Music & the Internet
MUMT 301

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Plan

- Internet Radio

  - Guest: Gabriel Vigliensoni (2pm)

- Playlists

- Music Discovery

- Javascript: Loops & Functions

Internet Radio

- Media streaming

- Different from downloading or podcasting

- Media used: mp3, ogg vorbis, Windows Media Audio, etc.

- First webcast in 1994

- Early streaming software: RealAudio, Nullfosft (Shoutcast), and Microsoft

Internet Radio Stations
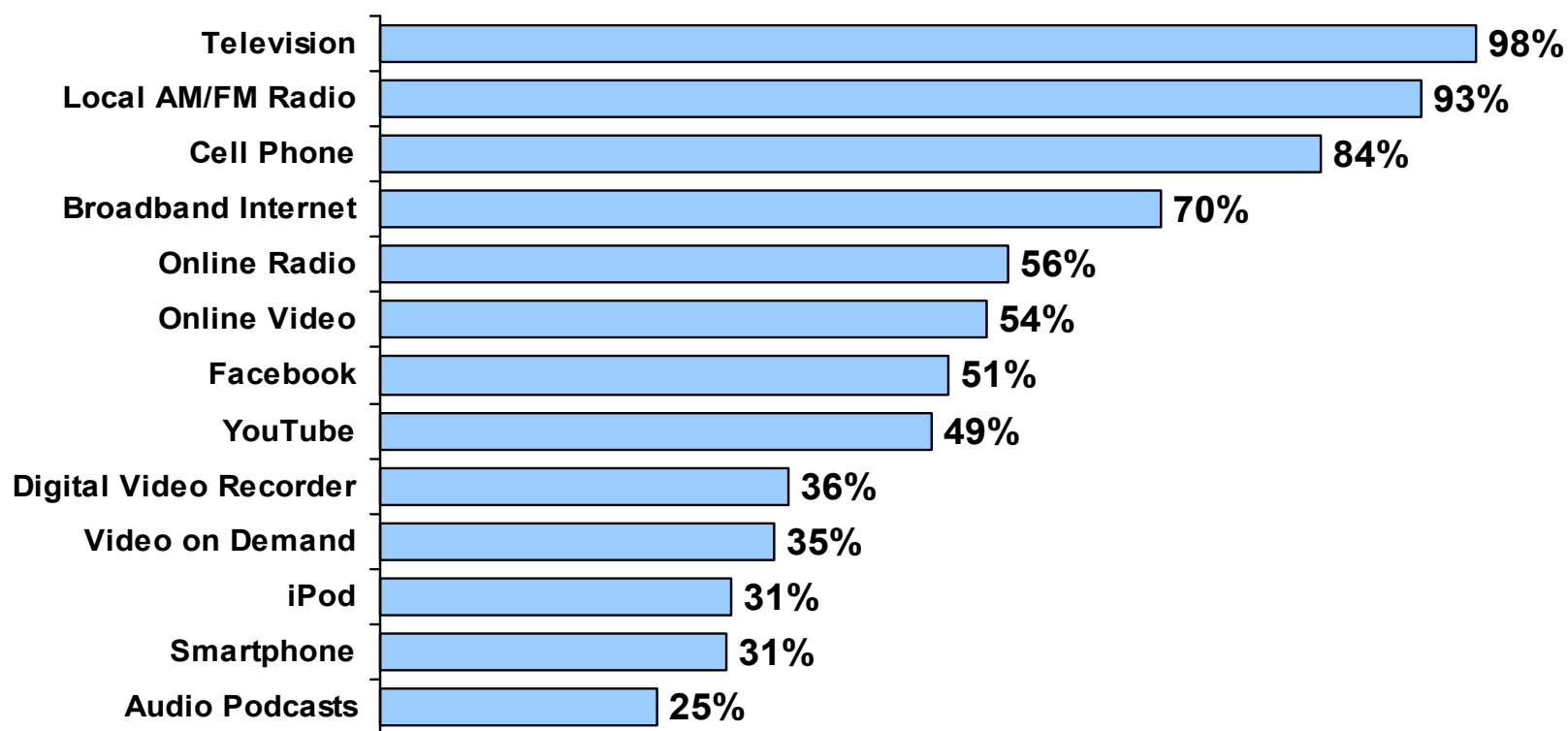
- <u>Shoutcast Radio:</u> 45,000 stations, up to 900,000 concurrent listeners

