

Music 3.0: A Survival Guide for Making Music in the Internet Age (Music Pro Guides)



The paradigm has shifted and everything you knew about the music business has completely changed. Who are the new players in the music business? Why are traditional record labels, television, and radio no longer factors in an artists success? How do you market and distribute your music in the new music world - and how do you make money? This book answers these questions and more in its comprehensive look at the new music business - Music 3.0. While Music 2.0 encompassed the era of file sharing and digital distribution, Music 3.0 employs new ways to start and sustain a career, to develop an audience and engage them with interactive marketing. Sales, distribution, and marketing have reconfigured so much that even artists located far away from a big media center can thrive without the help of a record label - if they know how. Music 3.0 explains what has changed, why it will change even more, and how musicians and artists (photographers, writers, animators) can take advantage of the changes.

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