Big data in the music industry
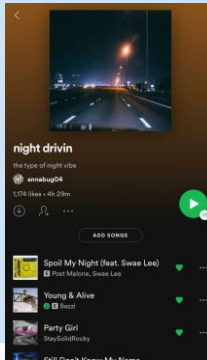## -positive & negative-

Positive

Artists:
- ❖ Best places to tour, based on location of streamers
- ❖ Helps making a better concert experience for example; everybody's wristband turns green during song

Shazam:
- ❖ Finds songs faster
- ❖ Searches the internet for the song's 'landmarks'
- ❖ If you hear a song, but don't know which song it is, you can use Shazam to find it.
- ❖ It records the sounds, and use big data to find the song
- ❖ With the data they can predict which artists will receive the most streams
- ❖ And the artists can make songs in the same style.
- ❖ This way both artist and audience have a better experience.

Streaming services
- ❖ Helps you find new music
- ❖ Recommended songs/playlists based on your preference
- ❖ Good quality

Negative

Negative effects
- ❖ Illegal streaming
- ❖ Privacy is gone:
- ❖ The owners of big data know:
  - ➢ when you listen to music
  - ➢ Where you listen to music
  - ➢ Who listens to the music
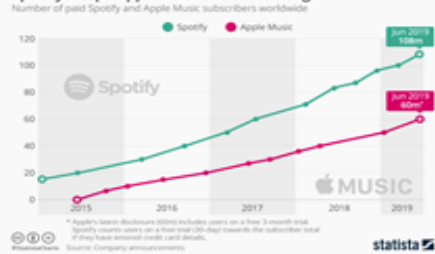 - ➢ Wich music you listen to

Illegal streaming
- ❖ Artists not getting paid
- ❖ No copyright
- ❖ Bad quality
- ❖ Can't make own playlists
- ❖ Not all songs

Privacy
The owners of the data know:
- • who you are,
- • what you do for work,
- • where you live, etc.

They use this to:
- • know what you are more likely to buy,
- • What you are more likely to listen to,
- • make sure you listen to music often
- • Personalise your adds
- • Sell your data to other companies