

ANNOUNCEMENT

Bachelor Thesis

KEYWORDS

- Music Industry
- Digital Distribution
- Music Piracy
- Stream-ripping
- Causal Impact
- Difference-in-difference analysis

TOPIC: THE IMPACT OF THE YOUTUBE-MP3 SHUTDOWN ON MUSIC SALES AND 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. To combat the piracy problem, the industry employs legal measures with the aim of shutting down illegal websites. For example, the popular stream-ripping service YouTube-MP3.org shut down in September 2017 after being sued by the major record labels. However, the consequences of this shutdown are unclear. Therefore, the goal of this bachelor thesis is to empirically investigate the influence of the shutdown of the website YouTube-MP3.org on music sales and piracy. The analysis will be based on a large panel data set comprising detailed information on the online browsing and purchasing behavior of thousands of Internet users in the US over a period of two years. To identify the shutdown effect, a difference-in-difference model should be used using the statistical software 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.
- **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).