AIMM Unveils Blog Detailing How Streaming Changed The Music Industry

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The Atlanta Institute of Music and Media (AIMM) has released a new blog post titled "How Streaming Changed The Music Industry." This article looks at how music streaming services have transformed the industry, highlighting both the benefits and challenges. Platforms like Spotify and Apple Music have changed how the music industry operates by introducing new revenue streams and making music more accessible to both major labels and independent artists.

One important part of the blog post is the financial side of music streaming. While these services have made music more accessible, they've also introduced complex royalty models. These models often mean that artists make less money compared to traditional music sales. The post explains how this has led to ongoing changes in business models and revenue sharing within the industry.

The blog post also talks about how schools like AIMM help upcoming musicians gain the skills they need. AIMM?s programs in music production, recording, and engineering aim to prepare students for the modern music world. Students learn about digital distribution and streaming revenues, among other things.

Nite Driscoll, the President of AIMM, spoke on the importance of understanding today's music industry. "Streaming has not only changed how people listen to music but also how artists and producers need to approach their careers. Our programs are designed to help students understand these evolving dynamics and equip them with the skills needed to succeed in today's music environment."

The blog divides its discussion into sections, each focusing on a different way streaming has impacted the music industry. Sections include "New Releases Aren't As Important With Streaming," "Streaming Is Growing The Music Industry," and "There's Less Money For The Artists In Streaming." This format helps readers get a full understanding of the current state of the industry.

Apart from financial aspects, the post also points out how streaming has changed the way music is released and consumed. Before streaming, album releases were big events. Now, the focus has shifted to singles and playlists, requiring artists to keep their audience engaged with frequent new content.

AIMM's new blog post encourages aspiring musicians to think about the role of education in their careers. Enrolling in music production programs can give students a competitive edge in an ever-changing industry.

The blog also elaborates on AIMM's range of programs, which cater to various musical interests and career goals. These include the Associate of Applied Science in Music Production and Audio for Media Degree, focusing on technical music applications for film, TV, and gaming. AIMM also offers the Associate of Applied Science in Music and Technology Degrees, which provide specialized training in instruments like the guitar, bass, drums, keyboard, and voice.

For those interested in further honing their skills, AIMM provides certificates in music production, guitar, and bass. These programs are designed for people who want to develop their talents and gain the skills necessary to become professional musicians or engineers. AIMM's online education options also allow students from around the world to access high-quality instruction from home.

Reflecting on the blog post, Driscoll added, "The music industry is more accessible than ever, but this also means it's more competitive. It's crucial for aspiring artists to understand the tools at their disposal and how to use them effectively. Our curriculum is designed to provide this critical knowledge."

For more details, visit AIMM's blog post on how music streaming has changed the industry. AIMM also provides valuable insights into the evolution of the electric guitar and offers comprehensive programs in music production to equip aspiring musicians with the education needed to excel in their careers. Further information can be found on AIMM's official website.

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Atlanta Institute of Music and Media

Atlanta Institute of Music and Media has a uniquely effective approach to vocational training for musicians, production, and audio engineering students.

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