innovations, the music market in the US had the same value in 1945 as 25 years before in 1920.⁵⁵

Another development that happened in the early 1930's and 1940's was the creation of the so-called 'Star System'. The investments shifted from big machinery that enhanced the manufactural aspect of music, to the promotion of certain artists, that then become huge 'stars'. The first ones being Bing Crosby and the Dorsey Brothers. That 'system' is still today a very popular method. Artists nowadays are much more than just musicians, they are influencers, brand ambassadors, stars and a lot of them act in movies or commercials. Hence, there is a huge distribution asymmetry, where very few artists and their management, including the labels, are getting a lot of revenue, whilst young artists are struggling to survive. The goal of profit maximization is a fundamental part of the American Dream and since the music industry, especially in

⁵⁴ Harris; A Brief History of the Pre-Internet Music Business, P.8

⁵⁵ Harris; A Brief History of the Pre-Internet Music Business, P.9

the last 40 years, has been massively influenced and is dominated by the Americans, it is of no surprise that a just distribution is not easy to be found.⁵⁶

Furthermore, there were the first possibilities to market music besides having rotation on the radio stations across the country. One of the inventions was the jukebox, where especially black music was distributed. It again shows the difficulties of black people in the US since there was nearly exclusively white people's music that was played on the radio.⁵⁷

To sum up, right before the second world war the music industry consisted mainly of radios, sales of records, jukeboxes and promotion through film. The industry had stagnated for a long time and although there were technical innovations, the music did not change too much which resulted in little to no increase in revenue for the participants of the music business.⁵⁸

The second world war brought a lot of movement into the music business and industry started to change. The communication technology got more advanced and gave a new potential of reaching a broader audience. Keeping Communication secret during the war was very important. Methods like sending a Morse code demanded a synthesizer that was capable of producing a sound. Musicians used that technology to their advantage. Connecting the synthesizer with a keyboard gave them the opportunity to create a new sound that had not been heard until then.⁵⁹

One of the most important people for the music industry was Les Paul. He was the first one that made it possible to record with multi-track recording. This gave musicians an unbelievable freedom since now overdubbing was possible. That means, that not all instruments had to be played at the same time. For instance, the guitarist could record the rhythm guitar and then overdub it with the lead guitar or a solo. That saved a lot of artists a lot of money since it is much more efficient and there is no need to pay for studio musicians. Les Paul had another very iconic invention. He was not happy with the output he got from his guitar, so he decided to build his own one. He created the first Solidbody guitar and is now referred to be the godfather of the electric guitar which

⁵⁶ Harris; A Brief History of the Pre-Internet Music Business, P.10

⁵⁷ Harris; A Brief History of the Pre-Internet Music Business, P.10

⁵⁸ Harris; A Brief History of the Pre-Internet Music Business, P.10

⁵⁹ Musicthinktank.com; A Brief History of The Music Industry

set the starting point for Rock and Roll history. He is the eponym of what would become one of the most iconic and best-selling guitars of all time, the 'Gibson Les Paul'.⁶⁰

Due to the development of new technology, like the Vinyl LP and Vinyl Single, the production got way more efficient which led to a decrease of costs. As a consequence, more and more independent firms came into the market and took away a huge stake away from the majors. The market share of majors dropped by 20%. However, the biggest mistake by the record companies was to not develop any new music forms or styles for a long period of time. That forced the companies to make money by vertical integration. The problem was, they did it with disputable measures. For instance, by strengthening the connections with media companies they could secure a lot of money from the film industry and television, paying retailers to not offer the music of contender record labels, controlling jukeboxes and payola. The last being one of the most disputable methods in the last decades in the music business. Basically, someone pays the radio stations or TV productions to play or use the song. Jonathan Harris wrote:

“Maybe the radio broadcasters weren’t too far wrong when they claimed that playing records as tantamount to advertising; something for which people are used to paying.”⁶¹

The 1950’s and 1960’s were the starting point of Rock and Roll. As mentioned before, the invention of television changed a lot. The death of the radio was expected, which of course did not happen, hence, a lot of the advertisers shifted from radio advertisement to television advertisement. In order to stop the numbers of falling, the radio stations changed their program to a single-format station where they address a very specific target group. For example, some broadcasters would only play Blues music, whilst others would target teenagers. This was a big upheaval for the industry since this measure resulted in a much more divert music and more opportunities for young and unknown artists to be recognized.⁶²

