

THE POP MUSIC INDUSTRY

- Industry = Institutions and markets
- 1. Record Companies
- 2. Retail Sector
- 3. Music Press
- 4. Music hardware (i.e. instruments, gear, etc)
- 5. Merchandising
- 6. Royalties, rights, licensing agencies

Pop Industry 2

- Together it is huge – 1984 = \$4.37 billion in US alone
- By 2000 it was \$40 billion in US alone
- Associated products are vast. MTV reaches 287 million in US, Europe, Latin American and Australia

Pop a Culture Industry 3

- Relative value of Economic and Cultural determination in Pop
- Adorno
- Culture industry one:
- *`which employs the characteristic modes of production and organisation of industrial corporations to produce and disseminate symbols in the form of cultural goods and services, generally, though not exclusively as commodities'*

Characteristics of the Pop Music Industry

- 1. Profit of the very few is very high
- 2. Marketing expenditure is very high
- 3. Secondary markets are very important
- 4. Capital costs very high (though technological developments tend to reduce costs)
- 5. Universal appeal

Majors and Independents 5

- **Lots of links between the two**
- There were 5 Majors (each part of International Conglomerate) now 4?
- Sony, Universal/Polygram = Universal Music Group, Time Warner, EMI

Determinators and Meanings

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- Corporate Power verses Consumer listener power
- Rock = Language of Rebellion = Language of the Cash Register
- Social Meaning created in Music
- Production and Consumption dialectic

Why start 1952 (7)

- The rock format emerged out of and was articulated into the particular social and economic and political context of post war America
- Demography and the Baby Boom
- Musical Innovations

Determinants (8)

- 1. Copyright Laws
- 2. Formats
- 3. Radio and Records
- 4. Market share (Independents and Majors)
- 5. Innovation and Consolidation