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Course

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Why is Social Media Tough Competition for Other Media Types?

Investing in technology is exceedingly helpful in our society today. It will ensure that the population is sustained for an extended period. Emerging trends in technology have helped in improving the livelihoods of the large population across the world. For instance, the introduction of technology has dramatically enhanced social media platforms, in which people interact with social media in the music business. Traditionally, music lovers used to listen to their favorite songs over the radio or through the purchases of albums. However, in our contemporary scenario, online digital media and music blogs seem to be the preferred choices. Nevertheless, artists and music companies will not be harmed because social media also yield revenue for concerned parties (Paul and Molly 55).

Online marketing can provide the music industry with much more revenue than before. As a result, television, radio, DVDs, and CDs will be replaced by mobile phones, laptops, and other devices that can play online content (Chen and Jeffry 513). The literature on this topic also points out that an increase in music rates is directly proportional to the advancement in technology (Ellcessor 48). Additionally, it presents a detailed analysis of the emerging audio piracy of MP3s—a subculture on the internet. The study focuses on virtual communities that have revolutionized the production and consumption of famous audio music pirates. Most of the research explains the benefits of converting a raw audio song to an MP3 file. In most cases, those

who engage in music pirate acts are motivated by the economic gain of the venture.

Works Cited

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