During that period the major labels lost half of their market share to independent labels. While chasing for the next big superstar they missed out on guys like Chuck Berry and

⁶⁰ Musicthinktank.com; A Brief History of The Music Industry

⁶¹ Harris; A Brief History of the Pre-Internet Music Business, P.11

⁶² Harris; A Brief History of the Pre-Internet Music Business, P.12

Elvis Presley, who was signed to the independent label RCA Records. Elvis was a phenomenon, he was the one that started Rock and Roll. The big major labels did not believe that this genre was of any importance. The result was, that the four biggest labels had a market share of under 30%. In order to better their position, the majors adapted the strategies of the independent labels, like introducing an Artist & Repertoire (A&R) manager. This was a good step for musicians and artists since it meant that there was a shift from the 'star system' to a system where the value is created not by making someone a star, but by the creative talent of the artists. But finding talent proved to be difficult. Famously known is the story of the A&R manager of Decca turned down the Beatles.⁶³

The Beatles brought another shift in the industry. Beforehand, the American music primarily dominated the European market. The industry in Europe did not suffer as much as the one in America from monopolies, but they had to recover from the second world war.⁶⁴ The Beatles were the first mega-band. They performed their own songs and their concerts were packed by enthusiastic and screaming audiences. Shortly after them, followed another mega-band to rule the American and global market: The Rolling Stones. With these groups, the revenue was rising which caught the attention of other companies who started investing in the business. Due to the increase in investments, there was the possibility to create bigger and more entertaining shows with huge productions. This brought much more justice in terms of payment for the artists. In addition, the introduction of merchandise brought a whole new revenue stream which enhanced the possibilities for labels and artists.⁶⁵

The 1960's marked the peak of musical innovation and revenues were high. There was a new openness to music and a new genre meant a new change and opportunity. Many of the most famous bands were found in the 60's including bands like Deep Purple, Rolling Stones, The Beatles, Led Zeppelin or Pink Floyd. Also, many new genres evolved in the 1960's like Folk Rock, mainly started by Bob Dylan who also was one of the first artists with a political statement and was seen as a rebel. Other genres were, for instance, soul music (in a popular sense) or funk.⁶⁶

⁶³ Harris; A Brief History of the Pre-Internet Music Business, P.12

⁶⁴ Harris; A Brief History of the Pre-Internet Music Business, P.12

⁶⁵ Musicthinktank.com; A Brief History of The Music Industry

⁶⁶ Harris; A Brief History of the Pre-Internet Music Business, P.12

The 1970's brought again a rise of the major labels. Instead of continuing to use vertical integration as a strategy they used the 'federal system'. One of the leaders was Warner Brothers. They bought various labels like Asylum, Elektra and Atlantic. Warner Brothers let them operate separately. Only finance, distribution and manufacturing were centralized. At the end of the decade, another shift appeared. The Sex Pistols led the way for Punk Rock. This musical genre and especially the highly political messages had put labels under huge pressure. Whilst Punk was not a commercially successful genre, disco started to rise in the US. The songs were apolitical and very easy to listen to which led to a huge commercial success. Since a lot of disco music also came from musicals, the bond between entertainment and media companies grew stronger, reminiscent to past success stories. Disco reached its top with the musical Saturday Night Fever.⁶⁷

The following decade was embossed by the invention of new genres like Hip Hop or Electro. The market share of majors grew up to 65% and a new strategy was applied. Instead of fierce competition, the labels tried to cooperate in order to decrease costs.⁶⁸

As the history of the music business has shown, the market value is closely tied to the introduction of a new music carrier format. It was the Compact Disc (CD) that triggered the upwards trend. Since a lot of people changed from Vinyl to CD, the labels were able to sell a lot of old records that were released on CD. The format was a major revenue stream for the labels. With music television and music videos, the media companies and the music industry melted even more together, that resulted in the merger of many labels and companies which led to huge corporations controlling many channels including television film and radio.⁶⁹

At the end of the century, stagnation hit the industry, which was followed by a recession. The Internet and the invention of the WorldWideWeb by Tim Berners-Lee changed the whole industry. The internet removed the geographical restriction and opened the market to a whole new audience. People did not have to go to the next store in order to buy an album. Napster was the first platform to take profit of the internet. The music industry and labels panicked and tried to hold on to their strategy of selling albums in physical form which turned out to be a huge mistake. Due to the

