

# ANNOUNCEMENT

## Bachelor Thesis

### KEYWORDS

- Music Industry
- Digital Distribution
- Music Piracy
- Synthetic Control
- Music Streaming

### TOPIC: THE INFLUENCE OF ON-DEMAND MUSIC STREAMING SERVICES ON ONLINE PIRACY

Since the rise of digital channels for media distribution, the music industry has undergone a major transformation process characterized by declining revenues and a proliferation of online piracy. The most recent phase of this transformation in the music industry saw the introduction of (free) on-demand streaming services (e.g., Spotify) in an attempt to reduce piracy by providing consumers with convenient legitimate alternatives. However, if streaming services actually reduce piracy remains unclear.

Therefore, the goal of this bachelor thesis is to empirically investigate the influence of on-demand music streaming services on online piracy. The analysis will be based on a large panel data using comprising the number of illegal downloads for a sample of more than 100 countries, over 1500 music artists, and a period of more than two years. To identify the streaming service effect, the synthetic control method will be used using the statistical software R.

### LITERATURE:

- **Tirunillai, S. & Tellis, G.J. (2018):** Does Offline TV Advertising Affect Online Chatter? Quasi-Experimental Analysis Using Synthetic Control, *Marketing Science*, 36(6), 862-878.
- **Danaher, B., Dhanasobhon, S., Smith, M.D., & Telang, R. (2010):** Converting Pirates Without Cannibalizing Purchasers: The Impact of Digital Distribution on Physical Sales and Internet Piracy, *Marketing Science*, 29(6), 1138-1151.
- **Danaher, B., & Smith, M.D. (2014):** Gone in 60 Seconds: The Impact of the Megaupload Shutdown on Movie Sales, *International Journal of Industrial Organization*, 33(March), 1-124.
- **Danaher, B., Smith, M.D., Telang, R., & Chen, S. (2014):** The Effect of Graduated Response Anti-Piracy Laws on Music Sales: Evidence from an Event Study in France, *Journal of Industrial Economics*, 62(3), 541-553.

- **Aguiar, L., & Waldfogel, J. (2017):** As Streaming reaches flood stage, does it stimulate or depress music sales? *International Journal of Industrial Organization*, forthcoming.

#### SUPERVISOR:

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#### APPLICATIONS

Applications with CV and transcript of records should be sent to Nils Wlömert ([nils.wloemert@wu.ac.at](mailto:nils.wloemert@wu.ac.at)).