

## **XX CONGRESO CUAM – ACMOR**

**Topic:** Download Decade

**Team:**

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**Area that we participate in:** World Affairs

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**Research objectives:** Know what music has done to our actual world, the way we are buying it and selling it, and what is next in this era when we are buying digital.

**Theoretical Framework:** We are going to develop the topic of download starting with why music is one of the most important ways of expression of the world and why humans are naturally related to it, so we first want to talk about why music is so important and then move to how the music industry is working nowadays with the internet and all the ways to download music illegally for free, what is this industry doing to save and get a profit out of music? Including newspapers, books and movies. We think this is a world affair because it is changing one of the biggest industries in the world and it's also changing ourselves and the way we listen and buy music.

**Background:** The IFPI (International Federation of the Phonographic Industry) and the RIAA (Recording Industry Association of America) does their statistics about record sales and the music scene in general, also there are several articles from magazines like The Rolling Stones and newspapers like The New York Times and The Global and Male form Canada.

**Methodology:** Investigation

**Development:** The Beginning of music:

Well, what exactly is it for? The production and consumption of music is a big part of the economy. The first use to which commercial recording, in the form of Edison's phonographs, was to bring music to the living rooms and picnic tables of those who could not afford to pay live musicians. Today, people are so surrounded by other people's music that they take it for granted.

The Shakespearean theory, that music is at least one of the foods of love, has a strong claim to be true. The more mellifluous the singer, the more dexterous the harpist, the more mates he attracts. A second idea that is widely touted is that music binds groups of people together.

The third hypothesis, however, is that music is a cross between an accident and an invention. It is an accident because it is the consequence of abilities that evolved for other purposes. And it is an

invention because, having thus come into existence, people have bent it to their will and made something they like from it.

What all of these hypotheses have in common is the ability of music to manipulate the emotions, and this is the most mysterious part of all.

How did it start? Napster:

The music-sharing program represents the dawn of the download decade, a period in which consumers discovered they could acquire whatever media they wanted, when they wanted, for free over the Internet, and in the process toppled imposed business models and forced new ones.

We have a whole lot of information on how this happened, the trial against Shawn Fanning (creator of Napster) and how different record labels reacted to this new form of technology.

How the iPod changed everything

Before music lovers downloaded billions of songs from iTunes, before white ear buds became as common as sunglasses on a morning commute and before the iPhone was the most sought-after consumer gadget in the world, Apple was a computer company with a small – albeit devoted – following.

But consumer demand for digital media, and the iPods to play it on, transformed Apple from a niche PC maker into a consumer electronics juggernaut. Today, Apple enjoys a stranglehold over the market for digital music players, controlling a 70 per cent market share in 2008, is the largest retailer of music in the United States – digital or otherwise – and with the iPhone, has evolved into one of the most powerful technology companies on the planet and is now worth around \$115-billion.

This part focus more on how music is being distributed instead of being bought at record stores, we have the numbers of what has been sold through iTunes and also how there are different illegal technologies to download and not how is it affecting the music industry but also the movie industry.

Solutions to the problem:

There are several companies such as iTunes, TCD a Danish telecoms operator, etc. and also programs like Nokia's Comes With Music with provide a legal selling of music, we will be investigating about this companies and the way they sell.

And also legal actions is starting, for example how the United States had placed Canada on an international watch list of the worst digital pirate havens and copyright offenders in the world, many MPs on Parliament Hill rolled their eyes. Under heavy influence from the U.S. entertainment lobbies, the U.S. government's sights remained trained on Canada, as it attempts to pressure one of its largest trading partners into falling in line with other nations who have enacted new copyright legislation to deal with the digital reality.

## Conclusion, Mobile Decade

“The mobile phone is for the next decade what the computer has been for the last two or three,” Michael Jones the chief technology advocate for Google Inc. said in an interview “The whole experience of the Internet is becoming not a desktop computer experience, but a personal experience. It’s something you’re going to grow up with and you’re going to live with all your life and I think every handheld device will have all of those experiences.”

So it starts with why music, and then what happened to the music industry what is been done and how that new technology of download is transforming us to be mobile and be connected all the time. Of course this is the rough draft of our project but is mainly our idea.

**Conclusions:** We did this investigation because we believe that the people our age and the future generations are linked to this topic, because let’s face it we have all download at least one song online, we had iPods, cell phones, laptops, etc. In this day and age our world is ruled by technology, and if you don’t change you are left behind.

Here are some points why we think this information is relevant and it’s worth knowing:

Our investigation is basically related to young people because we are the main consumers of this “products”, because we all have access to the internet where we download a song and then put it on our iPod.

We have grown up with this huge platform of information, because today information is something consumable like movies, news, books, radio, television shows, etc. We believe that this information is relevant because we are all part of it and also for the fact that we have to learn the value of it, because is obviously something non sustainable (because we consume it for free) and because it’s also one of the advantages for the “privileged” people like us that has access to it.