⁶⁷ Harris; A Brief History of the Pre-Internet Music Business, P.17-19

⁶⁸ Harris; A Brief History of the Pre-Internet Music Business, P.20

⁶⁹ Harris; A Brief History of the Pre-Internet Music Business, P.20

fast rise of the internet, the legislation did not protect the writers or publishers from internet piracy or misuse of copyrights.⁷⁰

3.2 Current Status & Future

Today firms like Apple with his iTunes Store and Apple Music, Amazon and Spotify are big global players in the music industry. That is the reason why the revenues of selling music decreased massively. The live performances and channels like YouTube are the main income generators. Hence, the labels reacted and are now, due to their huge market share, are only offering so-called 360 deals. Those so-called 'multiple rights deals' are the worst thing for musicians, whether for bands or for solo artists. Since the decline in record sales, the majors are trying to find new revenue streams. Instead of earning money from record sales, they now get a share of all the earnings the artist receives. Artists who have signed a traditional contract normally only got a small percentage of the royalties and subtracted the costs of production. However, they would get the revenues of publishing, merchandise, touring and endorsement. Now, with these 360 deals, the label gets a share of songwriting, publishing revenue, endorsement deals, merchandise sales, tours, concerts, performances on TV or the internet, digital sales and streaming. It is of no surprise that the 'multiple rights deals' are very controversy. Labels missed out to adapt and innovate their business segment. The strategy of just taking more from the artists and claiming they would invest more into promotion is just a short-term solution for a much bigger problem. The likelihood of it firing back is high. The internet is giving artists the possibility of pursuing their dream without the need of huge labels. It is possible to reach a broad audience all around the world by working completely alone. Still, distribution for an album is difficult but at least the bargaining position is much better for artists that already have a huge fan base over the internet.⁷¹

It will be interesting to see how the music industry will develop in the next years. As in many cases, new technology will play a huge role for the direction of the business. Artists today have to know so much more about marketing and management. Artists are now much more than just musicians, they are content creators that have to deal with social media and learning how to generate money through brand deals and

⁷⁰ Musicthinktank.com; A Brief History of The Music Industry

⁷¹ The balance careers; Learn How 360 Deals Work in the Music Industry

more.⁷² Experts in the industry guessed some future developments for the music industry. Spotify's Senior Editor says that hits will live forever. A couple of years ago there was only about 12 weeks time to make a song a hit. This has already changed; the life cycle of a song is much longer and will be even longer in the future. Secondly, the image of a global superstar will change. Due to the internet, there are and will be many more self-made superstars that do not need the help of a major label in order to generate a huge fan base. Arun Chamba, the music manager of Shazam said that virtual reality will become the new normal. It will be possible to attend concerts without physically being there. As mentioned before, everyone will become a content creator. Videography is growing by the minute and artists have to adapt by posting videos and photos of their life in a regular manner. If they do not have social media profiles the likelihood of getting famous is much smaller. Music will also be more global. The charts will be filled by different genres from different artists around the world. For instance, the song 'Despacito' has topped the charts for a record-breaking time in the UK. Furthermore, the live experience will get more extreme. In times of the internet and platforms like Facebook, Instagram or YouTube normal is not good enough anymore. Everything has to be an experience, and the ones who implement it the best and the most creative will succeed. Another interesting idea was mentioned by François Pachet, the director of the Spotify Creator Technology Research Lab, he claims that artificial intelligence will play a huge role in songwriting. Lastly, experts expect the radio to turn more into a multi-format creative agency instead of just fulfilling the radio typical work.⁷³

3.3 Market Participants

On a global scale, there are many participants in the music market. The most important being the labels, media corporations (radio, television included), the artists, investors, advertisers, concert/event agencies and many more. This work will mainly focus on the labels and artists since the question of justice between them is the important one.⁷⁴

⁷² Forbes; How To Make It In The Music Business Today: Improvisation All The Way

⁷³ Redbull.com; The Future of Music: 10 predictions from industry professionals

⁷⁴ Musikindustrie.de; <http://www.musikindustrie.de/>

After 15 years of decline, the music industry currently faces a massive upwards trend. The market today has high growth rates, mainly thanks to the new technology like Streaming. The digital share of the global revenue in 2017 was 54%, whilst the revenue of physical products dropped down by 5.4%. In 2017 the market growth was 41.1%. The year 2017 generally marked a very positive and record-breaking year. Latin music got very popular on radio stations across the whole world and Ed Sheeran's album 'Divide' broke new records that have not been seen before. The rise can be explained by the investments into digital innovations in order to enhance the experience for listeners and fans. However, that only adds up to 68.4% of the revenue gained in 1999 where the music market peaked. Still today, there is the copyright infringement is a huge topic and has yet to be solved. The industry is trying to solve that challenge in order to gain sustainable growth in the future. Overall the market generated a revenue of totally 17.3 billion dollars.⁷⁵