- <u>Live365</u> (ads): 5,000+ broadcasters

- <u>CBC3</u> (with playlists)

- <u>Earbits</u> (free): "hand curated"
  - Artists/labels pay to advertise themselves
  - No major labels

- <u>Aupeo</u> (ads)
  - 100+ genre stations; 2000+ artist stations
  - personalization
  - Mood Tuner

- <u>MeeMix</u> (API)

- <u>Stereomood</u> (pre-made playlists)

- <u>Splump</u> (use Chrome)

Playlists

- <u>8Tracks</u>: User-contributed playlists (ads)

- <u>Playlistify</u>

- <u>http://www.thecloudplayer.com/</u> (playlist for soundcloud)

- Pandora (US only):

  - Limited to 6 skips per hour, 12 per day for free users

  - Expert tagged

2011 Digital Platform Landscape

% of Americans Aged 12 and Older Who Use/Own Platform/Devices

Platform	%
Television	98%
Local AM/FM Radio	93%
Cell Phone	84%
Broadband Internet	70%
Online Radio	56%
Online Video	54%
Facebook	51%
YouTube	49%
Digital Video Recorder	36%
Video on Demand	35%
iPod	31%
Smartphone	31%
Audio Podcasts	25%

Source: TV HHs; Weekly AM/FM Radio audience; Own a cell phone; Have broadband access at home; Ever use online radio; Ever use online video; Have a Facebook profile; Ever use YouTube®; Own a DVR; Ever use Video on Demand; Own iPod®; Own smartphone; Ever use audio podcast
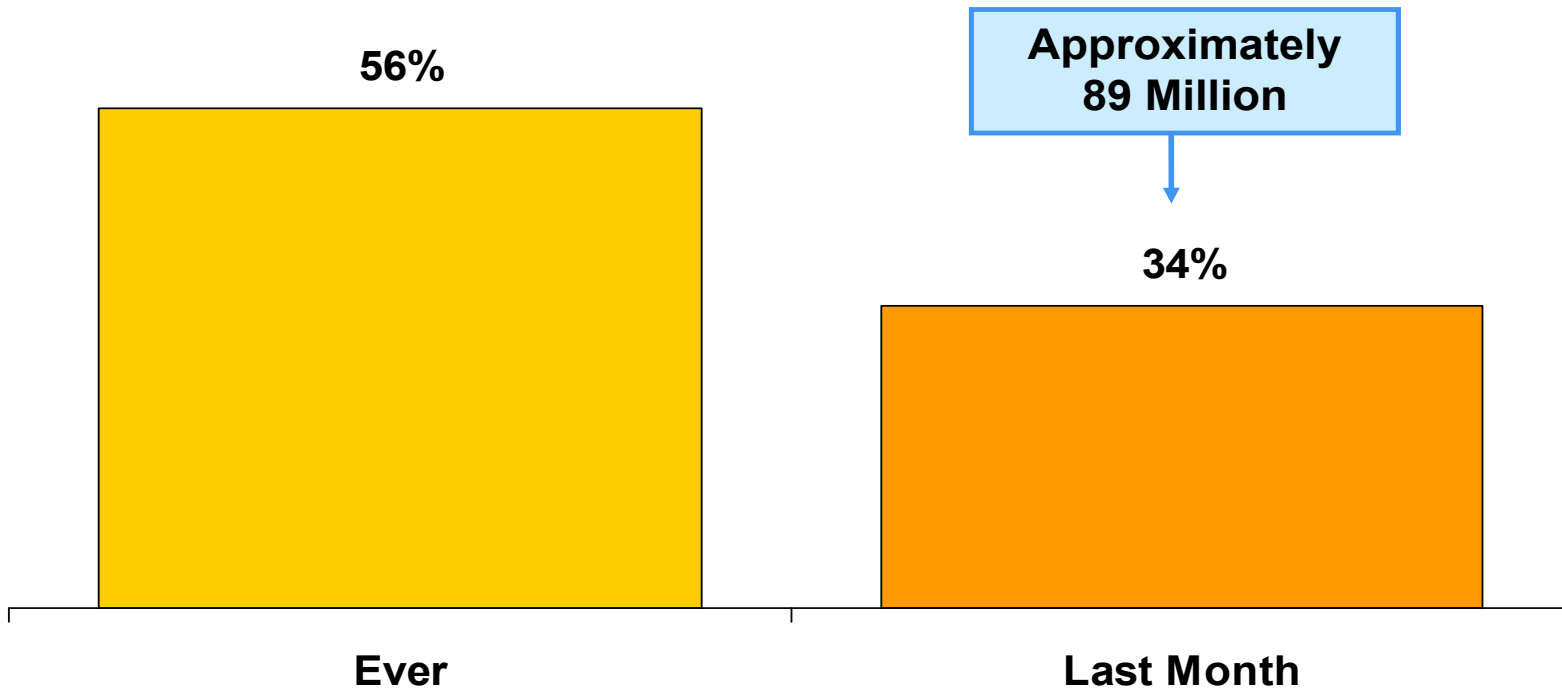
Saturday, 8 October, 11

