

ANNOUNCEMENT

Bachelor Thesis

KEYWORDS

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

TOPIC: THE INFLUENCE OF ON-DEMAND MUSIC STREAMING SERVICES ON MUSIC INDUSTRY REVENUE

Since the rise of digital channels for media distribution, the music industry has undergone a major transformation process characterized by years of declining revenues. The most recent phase of this transformation saw the introduction of (free) on-demand streaming services (e.g., Spotify) in an attempt to produce a positive effect on overall revenues. The goal of this bachelor thesis is to empirically investigate the influence of the on-demand music streaming services on music industry revenues. The analysis will be based on a large panel data set comprising music revenues and various control variables for 38 countries and a period of 18 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.
- **Wlömert, N. & Papies, D. (2016):** On-demand streaming services and music industry revenues — Insights from Spotify's market entry, *International Journal of Research in Marketing*, 33(2), 314-327.
- **Aguiar, L. (2017):** Let the music play? Free streaming and its effects on digital music consumption, *Information Economics and Policy*, forthcoming.
- **Aguiar, L., & Waldfogel, J. (2017):** As Streaming reaches flood stage, does it stimulate or depress music sales? *International Journal of Industrial Organization*, forthcoming.

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APPLICATIONS

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