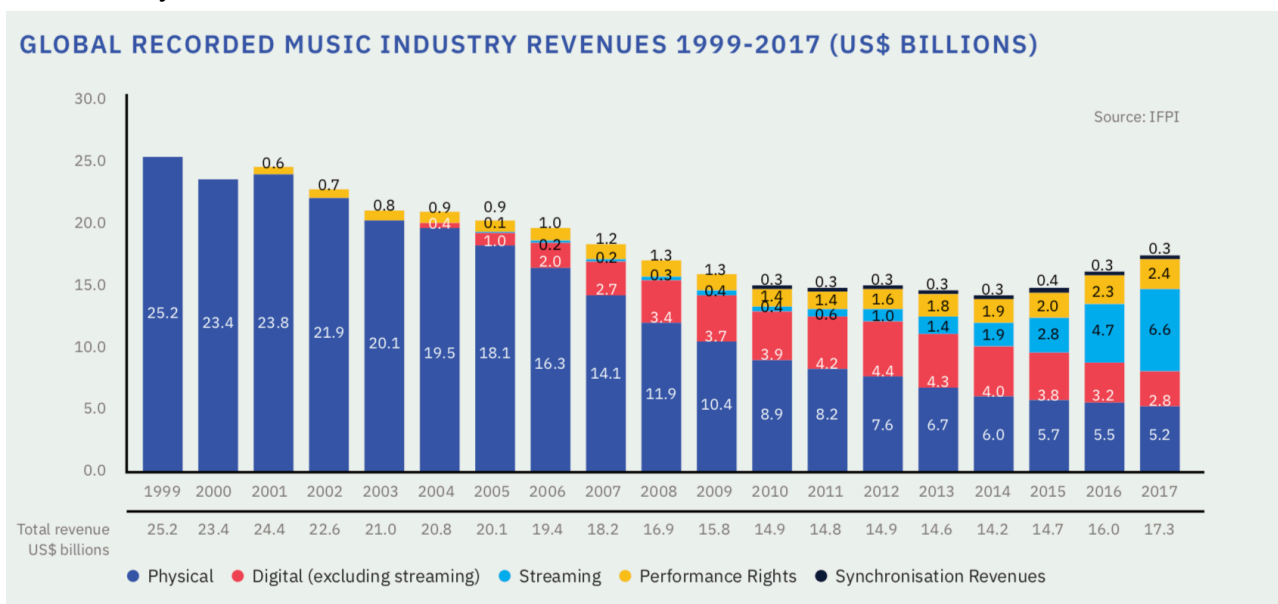


Figure 2: Global Recorded Music Industry Revenues 1999-2017⁷⁶

It has to be mentioned that the ten biggest music markets are: USA, Japan, German, UK, France, South Korea, Canada, Australia, Brazil and China.⁷⁷

3.3.1 Labels

Still, over 70% of the musicians that do not have a contract with a label yet, want to work with one and see a contract as the ultimate goal. The discussion about labels,

⁷⁵ Ifpi.org; Global Music Report 2018; P.10

⁷⁶ Ifpi.org; Global Music Report 2018; P.11

⁷⁷ Ifpi.org; Global Music Report 2018; P.11

especially the majors, is very controversial. In the end, it depends on the situation and the goals of the artists. It might be true that in today's time it is much easier to distribute music over the internet. In order to have a good carrier, there is no way to do everything alone. It is impossible to handle promotion, the creative part like music and music videos or the general content creation, booking, management etc. all together. The difficulty for artists is that there is no time for the creative part and a chance to develop the musical and creative abilities which are vital for a career. Another big plus point is the investments that usually cannot be paid by the artist. A label typically invests roundabout 500.000 to 2 million US-Dollars into a recently signed artist.⁷⁸

“The role of the record company is still irreplaceable. To develop a global career with an artist you need boots on the ground in 70 plus countries – that’s what a record company can bring.” (Michele Anthony, Executive Vice President of Universal Music)⁷⁹

