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91490



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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Media Studies 2023

91490 Demonstrate understanding of an aspect of a media industry

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of an aspect of a media industry.	Demonstrate in-depth understanding of an aspect of a media industry.	Demonstrate perceptive understanding of an aspect of a media industry.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should write an essay on ONE of the four statements in this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

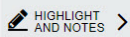
Check that this booklet has pages 2–12 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (XXXXXX). This area will be cut off when the booklet is marked.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Low Merit

TOTAL 05



Page 1

INSTRUCTIONS

Choose ONE **media industry**.

Write an essay discussing the **extent** to which you agree with ONE of the statements below.

Respond critically to the statement by evaluating the **operation, impact, and wider significance** of an aspect of your chosen media industry.

STATEMENTS (Choose ONE)

1. Ethics are important to how a media industry operates.
2. Technology dictates what media we consume.
3. Consumers influence media industries.
4. Innovation is essential in media industries.

Media industry:

Aspect of the media industry:

Select your statement: ▼

PLANNING

B *I* U | | |

ESSAY

Type your essay in the space below. You should aim to write a concise essay of no more than 800–900 words. The quality of your writing is more important than the length of your essay. (The counter will change colour when you reach the recommended word count.)

Make sure you **respond only to your chosen statement** *throughout* your essay, and include **relevant, specific supporting detail** from a range of media text(s), and / or evidence from other sources.

B *I* U | ☰ ▾ :☰ ▾ | ↶ ↷

The consumer is the catalyst for change and innovation within all business models. The global music industry (GMI) is a term which covers a broad range of individuals, business and organisations involved with creating, producing, consuming and distributing music. Though the GMI is a relatively new business industry, first beginning in the 1960's, it has been at the forefront of innovation driven by the audience, or consumer, who is constantly seeking better quality and availability for a lower price. Such innovation has brought many positive changes and has shaped the global music industry as an exemplar of change for the better.

The global music industry first began with a traditional business model of physical sales of vinyl records between the 1960's and early 1970's before moving towards the Compact Disc (CD), whose more compact and economical format became popular with the consumer. At its peak, CD sales dominated over 70% of all physical sales in the music industry and in turn helped drive up sale of digital CD players. However, the rise of the internet brought along a kryptonite to the traditional physical sales model. Released in 1999, Napster was a online peer-to-peer file sharing service, with over 200 million global users at its peak. Coded from scratch by Shawn Fanning and Sean Parker in Fanning's Stanford University dorm room, Napster used a peer-to-peer (P2P) file sharing format, which allows a Napster user to download any song they desired, so long as another Napster user had a file of said song on their computer. Napster was more accessible, thanks to the ever-growing pace of the internet and therefore much more favoured by the consumer since they wouldn't have to go through the long process of going into a CD store and spending hours to find a song they liked and wished to purchase. Napster soon drew the attention of the Record Industry Association of America (RIAA), who was responsible for physical CD sales, which had plummeted to an all-time low as consumers of music flocked towards Napster. Producer Jimmy Iovine described how 'Napster hit me in the side of my head like a truck. The record industry won't be ready for it'. The RIAA infamously had a defiant albeit out-dated stance in believing that the successful lawsuit of Napster would bring back physical sales, which was completely out of touch with the consumers, who unlike the RIAA, embraced the changes to music industry brought by the internet and the fresh innovation of Napster's model. Despite the eventual demise of Napster through the successful lawsuit from the RIAA, the consumer however, was now enlightened with the concept of accessibility to a wide library of music with no cost and demanded a new way of accessing music from the music industry. Napster became a clear example of how the power of a consumer's wants forced an industry to innovate in a new direction in order to satisfy the consumer's urges. It is a demonstration of how all business models are driven by the consumer and that a failure to innovate towards them can be forever costly.

As the internet became more widespread and accessible to people around the world in the early 2000s, the first music streaming services were created. The most popular music streaming platforms of today, iTunes and Spotify, were released in 2001 and 2006 respectively. Spotify now has over 560 million users and is the largest music streaming service in the world and iTunes has a similar popularity as was developed by tech giant Apple and comes pre-installed in all their iPhones, iPads and watches, which markets iTunes to consumers who purchase an Apple product. Rapid user growth in both iTunes and Spotify came down to a striking transactional model similarity with Napster, though this time users had to pay a small subscription fee in order to access the platform's full catalogue of music. Popularity of the streaming model also saw the introduction of other applications such as Deezer, Shazam and Tidal. This system, where the artist is paid based on the popularity of their music within the platform's users and where the consumer is able to access all the music within the application continues to be the most common way people listen to music, as shown by a report from music magazine Rolling Stone. However, this consumer driven model has created an issue where artists felt they were being unfairly compensated from their musical works, since each artist is paid a 'slice' of an overall 'pie' of the revenue from subscription payments. Popular artist Taylor Swift once attempted to remove her music from Spotify citing pay concerns, but she had to return to the platform because that was where her audience was. The global music industry will undoubtedly have to adapt to this new situation, where both variables of fair monetisation for artists and affordable pricing for consumers must be kept in a delicate balance.

As technology become more and more accessible and advanced, social media has become a way for people and musicians alike to share and showcase their music. TikTok, a short form video app, which took the world by storm, has become stepping stone for artists to reach new heights. With over 1.4 billion users and the record for the 2nd fastest growing social media application many artists use TikTok as a way to promote their music. Record labels are now focusing on signing artists with a large social media following as this proves that the artist has garnered the support of many fans and is able to be successful, as a result of consumer popularity. Currently in 2023, the global music industry is also seeing a new growing interest in old vinyl records amongst the younger generation of 'audiophiles', because vinyl has much better audio quality when compared to digital MP3 file. Consumers are now seeking other, more portable methods of obtaining high quality music at an affordable price. Recently purchased by Amazon after an seeing an exponential rise in active users over the COVID-19 pandemic, the music app 'Tidal' boasts the best audio quality on the market thanks to their in-house 'FLAC' (Flawless Lossless Audio Codec) audio format, which allows for a recording studio-like listening experience of similar quality to vinyl, but with the perks of the modern digitalized compatability. This form of innovation, where a commercial-grade product is becoming more accessible to the average consumer due to popular demand, is seen in a variety of other industries aside from music, and is responsible for a large proportion their consumer base growth.

The global music industry has seen innovation at every stage of its life, from Napster's adaptation vs RIAA's traditionalist views to streaming apps such as iTunes and Spotify and the GMI's incorporation with social media. Undoubtedly, the innovation driven by consumers within the global music industry has greatly benefited all parties involved and such constant adapation to the consumer's stakeholds is what allows it to be the exemplar of innovation to all businesses and industries globally.

1165 WORDS / 900 RECOMMENDED



Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

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Merit

Subject: Media Studies

Standard: 91490

Total score: 05

Q	Grade score	Marker commentary
1 (4)	M5	The candidate demonstrated an in-depth understanding of the global music industry, addressing statement 4: "Innovation is essential in media industries". The impact of innovation was explained – how the industry has been shaped by a range of 'innovations' – including online and streaming platforms, and the use of AI. While the candidate explained the impact of these innovations, further detail and interrogation of innovation being essential would have achieved a higher grade.