

# ANNOUNCEMENT

## Master Thesis

### KEYWORDS

- Music Industry
- Digital Distribution
- Piracy
- Cannibalization
- Empirical Master Thesis

### 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 the upheaval 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 master thesis is to empirically investigate the influence of on-demand music streaming services on online piracy based on a large panel data set using regression techniques (e.g., in Stata or R).

### LITERATURE:

- **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.

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### APPLICATIONS

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