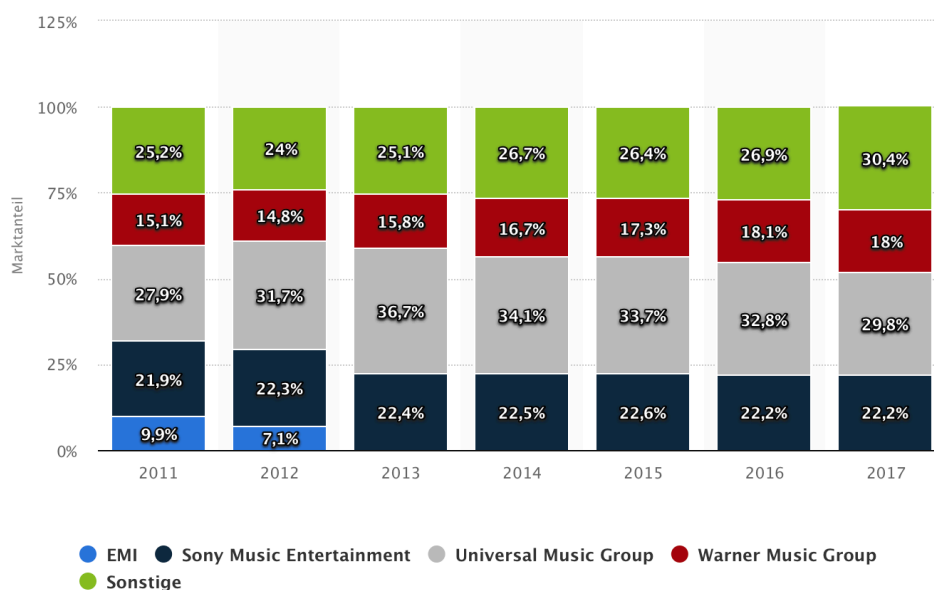


Figure 3: MaPrket Share of the Biggest Record Labels Worldwide⁸⁰

The famous three major labels are Sony, Universal Music and Warner Music. Indies in Germany are for instance: Alive, Believe Digital, Edel/Kontor, Naxos or tonpool.

⁷⁸ Musikindustrie.de; <http://www.musikindustrie.de/musikfirmen/>

⁷⁹ Ifpi.org; Global Music Report 2018; P.23

⁸⁰ Statista WU; Marktanteil der größten Plattenfirmen weltweit in den Jahren 2011-2017

3.3.2 Artists

On the other hand of the spectrum are the artists. Many of them complain about injustice and bad payment. That is why it is so confusing that still, 70% of the non-signed artists try to get a label deal. The gap between poor musicians and multi-millionaire artists like Ed Sheeran is getting bigger. But why is that? On a global scale, an artist is lost without a label. The majors use that as an advantage since musicians who want a global career, have no other choice than to sign to one of only three major labels. Since there are no real other options the music market has become a monopolistic market. Every artist is dreaming of a big global career, so it is easy for labels since the musicians take what they get. The room for negotiating is very small since the majors could easily pick a different artist. The solution might be, that an artist has to get enough famous by having a huge fan base thanks to platforms like YouTube, that they are in a much better place to negotiate.⁸¹

3.3.3 Payola & Value Gap

There are two major issues for artists. The first one being that the chance of getting played on the radio or being added to a playlist on Streaming platforms, is really low. Labels use payola in order to get their artists more known. Payola also means 'pay to play' and that says it all. Labels pay radio stations or curator of playlists money. This limits the chances for independent artists to get recognized.⁸²

The second problem is the value gap. The value gap is the difference of value between artists and certain platforms. The revenue that platforms like YouTube payout to the music community is of no justice. That happened due to an inconsistent application of online liability laws. The platforms claim that they are not liable for the music, although many people use YouTube as a Streaming platform. Music has to be compensated in a fairly way. Also, platforms like Spotify, Apple Music etc. are competing against platforms that do not play by the same rules. The solution is to take new legislative action and prevent a fair remuneration for artists and writers.⁸³

⁸¹ Musikindustrie.de; <http://www.musikindustrie.de/>

⁸² Digital Music News; Major Label CEO Confirms That 'Playlist Payola' Is a Real Thing

⁸³ Ifpi.org; Global Music Report 2018; P.27

4. Streaming

4.1 Upward Trend in the Music Industry

Streaming has changed the music industry massively. It has been boon and bane for the industry since it has definitely increased the revenues for the whole industry and stopping the piracy that was caused by the invention of the internet in the late 90's. However, the gap between artists that are immensely successful and musicians who only get paid a small part for the streaming compared to the others. The Streaming platforms are claiming that they are the ones to thank for since people are once again paying for music again and that streaming is giving young artists a huge platform to reach new audiences. Much more than an evolution, it can be seen as a revolution. As mentioned before, the digital music share of global revenue was 54% in 2017 and there was a growth of paid subscription streaming by 45.5%. Streaming is now the largest revenue source of the music industry. At the end of 2017, Streaming platforms counted 176 million users of paid subscriptions. 64 million of the 176 million were new subscribers that joined the services during the last year.

