

Fuiripe(Filipe) Otsuka

Music Innovation

Two applications that enrich
your music life and iOS life.



Music Innovation

Fuiripe(Filipe) Otsuka



iPhone is making a big contribution to popularization of smartphones in recent years. iTunes is the software that connects the iPhone with the computer. However, the current iPhone has become able to perform various operations and settings without iTunes. iTunes has become a fun thing just looking, thanks to simple design like apple like and design oriented design. As well as appearance, it has enough functions as a pure music player, and now it is now possible to do a variety of things besides music such as purchasing movies, podcasts, audio books. At the same time, Apple Music has also occupied the market in recent years. Apple Music is a flat-rate music streaming distribution service developed by Apple. Both iTunes and Apple Music are apps that you can enjoy music.

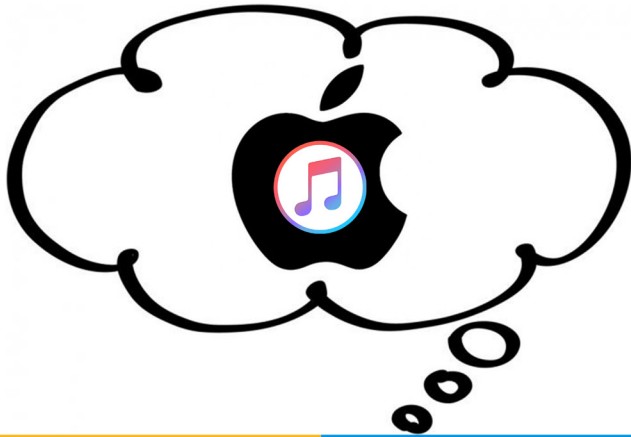
Let's take a closer look at the main features of iTunes first.

Music and video viewing: Listening to music is the main function of iTunes. You can capture songs from CDs, buy songs at the iTunes Store to be described later, and

listen to music. Also, if you use a function called a playlist, you can also enjoy how to collect only your favourite songs and repeat music.

Management of iOS equipment: An iOS device is such as iPhone, iPad, iPod touch, Apple product with iOS. It is also a function of iTunes to synchronize music and video files in the personal computer with iOS devices. It plays a role as a bridge to bring out the data of the personal computer. In addition to the music managed by iTunes, iTunes also performs operations for transferring photos and document files. Also, in preparation for the emergency, you can also create and save iOS device backups on your computer.

Next, I will touch on features of Apple Music. If you pay a certain monthly fee, you can listen to about 45 million songs of music at your disposal. You can use it not only on Mac or iPhone, but also on Windows PC and Android smartphone. About streaming type music service: In streaming distribution, music is temporarily delivered to the smartphone



or PC as data, so the music data itself is never saved. Since the necessary data is only temporarily delivered when listening to music to the last, music data does not become "your own thing".

The number of accounts of "iTunes" is approaching 800 million. Time Cook, Apple's chief executive officer, said at a telephone conference on Thursday, April 23 2014. "Currently, the number of accounts in iTunes has reached nearly 800 million, and credit cards are registered for most of them, which is a phenomenal figure," Cook said in a telephone conference. Also, Apple Music now occupies more market share. As of 2018, the number of members of Apple Music, music Streaming Service broke through 40 million people. It is increasing the number of members by 5% every month, and it is a considerable rate of increase compared to the 2% increase of Spotify running the top every month.

The arrival of 40 million people in less than three years from the start of service in 2015 can be said to be a phenomenal

growth compared to Spotify which took eight years to win the same paid membership.

I think that it was conveyed to you that the difference between iTunes and Apple Music, the main features and how much share is occupied. I think that these two applications are music and Apple innovation. Let's master the features of these two applications and enrich your life surrounded by music and iOS devices.

References:

Stuart Dredge (2015). How much do musicians really make from Spotify, iTunes and YouTube? Retrieved from <https://www.theguardian.com/technology/2015/apr/03/how-much-musicians-make-spotify-itunes-youtube>

Stuart Dredge (2014). 7 ways a streaming iTunes could compete with Spotify and its rivals Retrieved from <https://www.theguardian.com/technology/2014/mar/24/apple-streaming-music-itunes-spotify>

Creative Introduces a Breakthrough for iTunes Users - Sound Blaster for iTunes (2009). Retrieved from <https://search.proquest.com/docview/450579104?accountid=36155>

Engadget Japanese(2018) Retrieved from <https://jp.techcrunch.com/2018/04/12/engadget-apple-music-4000/>

Charles Cooper(2014). Retrieved from <https://japan.cnet.com/article/35047027/>

Selling Out

How much do music artists earn online?

For a solo artist to earn US monthly min. wage \$1,260

Purchases

platform	format	deal	retail price	they must sell	units	% CUT			artist revenue
						distributor / retailer	label	artist	
	Self-distributed album CD	unsigned	\$12.00	●	105			100	\$12.00
bandcamp	Album download	unsigned	\$10.00	●	148	15		85	\$8.50
 cdbaby REVERBNATION tunecore	Album download via a distributor	unsigned	\$12.00	●	159	33		66	\$7.92
cdbaby	Album CD	unsigned	\$12.00	●	175	33		66	\$7.20
iTunes via cdbaby REVERBNATION tunecore	Album download via a distributor	unsigned	\$9.99	●	210	40		60	\$5.99
	Retail album CD (average royalty deal)	signed	\$12.00	●	457	30	47	23	\$2.76
iTunes	Album download	signed	\$9.99	●	547	30	47	23	\$2.30
iTunes	Single track download	unsigned	\$0.99	●	1,826	30		70	\$0.69
amazon iTunes Google play	Single track download	signed	\$0.99	●	5,478	30	47	23	\$0.23