

91490



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD  
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

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SUPERVISOR'S USE ONLY

## Level 3 Media Studies, 2015

### 91490 Demonstrate understanding of an aspect of a media industry

9.30 a.m. Friday 27 November 2015  
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 ten 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 2–11 in the correct order and that none of these pages is blank.

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

High  
Excellence

TOTAL

8

ASSESSOR'S USE ONLY

**INSTRUCTIONS**

Choose ONE **media industry** that you have studied.

Write an essay discussing **an aspect of your chosen media industry**, by responding to ONE of the statements below. You may agree and/or disagree with your chosen statement.

In your discussion:

- describe an **aspect** of your chosen media industry
- explain how and/or why this aspect **operates** in your chosen media industry
- explain the **impact** of the aspect for your chosen media industry
- draw conclusions about the **wider significance** of the impact for your chosen media industry and/or society by including **relevant, specific supporting detail** from media text(s) and/or evidence from other sources.

Use page 3 to write your chosen media industry, aspect of the media industry, statement number, and to plan your essay.

Begin your essay on page 4, responding **ONLY** to your chosen statement.

**STATEMENTS** (Choose ONE)

The statements below relate to aspects of a media industry.

1. Media industries wield enormous power.
2. Technology is changing media industries.
3. The way media industries are organised is vital to their success.
4. The key to success for media industries is establishing a collaborative environment.
5. Distribution is a significant factor for media industries.
6. Media industries are controlled by the society in which they are created.
7. Access is replacing ownership in media industries.
8. Media industries kill creativity.
9. Media industries depend on celebrities.
10. Consumers are transforming media industries.

**Media industry:** \_\_\_\_\_

**Aspect of the media industry:** \_\_\_\_\_

**Statement number:**

*Note: Responses made in this space may be used as evidence for assessment.*

**PLANNING**

Description of this **aspect** of your chosen media industry:

How and/or why this aspect **operates** in your chosen media industry:

The **impact** of the aspect for your chosen media industry:

The **wider significance** of the impact for your chosen media industry and/or society:

The suggested maximum for your essay is 800–1 000 words (5–6 pages). The quality of your writing is more important than the length of your essay.

Support your discussion by **drawing conclusions** with **relevant, specific supporting detail** from media text(s) and/or evidence from other sources.

Begin your essay (responding ONLY to your chosen statement) here:

The Global Music Industry (GMI) encompasses a broad range of individuals ~~from~~ including everyone involved in the process of creating, distributing, consuming and broadcasting music. This involves individuals like the artist themselves to record labels and consumers. Technology in the form of new digital platforms like YouTube are changing the GMI, allowing for the traditional business model to be abolished and artists delivering straight to consumers. This has globalised music access and in turn facilitated the rise of international music markets beyond USA. The implications of which are hopeful in the long awaited recovery of the GMI.

clear introduction to topic

While it was ~~the~~ digital platforms like Napster in 1999 that created a severe dip in the GMI, new digital platforms are no

Brief historical context

Technology in the form of digital platforms has historically changed the GMI. In 1999 with the introduction of Shawn Fanning's Napster, a generational mindset was changed as music was now thought to be a right not <sup>(Peer to Peer file sharing technology)</sup> something one had to purchase. ~~This~~ ~~has~~ resulted in severe ~~losses~~ ~~of~~ ~~it~~ declining profits since 1999 to which the industry has yet to recover from. However it is technology in the form of new digital platforms like YouTube that has caused beneficial change for the

ex #1

hope of recovery in the GM1. Founded in 2006, YouTube ~~was first~~ <sup>is</sup> a video clip sharing site. ~~The same~~ The same year YouTube was founded it was purchased by Google for \$1.65 billion USD. Soon after, advertising was introduced enabling creators of <sup>content on</sup> YouTube to earn a legitimate income through the views they received from their videos. ~~With over 4 billion users today in 75 countries, YouTube is highly accessible material content that is in~~ As musical content began being uploaded this meant such technology was changing ~~the way~~ music promotion as ~~pre-internet~~. Pre-internet, music was promoted ~~on~~ <sup>on</sup> local radios and communities. With YouTube's users adding to over 1 billion in 75 countries, such platforms are a successful means of promoting music, enough so that ~~the~~ <sup>major</sup> record labels Sony ~~&~~ International Entertainment and Universal Music started a joint venture called Vevo. In which the music videos of singles that their signed artists produced would be conveniently uploaded to YouTube for consumers to watch and be enthused by. ~~At~~ At the same time, whilst record labels were exploiting promotion through YouTube, the traditional ~~model~~ of business model of an artist having to ~~wait~~ <sup>patiently</sup> wait to be signed by a record label in order to become a ~~musician~~ musician, was abolished. Although YouTube takes 45% of the earnings through advertising, the rest is paid to creators of content and for budding musicians this has given them the opportunity to bypass the record label and release musical content through YouTube, thereby establishing a paying career. An example of this is seen in Jason Chen's success, who began his musical career through reworking covers ~~of~~ of songs on YouTube. He

initial impact of digital on GM1

example

has grown in popularity with over 1 million subscribers and his ~~own~~ videos collectively gaining over 260 million views. Furthermore 2014 saw the release of his fifth self produced ~~At~~ album.

