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91490



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Mana Tohu Mātauranga o Aotearoa  
New Zealand Qualifications Authority

## Level 3 Media Studies 2025

### 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 five 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 the margins (//////). 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.**

**Achievement**

**TOTAL 03**



## Page 1

### INSTRUCTIONS

Choose ONE **media industry and an aspect** of the media industry. (Note: An aspect may include an organisation, audience demand, market forces, technology, regulation, or legislation.)

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. Audience fatigue\* is economically challenging for media industries.
2. Outrage is currency for media industries.
3. Indigenous media struggles in relation to mainstream media.
4. Media industries have moved from instant to constant gratification\*\*.
5. Current media has rewritten the rules for media industries.

\*fatigue            apathy, indifference, or mental exhaustion arising from exposure to too much media content

\*\*gratification    fulfilment

Media industry:

Aspect of the media industry:

Select your statement:  ▾

### PLANNING

#### Introduction

- napster and its influence
- streaming services
- change from physical to digital
- constant developments
- Cultural impact: seen as normal to listen to digital music and often ashamed of owning physical music now etc
- Economical Impact: price of streaming much cheaper and could not go back to cd sales as the prices are so high

## 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 texts, and / or evidence from other sources.

**B** *I* U       

Current music has rewritten the rules for music industries. The music industry is forever evolving and changing to meet audience demand, keep up with new technology and make advancements throughout the industry. Current music in today's world, is very different to music in the past. The music industry experienced a shift from physical to digital music, altering the way music is created and the rules within the industry. The development of technology has played a large role in this, as well as the introduction to Napster and the introduction of streaming services.

Napster played a big role in the way in which current music is created and used. Napster was the first change that led to digital music, and helped to create the current music today and helped to rewrite the rules in the music industry. Napster was a peer-to-peer file sharing service that allowed users to digitally download any song. It was released on the 1st of June 1999 by a college student Shawn Fanning. Napster became popular very fast, as it was the fastest and easiest way that had been discovered to get music for free. Napster allowed users to individually pick out songs, instead of having to download a whole playlist and was fully digital, so music could easily be listened to and downloaded on the go. "It wasn't just a file sharing service, it was an infinite digital jukebox, and it was free" stated author Stephen Witt. Napster was the first of its kind to take off in the music industry, and was the major shift from physical music to digital music. When Napster was introduced in 1999, CD sales plummeted massively. In 1999, CD sales took up 90% of the music revenue, but by 2010, they took up less than 50% of music revenue. Napster was the first major shift from the physical format to digital format, and altered the way that music was listened to forever. Without the introduction of Napster, current music may not have existed. Napster allowed for the creation of current music today, which has rewritten the rules in the music industry.

Although Napster can be seen as a positive influence on the music industry, it definitely had its negatives. Napster was called out and sued for failing to comply with copyright laws, and was accused of stealing music from artists. A band, Metallica, went through a 10-year lawsuit against Napster, as one of their unreleased songs had been added to the Napster file sharing service. Metallica claimed millions of dollars in damages, and due to this, Napster ended up going bankrupt and having to shut down. When Napster was in its peak, it was assumed to have around 80 million users. Due to Napster and the lawsuits surrounding it, new copyright laws had to be put in place. The piracy pandemic began and was continuing until laws were put in place. "In the 2000's US Music sales decreased as piracy took hold. US music sales decreased by 50% due to piracy. In 1999, US music sales were making a revenue of \$14.5 billion, but by 2010 this had fallen to \$7.7 billion" stated Forbes.com. The influence Napster had on the music industry meant digital formats of music became available and the most common format. Napster allowed streaming services such as Spotify and Apple Music to arise and take over the music industry. This is the current music throughout the industry. Spotify allows users to instantly access and listen to any song they would like, and is free. Consumers can listen to artists' music on Spotify, and then Spotify will pay the artists through their company. Spotify came about because of Napster, and the development of new technology which allowed for music to be digitally recorded and produced for consumers. Napster and streaming services have rewritten the rules for music industries. Streaming services are continuing to develop and create new ideas for producing music, and the ways music was produced and sold previously is now being replaced and new rules are coming into place within music industries.

Current music has rewritten the rules for music industries, and overall has many impacts because of this. Culturally, there was a large shift. In the past, physical media was seen as cool to collect and own, and people would often show off their collections to others. In today's world, it can be seen as weird to own and collect physical media, and this was due to a large cultural shift. It is now normal to listen to music that is current, and digital, and often physical collections are not normalized. Current music has meant that physical music has been seen in a different form, and the rules surrounding it have significantly changed.

In conclusion, current music has rewritten the rules for music industries. The new digital format of music that is seen and used today has meant new rules have been written in the music industries. The development of technology has meant that music has become fully digital, and has meant that the way it is produced and sold to consumers is varied. Copyright laws and regulations have come into place due to the development in technology throughout the music industry and the new and current way music is consumed and produced. The new technology has allowed for developments throughout the music industry, but has also meant changes have had to occur. Overall, the current music has rewritten the rules for music industries.

**913 WORDS / 900 RECOMMENDED**

## Achievement

**Subject:** Media Studies

**Standard:** 91490

**Total score:** 03

Q	Grade score	Marker commentary
1 (5)	A3	<p>The candidate identified and discussed an aspect of a media industry – in this case, the role of technology in changing the way the industry operates. The candidate offered some explanation, supplying some general evidence. Their chosen statement 5: “Current media has rewritten the rules for media industries” was addressed but not consistently.</p> <p>Further focus on Spotify and how it has changed the music industry (rather than past developments), as well as providing more relevant and detailed evidence, and looking at the impacts on the industry overall would have given the candidate the opportunity to gain a higher grade.</p>