

## Musician VS Youtube (Opinion Piece)

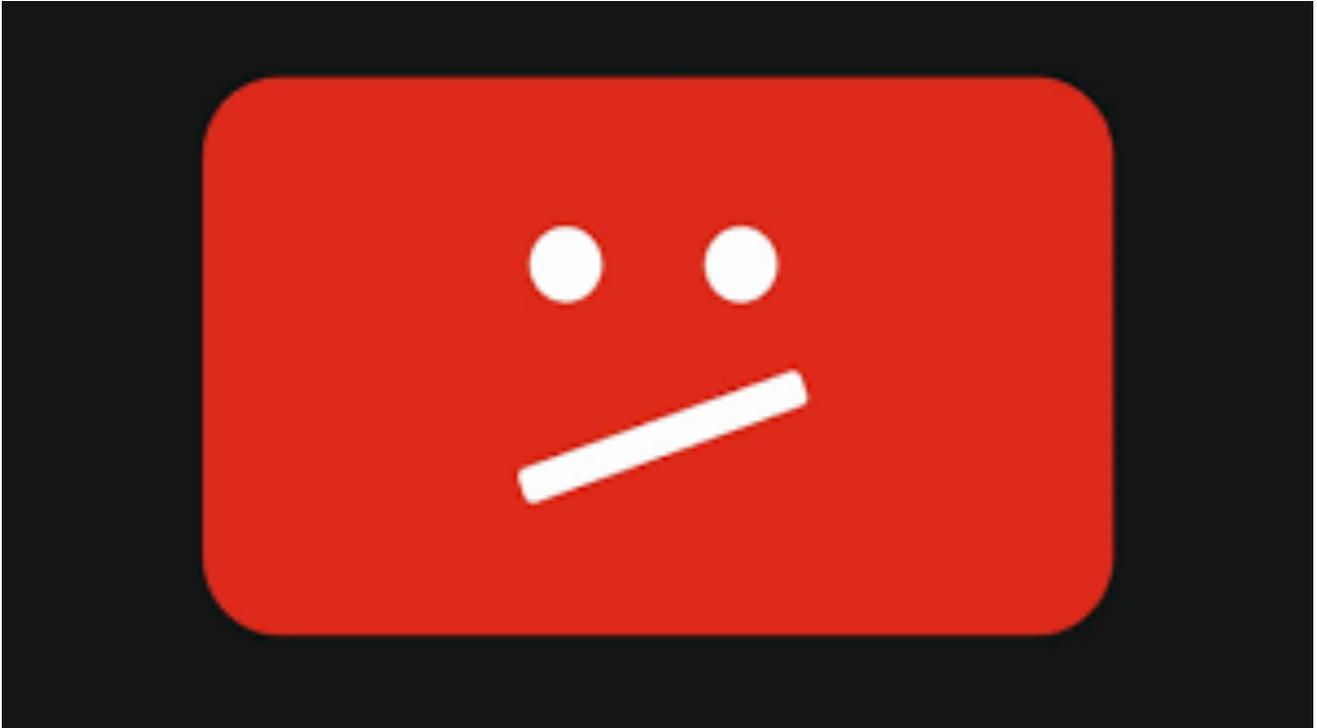


IMAGE: <http://thelinkup.com/>

by Karen Hirabayashi

### How do you listen to music in the present day?

The survey shows that 51.4%, more than half of the people who listen to music uses music streaming. Besides, it also says that Youtube is still the most common way of streaming for now.

In this way, taking advantage of Youtube is one of the most important skills for musicians to be famous even though they might not really like Youtube.

There are a few aspects of pros and cons for Youtube. As I mentioned before, Youtube is most utilized for streaming service at the moment, so it will be helpful for giving publicity.

Musicians will be able to obtain mass audiences compared to other streaming services since Youtube always allows everyone to watch videos (not flat-rate) . This is the biggest benefit for using Youtube from musicians' perspectives.

Nowadays, lots of people have their own Youtube channel. There are more than 720,000 channels which have more than 5,000 subscribers in the world.

When I stream Youtube, I will be able to find new music and artists so easily, based on recommended videos. This is because Youtube's algorithms are set to give you the best matches possible. These recommended videos are either viral videos that are popular globally, promoted videos, videos uploaded in the general area, videos from popular channels, or videos based upon your viewing history or cookies. Basically, Youtube wants more business from them (Related videos - more views - more advertisements played - more revenue).

Also, approximately 68 million people worldwide were doing streaming subscriptions at the end of 2015, according to industry body the IFPI. These facts show how effective Youtube is for advertising to mass audiences especially if you are a prominent artist.

On the other hand, musicians claim that Youtube is not fair to everyone in terms of the payment. In the present situation, musicians are able to gain only half the amount of payment from Youtube, compared to other streaming services such as Spotify and iTunes. So, they can never get enough money from Youtube. From the statistics of today, if musicians want to make a living by sharing their music on Youtube, they need at least 190 million times hits per video. This means that it is nearly impossible for most of the musicians.

Needless to say, when the audiences stream the videos on Youtube, they do not care about business, payment and how musicians feel. In short, they end up consuming the music in itself.

As a result, they are not willing to buy any CDs and records of musicians, because of streaming on Youtube. Also, since Youtube enables everyone to stream videos again no matter when and where they are on Youtube, they are unwilling to pay for streaming subscriptions on Youtube.

In this situation, payment for artists by Youtube absolutely imperative for musicians.

One of the biggest issues of Youtube is that Youtube has struck deals with labels, publishers and collecting societies to share revenues from advertising around their music. The industry's current war of words with YouTube boils down to that "Value gap", which leads to extremely growing the number of music video streams on the service not being matched by similar growth in royalties for labels and publishers.

This is where things stand right now. So, we need to consider what musicians can do.

Narrowing down the target to fewer streaming service can be a strong strategy. If you use all services on Youtube, Spotify and iTunes for sharing your music, it must be better for musicians to share their music on only one of them. The reason is that, by filtering your target, particular audience could get a favorable treatment. Therefore, they will be more interested in the artist. And then, we can expect them to search and listen more.

In 2014, Taylor Swift deleted all her tunes from Spotify. This challenge gave her the chance to get the big hits from her official channel. "Music connect from research company" says that the hits of the video were 75% increased overall. This suggested the new and innovative way to make a business with streaming services.



IMAGE: [globeenglish.com](http://globeenglish.com)

At the moment, it is better to have lots of views on one streaming service rather than have fewer views on few different streaming services. This is because, the small number of views are not going to make a different of payment.

Perhaps, you are thinking that the world is going crazy with complaints but I do not write this article for starring a petition against how Youtube treats the musicians.

Every artist should get a fair consideration for their own music. So, please do not treat all the music under the deserving value.