STREAMING REVENUE GROWTH YEAR ON YEAR: 2013 – 2017

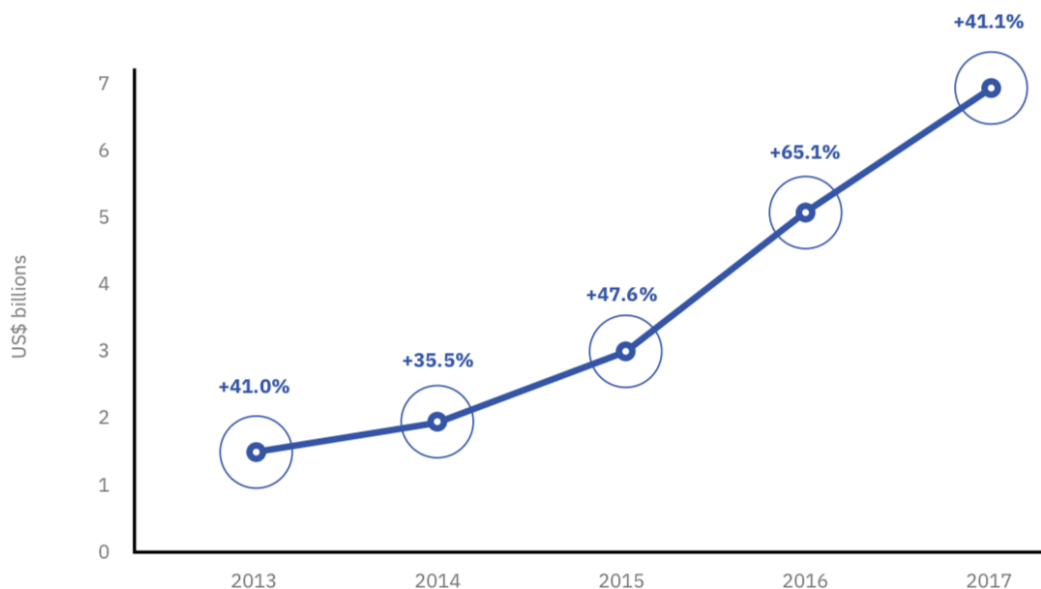


Figure 4: Streaming Revenue Growth Year on Year: 2013 -2017⁸⁴

⁸⁴ Ifpi.org; Global Music Report 2018; P.17

There are various different Streaming Platforms. For example, Spotify, Apple Music, Deezer, Amazon Music, Google Play Music, Tidal or Napster. The most famous of course being Apple Music and Spotify.

4.2 Spotify

Spotify is the biggest and most famous Streaming platform. It has 170 million active users and has paid over 8 billion dollars to rights holders since its launch. The number of songs accounts for over 35 million songs and is available in 65 markets. The company was founded in 2006 by Daniel Ek and Martin Lorentzon. The head office is in London. The platform was launched in 2008 with paid-for subscriptions available from the beginning. Unfortunately, the company made losses of 4.4 million dollars in 2008. In the UK the possibility of joining the platform with a free account has been possible since 2009 in which year Spotify launched their App Store version. In 2011 the company got a fund of 100 million dollars in order to make the launch in the United States possible. They also brought Sean Parker, the co-founder of Napster, on board due to his good relationship with the major labels. In 2018 they finally launched their Initial Public Offer (IPO).⁸⁵

The Company has been facing criticism for a very long time. Especially, the payment to artists and writers is criticised. The payout is very low. For about 1 million an artist only gets about 3000-4000 dollars which accounts to about 0.005 dollars per stream. Considering that labels also take a share in the payout the revenue for artists is relatively low.⁸⁶ Spotify states that they offer justice for artists since they paid over 8 billion dollars to them since the launch. Considering that Spotify has 170 million users 8 billion is not that much.⁸⁷ Adidas makes triple more revenues in one year.⁸⁸

