

# The Benefits of Digital Technology Development to Commercialization of Musical Production

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**Abstract:** The profound development of digital technology has played a key role in the commercialization of musical production. The development of the digital technology has enabled the people with different ways to enjoy the benefit of music. Nowadays citizens are popularized with the digital music channel from the carrier of CDs in the 1990's to the digital music service providers in the digital format such as mp3. Musical production benefited from the development of digital technology especially the computerized software program in a way that the newly—developed technology has made it possible for the music to spread further on the Internet regardless of the barrier of political, borders and culture. The appearance of digital technology has greatly improved the efficiency of the commercialization process in musical production. In this paper, the purpose and objective is to examine the development stage of the commercialization process of music and therefore to determine the impact as well as the pros and cons of the process towards the evolution of music.

**Keywords:** Digital Technology; Music Production; Commercialization

## 1. Methodology

The first part of the paper will address on the term commercialization and to further define the element towards a successful commercialization of the music production. A comparative case study will be provided in order to qualitatively analyze the difference between the age without the digital technology and the digital era. The second part of the paper will based on the analysis and findings from two perspective; The impact from the digital technology and the negative impact towards the preservation and evolution of music. In the third part of the paper, the objectives are to evaluate the impact from digital transformation towards the music styles as well as the public preference of music types for the purpose of providing more details on the changes brought by the digital development. By the end of these paper, recommendation on the successful strategy of music commercialization in order to maximize the benefit of digital development to the commercialization of music.

## 2. The commercialization process of music

The commercialization process of music can data back to the age as early as in the middle ages where the histocrats invite the famous composers and musicians to play the music for them. The commercialization has originated from such kind of invitation and then the release of the folk music has emerged to meet the demand of the public. The commercialization process of music has witness a giant progress with the development of computer technology. Computer music first emerged on the international scene in the year of 1957 (Leonardo, 1999). The paper has indicated the key point in the development stage of computer music, in which the foundation of the development has been established since 1950's in America, where the acoustic and the description of physical data; Hearing and the psychological data field of perception; Sound synthesis and digital signal processing; And lastly, musical normalization have been greatly improved by the computerization of technology. Upon the classification on the development stage of digital music, David Peters outlines the history

of music software and hardware and explores the new developments and benefits of the emerging tools and applications for the use in the classroom. (Peters, 1992) In his analysis, a summary of development stage of computer music will be attempted to provide in the first part of paper.

In terms of the elements of commercialization process of music, the most important section of the process is argued to be the production process in which a successful production process of the music can attract a large number of audience to self — motivated promote the commercialized music. In the analysis of digital music development by Kusek et al, (2005) the paper argue that the internet channel for the distribution of commercialized music have greatly helped to increase the exposure to a wider variety of public.

Another important aspect to look into is the transition of demand from the public. One of the important changes in the production process of music is that producers have learned to cater the preference of the public and combined the popular element in the production of music. With the help of data analysis method, Aguiar & Martens (2013) have analyzed the clickstream of online music website and the paper has indicated that the type of pop music has significant preference for most of the audience on the online music website. The paper has found out that online music streaming services have significant effect on the purchases of digital sound recordings, suggesting complementarities between these two modes of music consumption. According to result of the analysis, a 10% increase in clicks on legal streaming websites lead to up to a 0.7% increase in clicks on legal digital purchases websites. There are no cross — country difference in these effects. The paper has used the big data analysis methodology to analyze the trend behind the clickstream and it has provided the possibility that data analysis method can be applied in the creation of music.

In addition, the development of digital technology has influenced the form of containers for music in a way that physical form of music has gradually diminished giving rise to the application of music documents. The invention of CDs and recorders have greatly improved the distribution of music and it has also made an impact on the production of music, where producers of music have limited the quality due to the container. However, the situation has been improved by the invention of digital format such as mp3 and wma, in which the digitalized form of music can bring more details of sound into the carrier. Furthermore, the invention and creation of new format such as FLAC can include the subtlest details of music recording and therefore the producers can reach more possibility in the production of music.