An Estimated 89 Million Americans Listened to Online Radio in the Last Month

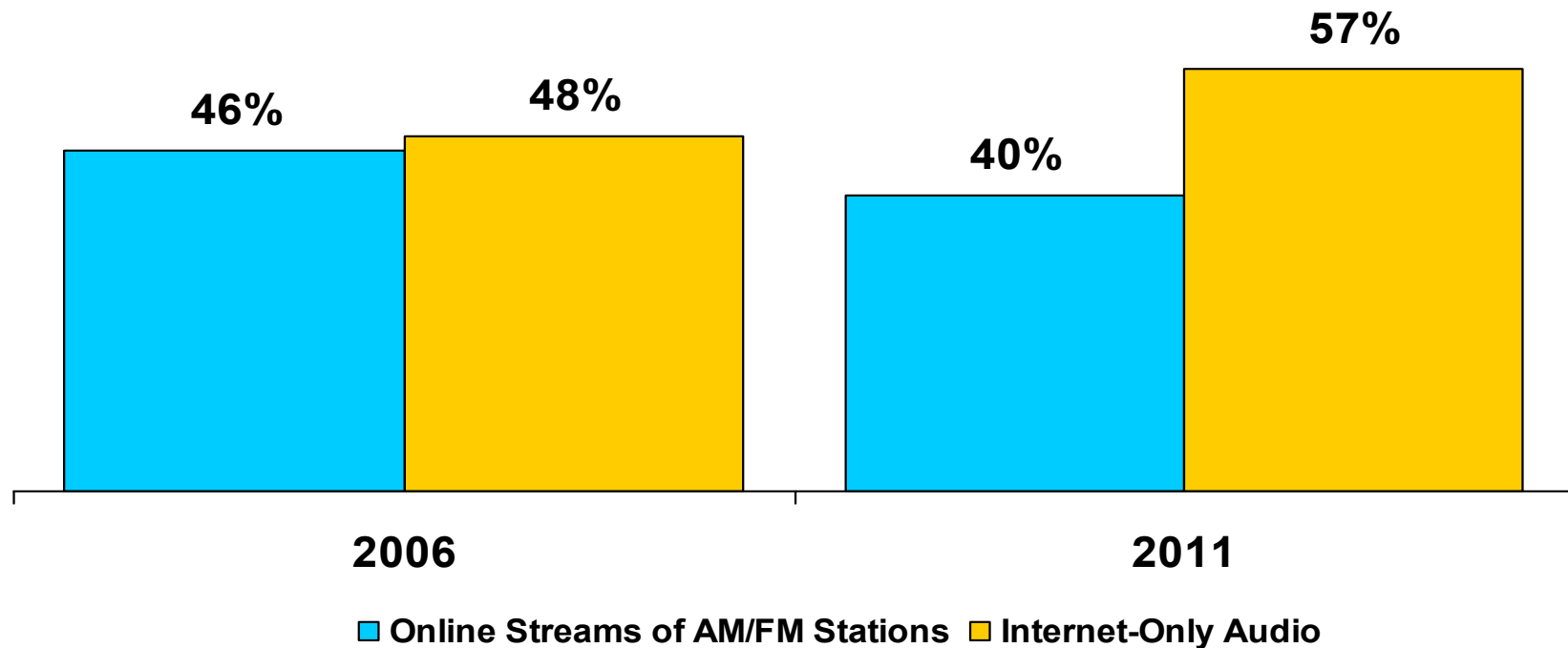**% Who Have Listened to Online Radio (AM/FM Streams or Internet-Only Streams)**