⁸⁵ Mirror; History of Spotify: How the Swedish streaming company changed the music industry

⁸⁶ Mirror; History of Spotify: How the Swedish streaming company changed the music industry

⁸⁷ Spotify; Company info

⁸⁸ Statista WU; Umsatz und Gewinn von Adidas weltweit in den Jahren 2000 bis 2017

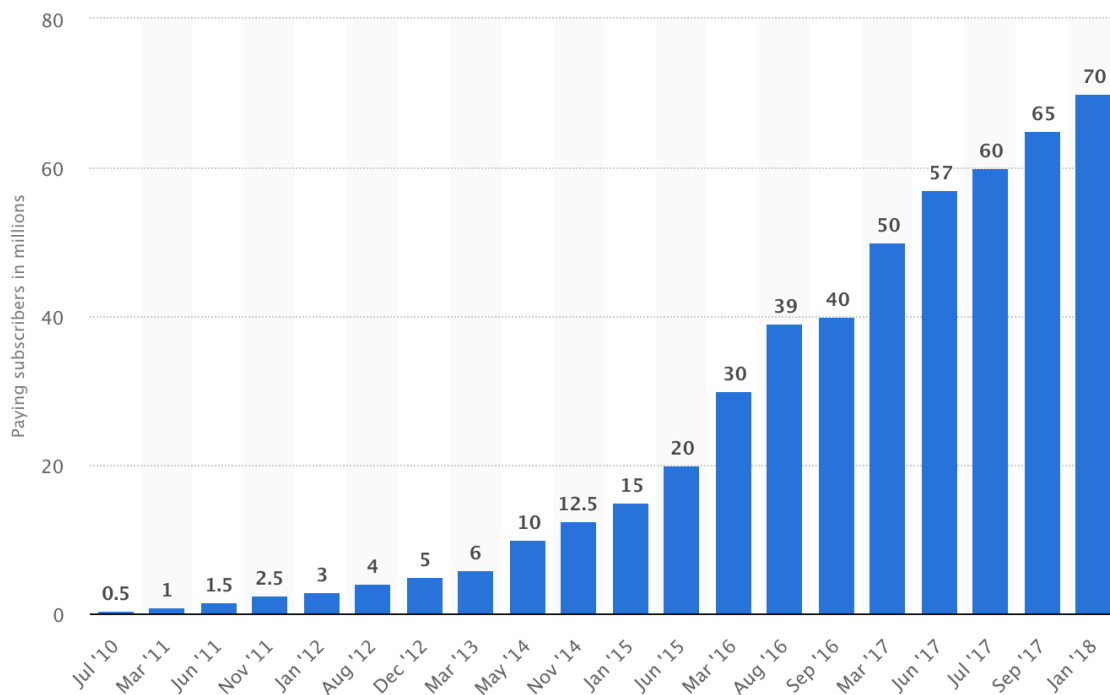


Figure 5: Number of paying Spotify subscribers worldwide from July 2010 to January 2018⁸⁹

4.3 Apple Music

Apple Music is a music Streaming platform from Apple. It is based on the well-known iTunes and it was launched in 2015. It quickly became the second biggest Streaming platform on the globe behind Spotify. Together with the Cloud technology of Apple, the platform is very practical for Apple users.⁹⁰ In April 2018 Apple Music had 40 million subscribers.⁹¹

Apple was part of some controversy discussions. There were rumors that Apple had put pressure on labels to stop them from putting music for free on Spotify. Furthermore, Apple Music has a 3-month free trial in which time musicians were not paid for their streams. Due to that reason, Taylor Swift did not put her music on the platform, arguing that artists do not ask Apple for free iPhones either. Since then, Apple Music also pays in the first 3 months of free trial.⁹²

There are also some other Streaming platforms available. Especially, companies like Amazon try to allure their customers to join their platform since many already have

⁸⁹ Statista WU; Number of paying Spotify subscribers worldwide from July 2010 to January 2018

⁹⁰ Wikipedia; Apple Music

⁹¹ 9to5Mac; Apple names Oliver Schusser as Head of Apple Music division as the service now surpasses 40 million subscribers;

⁹² Wikipedia; Apple Music

Amazon Prime. However, the number of songs is still limited.⁹³ Another Streaming platform is Tidal who offers lossless streaming and is owned by musicians which offers a much fairer compensation for musicians.⁹⁴

The graphic below shows the market for Streaming. It is clear that Spotify has a huge share of the business.

