

ANNOUNCEMENT

Bachelor Thesis

KEYWORDS

- Music Industry
- Music Streaming
- Cross-country Analysis
- Empirical Bachelor Thesis

TOPIC: DIVERSIFICATION OR HOMOGENIZATION? HOW COUNTRY-CHARACTERISTICS MODERATE THE DIVERSITY OF MUSIC CONSUMPTION ON STREAMING SERVICES

Since the rise of digital channels for media distribution, the music industry has undergone a major transformation process characterized by a shift toward access-based consumption channels (e.g., streaming services like Spotify). For marketing managers, it is crucial to understand how this development affects consumer preferences and how these preferences differ over countries. For example, global streaming platforms like Spotify provide consumers with access to an unprecedented large catalog of songs.

So far, research does not provide conclusive evidence if music streaming will overall lead to more diverse music consumption (e.g., because consumers have access to more variety) or to less diverse music consumption (e.g., because recommendation engines suggest similar content), and how country-level factors moderate these two possible trends. Therefore, the aim of this thesis is to analyze the diversity of music consumption (e.g., number of genres, artists, concentration of demand) across a set of different countries and how country-level factors (e.g., national culture) impacts trends towards more vs. less diverse music consumption. The analysis will be based on a large panel data set comprising the daily number of streams from the Top 200 songs at an international music streaming service provider over a period of more than two years across various countries. The data will be analyzed using a multi-level regression framework to investigate the effects of country-level variables on the trend toward more/less diverse content. The thesis can be written in German or English language.

LITERATURE:

- **Datta, H., Knox, G., & Bronnenberg, B. J. (2017).** Changing Their Tune: How Consumers' Adoption of Online Streaming Affects Music Consumption and Discovery. *Marketing Science*, 37(1), 5-21.
- **Fong, N., Zhang, Y., Luo, X., & Wang, X. (2019).** Targeted Promotions on an E-Book Platform: Crowding Out, Heterogeneity, and Opportunity Costs. *Journal of Marketing Research*, 56(2), 310-323.

- **Ingham, T. (2019).** What is Happening to Streaming's Superstars?;
<https://www.rollingstone.com/music/music-features/what-is-happening-to-streamings-superstars-845395/>

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APPLICATIONS

Applications with CV and transcript of records should be sent to Daniel Winkler (daniel.winkler@wu.ac.at).