**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 module  Name: Wesley Butler  Date: 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. |
| **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. | |