**TED Talk:** [**How music streaming transformed songwriting**](https://www.ted.com/talks/bjorn_ulvaeus_how_music_streaming_transformed_songwriting)

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| **Title**:How music streaming transformed songwriting – presented by: Björn Ulvaeus | **Course**: Extend – Teacher for Learning moduleName: Wesley ButlerDate: July 8, 2021 |
| **Key Ideas discussed**:* Spotify is a common streaming service.
* Billboard Top 10 hits are written by several producers, instead of a few.
* Streaming services are generating more money than other outlets, such as stores.
* Subscription fees for streaming services will rise throughout the years.
* Income for streaming mainly benefits artists and not songwriters.
* Many music subscribers source out individual song choices.
 | **Notes**:* 80,000 new songs are uploaded to streaming services every day.
* Listeners more often click specific songs on streaming services, rather than artists themselves.
* Today’s Billboard Top 10 hits are written by five to 10 songwriters.
* Streaming services pay out four times the standard amount for recording than for composition.
* Spotify confirmed more than 60,000 new tracks are uploaded to its platform daily.
* Streaming income is smaller for songwriters than for artists.
* 20 streaming services distributed $424 million to a U.S. not-for-profit organization to find the right of full recipients of income from streaming.
* Research shows subscribers will pay more for streaming services: $9.99 will become $11.99 or $12.99.
* More than 47 per cent of current streaming subscribers indicated they’d pay more as time progresses.
* 60% of music subscribers stated they think individual song choice matters more to them than searching for artists.
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| **Summary**:Revenue for songwriters is changing, because streaming services favour the artists performing a song. Music subscribers pay monthly fees to obtain these songs, and are generally accepting of rising costs as years progress.  |