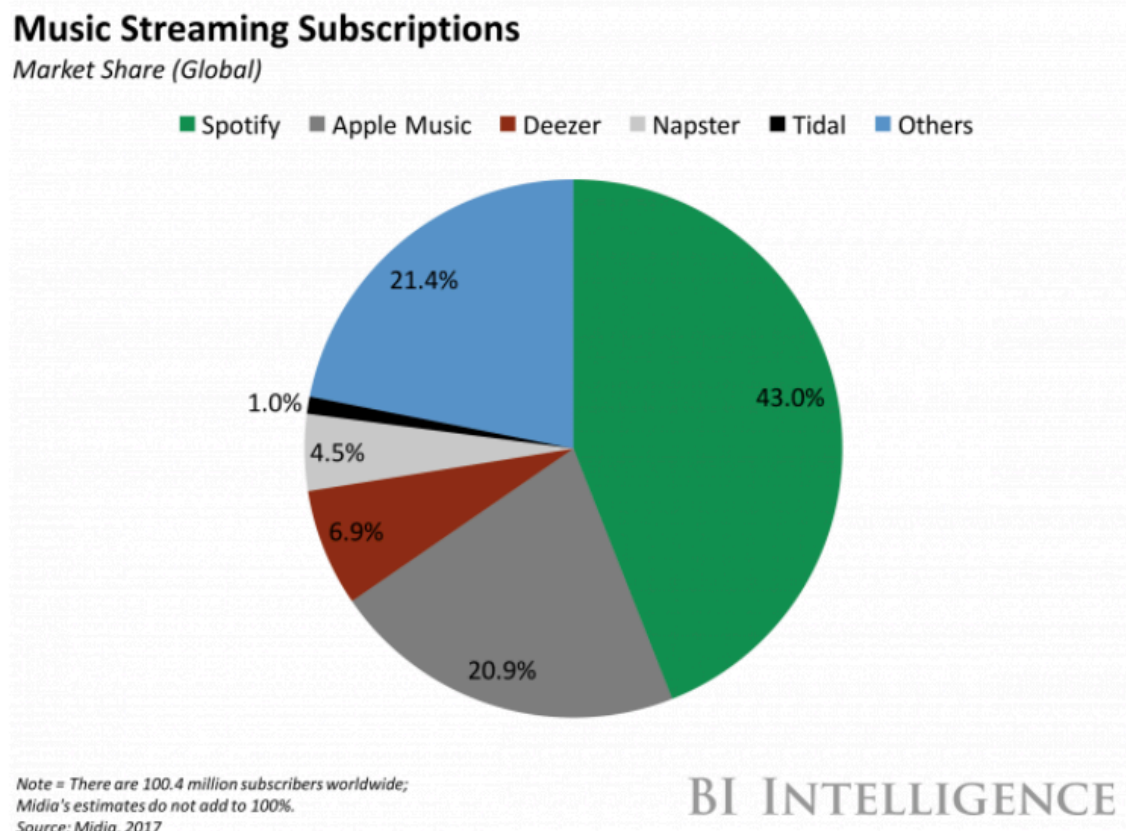


Figure 6: Music Streaming Subscriptions⁹⁵

⁹³ Wikipedia; Amazon Music

⁹⁴ Wikipedia; Tidal

⁹⁵ Businessinsider; Google changes tune, reshuffles its YouTube and Google Play Music apps

5. Conclusion

The question about the just price has been around for a very long time. Starting with Aristotle who was the first one to write about justice in a structured way. Today we do not have a just price since the economic theory believes in a market price. However, justice is still a big part of today's society, politics and economy. The music industry itself still faces huge discussions about the fair remuneration and the battle between major labels and artists. The industry has changed in the last 15 years more than ever before, so it will be interesting to where the business will go. Technological innovations will continue to have a huge impact on the industry and especially in times of the internet and fast-growing markets it will be interesting to see which way it goes. For now, it is important to fix the value gap that came up in the last couple of years. Many talented artists will not get recognized if there is no just payment. On the long term, it will destroy the business. For artists today, it is very important to be diverse and learn a lot about the business. Musicians are now more than ever, content creators who are expected to show their everyday life on social media platforms. For people not willing to join these channels it will be a difficult path since digitalization penetrates every aspect of society. It will be very interesting to see what the future holds, but if artists start to fight for their rights the next revolution, which is definitely around the corner, could change the industry to an industry led by the artists with fair changes and just prices.

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