56% — Ever

Approximately 89 Million

34% — Last Month

Base: Total Population 12+

Saturday, 8 October, 11

More Monthly Online Listeners Say They Listen Most to Internet-Only Audio vs. Five Years Ago

% of Monthly Online Radio Listeners Who Listen to Both AM/FM Streams and Internet-Only Audio Who Listen Most to

46%   48%   40%   57%

2006   2011

■ **Online Streams of AM/FM Stations** ■ **Internet-Only Audio**

Base: Monthly Listeners to Both Online Streams of AM/FM Radio Stations AND Internet-Only Audio

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Weekly Online Radio Audience Has Doubled Every Five Years Since 2001

% Who Have Listened to Online Radio in Last Week

Approximately 57 Million
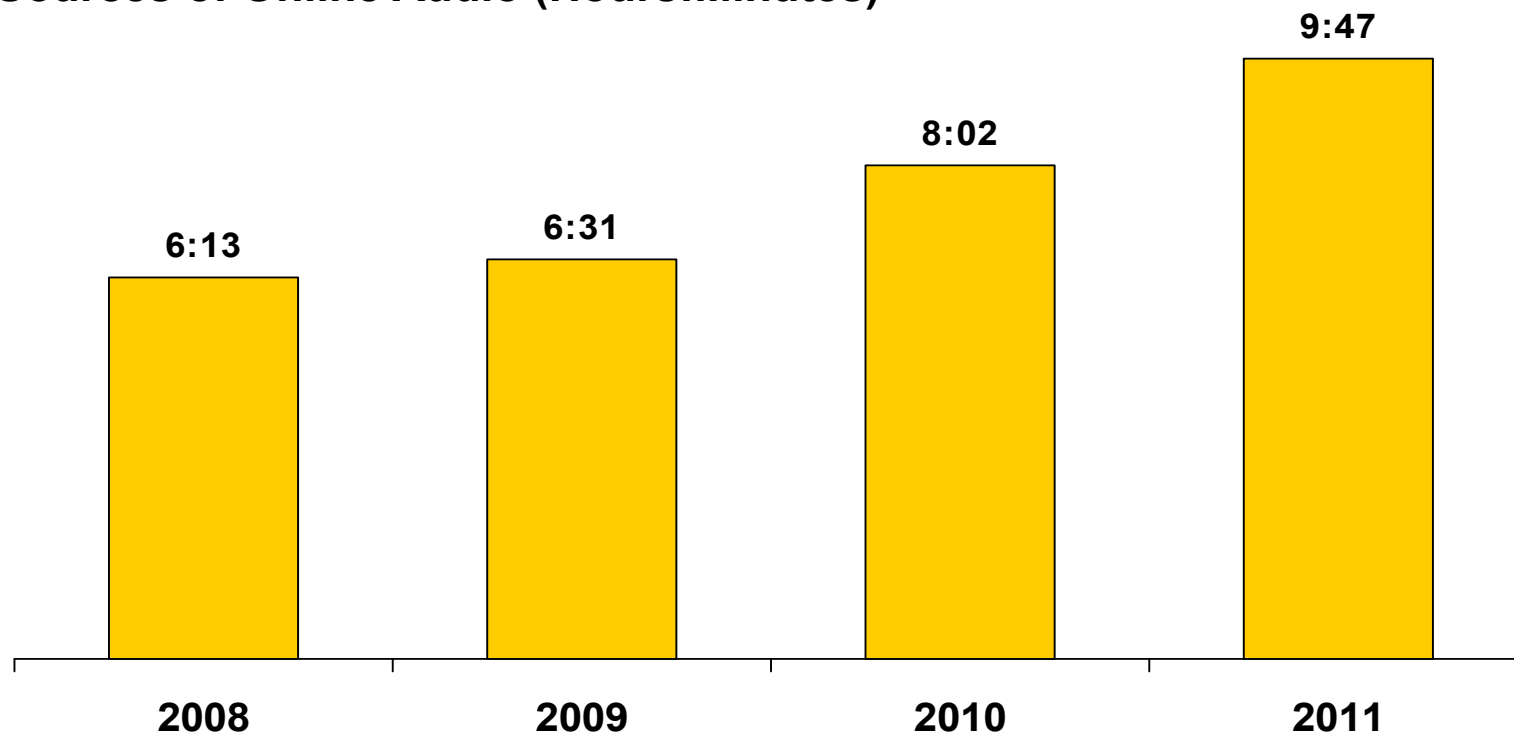
22%

12%

5%

2001   2006   2011

Base: Total Population 12+

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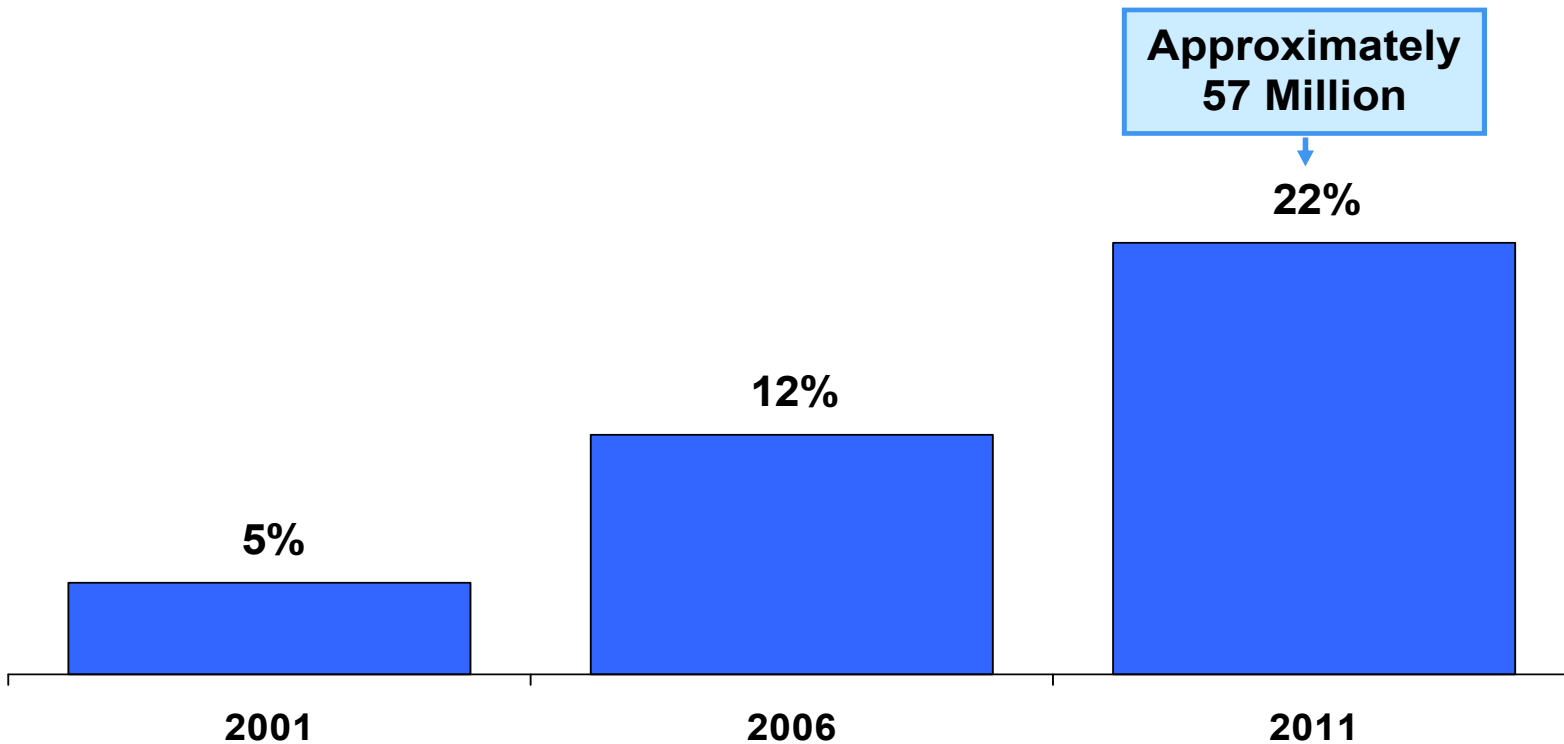
Time Spent With Online Radio Increased 49% Among Weekly Listeners in the Last Three Years