~~Thus~~ Thus, new digital platforms have opened the market to more artists <sup>changing the GMI</sup> by ~~se~~ allowing artists to bypass the traditional model, as an ~~example~~, such ~~YouTube~~ ~~advertising~~ ~~on YouTube~~ ~~proved to be an alternative~~ and making promotion of music far more efficient and successful as music is now heard from a global audience.

The GMI continues to be changed ~~as~~ <sup>the</sup> as a result of new digital platforms like YouTube have facilitated the rise of international markets, ~~in~~ ~~December~~ as globally, music consumers are able to access international content at a click of a button. In December 2012, 5 months after the release of Korean Pop (K-Pop) singer PSY's single 'Gangnam Style', records were broken when its <sup>music video</sup> was the first video to reach 1 billion views on YouTube. To date, it is still the most highly viewed video with over 2.4 billion views and counting. As a result of PSY's success, he was quickly signed by Scooter Braun's label and the spotlight was shone on this ~~to~~ K-POP market. The GMI changed the support this ~~to~~ in the commencing of the first ever ~~K~~ ~~K~~ K-CON, Korean Pop Convention in South Carolina, with 10,000 attendees. By 2014, the convention had expanded to South Carolina with over 42,000 attendees that year. The growing numbers of which indicate that while US had previously dominated the GMI, ~~it~~ facilitated by technology music consumers were growing appreciation and demand for

deeper impact explained  
- global market due to digital platform

speaks on impact



the International Federation of Phonographic Industries, (IFPI) in which 13 of the world's largest music markets were involved, results found that 68% of internet users were regularly accessing licensed music services like YouTube and Spotify. Furthermore the majority of users were accessing these sites more than they were in the past 12 months. Whilst this reflects the success of these digital platforms, interestingly enough ~~music piracy~~ music piracy has also declined from 26% in 2013 to 20% in 2015. Thus, ~~at~~ this is evidence that there is a likely correlation between increased use of licensed digital services ~~and~~ seen in these digital platforms, and decreased use of illegal file sharing sites. Such ~~and~~ statistics having hopeful implications for the GMI as such technology may prove to be ~~a~~ the key to combatting music piracy which resulted in the industry's declining profits, and ~~the~~ changing the GMI towards a hopeful recovery.

~~So~~ There are also hopeful implications <sup>for beneficial changes in the GMI due to</sup> the rise of new international markets as it is likely that consumer demand ~~will~~ and appreciation will continue to grow for music beyond USA. This reflected in KCON's rise in attendance numbers from 12,000 to 42,000 people from 2012 - 2014. It is likely that the convention will continue to grow and ~~and~~ more international music will be celebrated in the USA and countries dominated by US music. The growing appreciation for ~~such~~ <sup>international</sup> music has also been recognised by music charts. ~~was~~ ~~at~~ On August 14<sup>th</sup> 2013, the top 10 of Billboard's top 100 comprised of all ~~and~~ non-American artists. Such demand has also had implications in increasing profits in



these markets. In 2012 for the first time since 1999, the GMI profited 0.2%. ~~that~~ A breakdown of ~~the~~ the industry's profits by I/FPI found that while USA had ~~at~~ the US ~~music~~ music market had dropped significantly, 9 other international markets had all risen with India up 22.1%. Consequently I/FPI dubbed international market investment as "the pathway to success." While the rise in profits was short-lived, ~~the~~ with a fall the next year; to date international markets still remain strong with Korea profiting 11.9% and China up 5.6% in 2014. All of which contribute to statisticians forecasting a <sup>long-awaited</sup> profit in the GMI ~~in~~ in 2019 with a rise from 2015's 12.3 billion to 13.1 billion in 2019. Hence with the rise of ~~music~~ international markets, there is hope for the recovery of the GMI, such change of which has been facilitated by ~~the global industry that technology~~ Globalisation of music that ~~technologies~~ technology in the form of new digital platforms has enabled.

While technology had first changed ~~the industry that~~ the GMI in that ~~entire~~ music could be pirated, and a generational mindset of consumers was altered; it is ~~at~~ also technology ~~that~~ in the form of new digital platforms that has enabled beneficial changes ~~towards the recovery~~ in ~~order~~ the hope of the GMI recovering. Through platforms like YouTube, the efficiency and success of musical promotion has ~~expanded~~ <sup>changed</sup> developing a global consumer audience, and with the introduction of advertising the traditional business model was abolished, ~~allowing~~ <sup>expanding</sup> the industry to many more talented artists. ~~This~~ <sup>in</sup> which Thus YouTube has also catalysed the rise of

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Extra space if required.

Write the question number(s) if applicable.

QUESTION  
NUMBER

other licensed streaming services like Spotify, the implications of which indicate ~~a decrease in the~~ ~~some~~ a decrease in music piracy. Such a correlation, ~~may~~ perhaps being the key to combating piracy. In the global access to musical content through ~~digital~~ ~~for~~ digital platforms has also created change in the facilitation of the rise in international markets. With growing access, demand and appreciation for music these international markets continue to expand contributing to a hopeful recovery by 2019. ~~That technology has changed the GMI by providing hope for the future of the development of technology has brought hope for the future of the GMI and as the GMI~~  
 Ultimately, ~~exp~~ as long as the GMI continues to ~~the~~ embrace and change through technology, there is hope for the future of the Global Music Industry. //

(08)

Comprehensive and clear answer to the impact of technology on the global music marketplace and its impact on the industry and consumers.