Emerging Models and Markets for Music (EM3)
NYU/Steinhardt – Music Business Graduate Program
January 2015 – Rio de Janeiro, Brazil

PROVISIONAL SYLLABUS FOR 12/17/14, SUBJECT TO CHANGE

Course #: MPAMB-GE.2203
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Catalog Description:
A survey of post-industrial business models and regional/global markets that will undergird the production and distribution of music and music-related cultural goods and services in the first decades of the 21st Century. The course lays out the major theoretical, historical, technological, and socio-economic threads linking popular music and networked communications systems and media, with a strong emphasis on major emerging national and regional markets. Mixing contemporary theory with analyses of real-world events and trends, the course will develop students’ critical and analytical skills for evaluating which of the emergent models and markets touted as “the future of music” will actually prosper, why, and why.

Course Objectives:
At the end of this course students will:
- have highly developed critical and analytical skills for analyzing, critiquing and evaluating which of the emergent models and markets touted as “the future of music” will actually prosper, why, and where;
- be able to describe, summarize, evaluate and accurately assess non-US and non-European territories and businesses;
- be able to explain and articulate the continuities and differences between “old” media and music business models based on exclusive rights, and “new” media information and content distribution systems;
- demonstrate a solid theoretical and practical grounding in emerging interactive and hybrid music models, including their underlying technological and economic infrastructures, and the rapid proliferation of synchronization and other licensing opportunities across new media forms and products;
- demonstrate relevant knowledge on the largest and most important emerging countries in the global economy, which will be invaluable to any citizen living in this century;

By the end of the course, students will be able to recognize and select, out of myriad competing options, which models and markets hold the best potential for the sustained development of non-traditional music and music-related businesses and economies. By arming students with a strong theoretical foundation and expert-level knowledge across related fields, this course will prepare them to be leaders in the music and media business environments of the upcoming decades.
Sample Texts and Source Materials
Readings will be provided to students via pdfs on NYU Classes. Students will also be expected to source – and share with their classmates – some of their own reading material from periodicals and Internet sources.

Topics/Course Content
Morning sessions: 10am-1pm
Afternoon sessions: 2pm-5pm

Monday Jan 5 (pm)
Class 1 (a): Introduction to the course and its themes, interplay of commerce, state, and civil society in different countries.
Class 1 (b): Emerging markets: Brazil and Latin America in context.


Tuesday Jan 6 (am)
Class 2 (b): Hybrid economies and music businesses.


Wednesday Jan 7 (am)
Class 3 (a): Mobile and streaming.
Class 3 (b): GUEST SPEAKER: iMusica
GSMA *Mobile Economies in Latin America 2014.*
Thursday Jan 8 (am and pm)

Class 4 (a): Crowds and fans. Crowdfunding, prosumers, superfans.
Class 4 (b): GUEST SPEAKER: Queremos/WeDemand.

Class 5 (a): Piracy in emerging markets.
Class 5 (b): FGV SESSION Leo Morel on Monobloco and the Web in Brazil.

Friday Jan 9 (am)

Class 6 (a): Live and festivals.
Class 6 (b): Branding.
Watch: Interview with Live Nation CEO Michael Rapino. https://www.youtube.com/watch?v=7Eyi7uZuZX8

Monday Jan 12 (pm)

Class 7 (a): Jamaica and soundsystem culture (Larisa Mann)
Class 7 (b): FGV SESSION – Claudio Dipolitto on transmedia business models
Read: Chude-Sokei, L. “‘Dr. Satan’s echo chamber’: Reggae, technology, and the diaspora process.” Emergences: Journal for the Study of Media and Composite Cultures.

Tuesday Jan 13 (am and pm)

Class 8 (a): EDM as hyperglocal genre (Larisa Mann).
Class 8 (b): FGV SESSION – Claudio Dipolitto team-based workshop
Read: Garcia, L. “An Alternate History of Sexuality in Club Culture.”

Class 9 (a): India.
Class 9 (b): Africa.
**Wednesday Jan 14 (pm)**

Class 10 (a): Korea and Japan.
Class 10 (b): China.


**Thursday Jan 15 (am)**

Class 11 (a): FGV SESSION – Christian De Castro on VC funding in Brazil.
Class 11 (b): GUEST SPEAKER – Simon Fuller from Kappamakki.

**Friday Jan 16 (am)**

Class 12: Interactive media, gamification, and the future.
Howard-Spink interview with Destructoid blog.
Watch: Amy-Jo Kim on “Smart Gamification.” https://www.youtube.com/watch?v=F4YP-hGZTuA

**Assignments and Assessment**
Covered in a separate document.