Self-Reported Average Time Spent per Week With All Sources of Online Audio (Hours:Minutes)
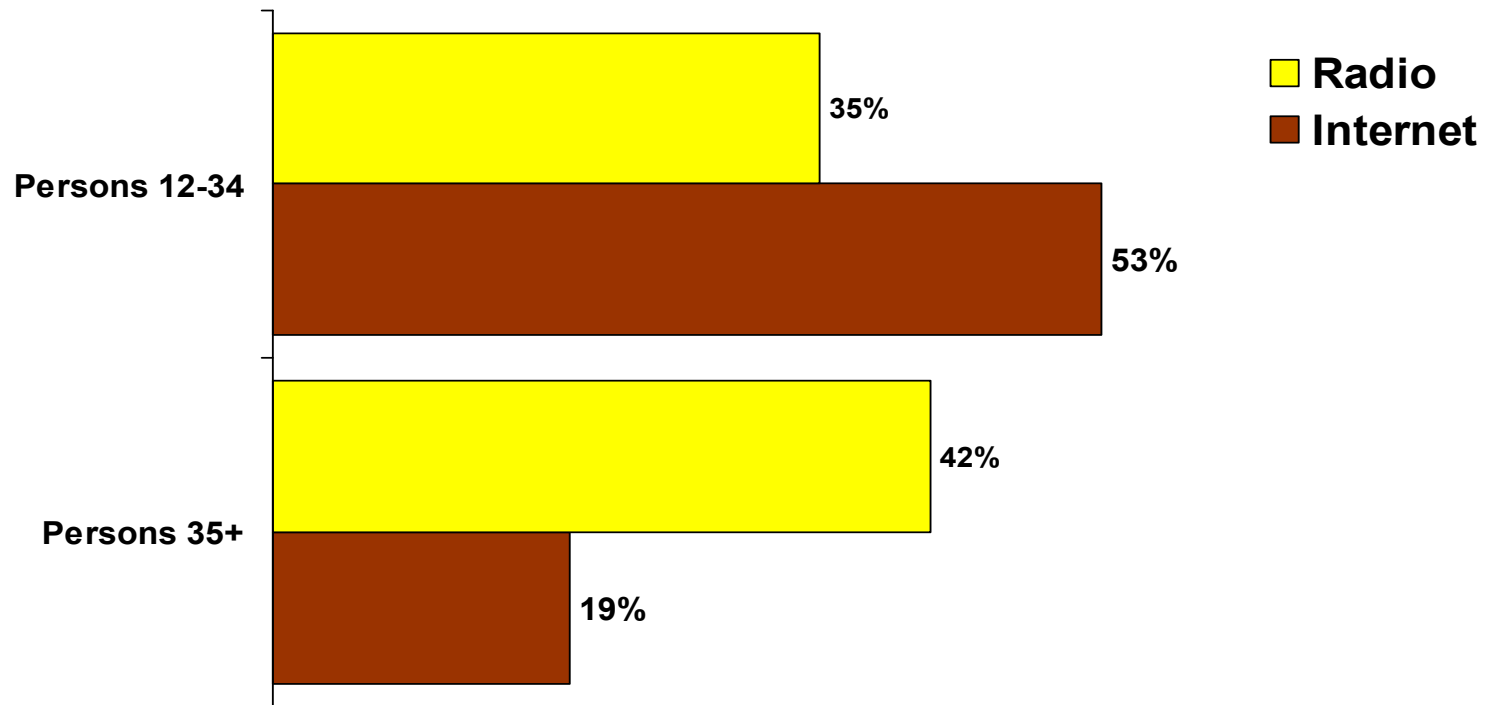

2008	2009	2010	2011
6:13	6:31	8:02	9:47

Base: Weekly Online Radio Listeners

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12-34s Turn to the Internet First for Music Discovery, While Radio Leads Among P35+

% Choosing Internet/Radio as Medium They Turn to First to Learn About New Music

Radio
Internet

Persons 12-34
- Radio: 35%
- Internet: 53%

Persons 35+
- Radio: 42%
- Internet: 19%

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Discovery Tools

- ex.fm
  - try: http://almostmainstream.tumblr.com/ (compare on Safari & Chrome w/ex.fm)
  - http://ex.fm/labs/blogfinder

- Music blog aggregators:
  - http://elbo.ws/
  - http://shuffler.fm/

- later.fm (need to login)

- By mood:
  - http://musicovery.com/
  - http://www.moodagent.com/ (mobile devices and Windows app)

- Visualization
  - http://audiomap.tuneglue.net/
  - http://www.musicroamer.com/

Discovery Tools: Humans

- Experts:

  - http://wearehunted.com

  - http://www.thesixtyone.com

- Crowd sourced:

  - last.fm

  - GoRankem

Discovery Tools: Machines

- Apple Genius

- Google's Instant Mix (US only)

  - http://musicmachinery.com/2011/05/14/how-good-is-googles-instant-mix/

  - http://musicmachinery.com/2011/05/24/google-instant-mix-and-itunes-genius-fix-their-wtfs/

- http://www.mtvmusicmeter.com/

  - Upcoming artists with EchoNest

- http://uplaya.com/games/music_universe (a game)

Break

Javascript: Review

- Blocks: { }

- Comments: /* ... */ and //

- Variables: **var**

- Operators:
  - Arithmetic: +, -, *, /, %, ++, --
  - Assignments: =, +=, -=, *=, /=, %=; e.g., x *= 2;
  - String concatenating: =; "this" + " " + "is"
  - Comparison operators: ==, !=, >, <, >=, <=, ===
  - Logical operators: &&, ||, !=

- Statements:
  - If