### **3. The impact from digital technology**

The most profound impact from the digital technology is the availability of music through various of channels. Research into the effect of digital technology towards the music production cannot live without the investigation into the aspects of production process and the channel of spread. The paper of KLADDER uses Sawyer's eight stages of the creative process as the theoretical framework to guide analysis of my creativity and it further argues that creativity occurred in small incremental steps and yielded three completed compositions at the culmination of the project. (KLADDER, 2016) The by — products of digital technology development, the making of digital music can allow the students to improve their creativity according to the findings by KLADDER. In addition, Ram et al (2006) have proposed that artists, especially to those who are specialized in pop music, have been benefited from online music sharing according to the evidence from online music website. It has been argued in the paper that lowering the cost of sampling music will propel more consumers to purchase music online as the total cost of evaluation and acquisition decreases. Both literature have suggested that increase in the exposure to the audience can help to boost the financial benefit of the commercialized music either in the production process or to the singing artists.

The second positive aspects that commercialization process of music have benefit from the evolution of digital music creation instrument. Traditional music creation instrument have poor mobility due to its larger size and weight and therefore, such kind of limitation have actually limited the producers of music in the physical form that only in the music studio can they create their symphony and music. However, with the development of the digital music creation instrument, things have changed and such kind of physical limitations have been broken due to the creation instrument software application. Flam (2001) have indicated from the analysis of digital software application and he argued that the birth of creation instrument software application not only benefit the

producers in the way that they can design and create the music at anytimeanywhere but it also raises the accuracy over the control of music. It is to say that the digitalization of sounds has enabled the music producers to have better control by the modeled of music compacts. In conclusion, the emergence of digital music production software have contributed to the improving efficiency of the music producers as well as the accessibility of the audience in a wider range.

Digital technology has not only revolutionized the distribution and the production process of commercialized music. On the perspective of culture and humanity, there is one key assumption that the evolution of digital technology has involved more people to enjoy the fun of music. Türk et al (2003) has proposed the environmental and social impact of digitalized music. The paper has argued that the creation of digitalized music has created the by – product of social interaction under the context of music. The user of digital music can communicate with other users on either online communication platform or offline occasion in which the music are brought up as a topic to start the conversation. Ko & Lau (2014) have investigated the influence from the social media towards the production of music and the paper suggested that social media has significant impact on the production of music in the way that opinions have played an important role in the estimation and indication of trending music type.

In a nutshell, music has benefit a lot from the development of digital technology and in reverse the production of music has also contributed to the evolution of social media development. All of the three components are closely connected with each other.

#### **4. The raising concern of music commercialization**

There is a growing concern on the issues of accessibility of music in which has been greatly extended by the presence of digital media. There is a saying that the involvement of business may hamper the originality of music production and affect the willingness of the music producers. White (2002) has suggested that instead, the heavily funded online sphere has become a web of intrigue for any businesses intent on siphoning cash. It has been argued that Internet has enabled the flow of capitals to enter the music production process more easily than ever before, with the intention of chasing profit. It has further accelerated the popularization of certain kinds of music such as pop music. (Gomes, 2016) In this paper, it aims to provide a deeper understanding of the overall picture upon the issues of accessibility of music by summarizing the key findings from the other literatures.

Moreover, music piracy has emerged with the development of digital technology. Murillo (2013) has investigated the relationship between the digital technology in the example of online music sharing and the copyright violation of music productions. The paper has argued that online sharing, although it has increased the exposure and presence in a wider range of audience, the phenomenon and technology has contributed to the significant violation of copyright of music productions. However, the paper also suggests that situation has been handled by the music industry by keeping the copyright as business secret and secured by the protection of law.

#### **5. Conclusion**

In conclusion, commercialized music production has greatly benefited from the increasing accessibility and productivity from the development of digital music tools and online sharing website. It is argue that the digital music has already become a mainstream of business as well as an unavoidable component in the service industry (Jung—yup, 2009 & Harmanci, 2011). By investigating into the digital economy and culture, Jung—yup has provided the fact about the popular music based on the evidence of Korea culture and popular music. Moreover, keeling(2017) supported the argument of influential factors of Jung—yup and it further proposed that public preference has share commons to some extent in the choice of music while further research can explore the details in this field.

Recommendation and improvement can be made on the security of online music sharing website. Wiser et al (2007) has suggested a higher level of secure music distribution system should have been established as a way to protect the copyright of the music from violation.

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