

EE481 - Class Discussion Project 1

Order	Content to focus	Discussion	Length	Discussion will be led by
1	Intro, History of the Music Industry (p.1-4)	1. Who are the major players before and after digital music was introduced? 2. How has digital changed the music value chain (supply chain)?	<12 minutes	
2	The First Steps to a Digital Industry, Success of the iTunes Model, Streaming and the Smartphone Era (p.4-6)	1. Who are the major players during this period? 2. How has the music value chain changed during this period?	<10 minutes	
3	Spotify, The Spotify Business Model, Financial Performance (p.7-11)	1. Why did Spotify grow so quickly? 2. What is Spotify's competitive advantage?	<10 minutes	
4	The Music Industry in 2016, The Competition (p.11-14)	1. Who has the most power in the value chain of the music industry? (discuss both before and after digital music was introduced) 2. Who has the least power? Why?	<10 minutes	
5	New Trends (artist, bundling services, vertical integration) (p.14-19)	1. Can Spotify be profitable? 2. Why are the labels so powerful? 3. What is more profitable, free or premium? Who are the players in the free platform? How do each of them benefit?	<10 minutes	
6	None, but you can facilitate discussion among students in the class whether have anything else to add to your discussion.	1. Does Spotify have a positive future? (Assesses its products and services. Discuss whether Spotify can do something others cannot do.)	<10 minutes	
7	None, but you can facilitate discussion among students in the class whether have anything else to add to your proposals.	1. What could Spotify do to become sustainable?	<10 minutes	