

The Evolution of MUSIC CONSUMPTION

With a diverse range of music formats available - from vinyl and CDs to digital downloads and streaming services - the way people enjoy music has changed dramatically over the past century. To understand more about how we ended up where we are today, let's take a look at where it all began and the path that led us to today's streaming revolution.

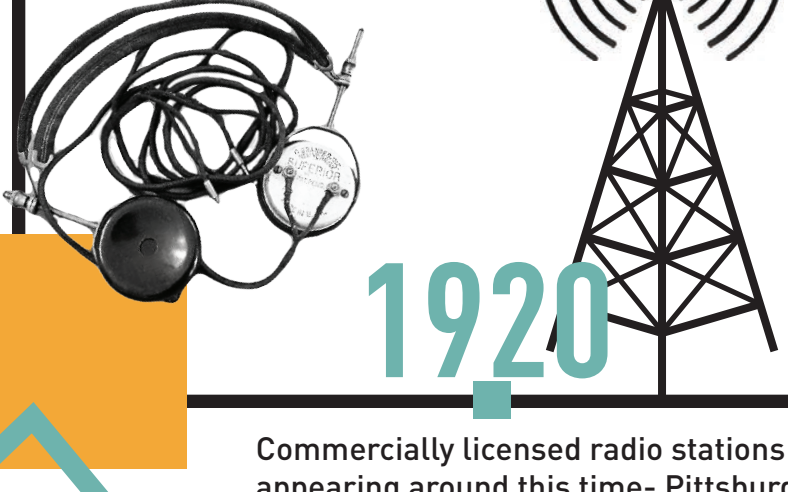
ANALOG AUDIO

1889 The FIRST FLAT, CIRCULAR AUDIO RECORD was developed in the United States by inventor Emile Berliner.



Berliner's initial designs were made of glass.

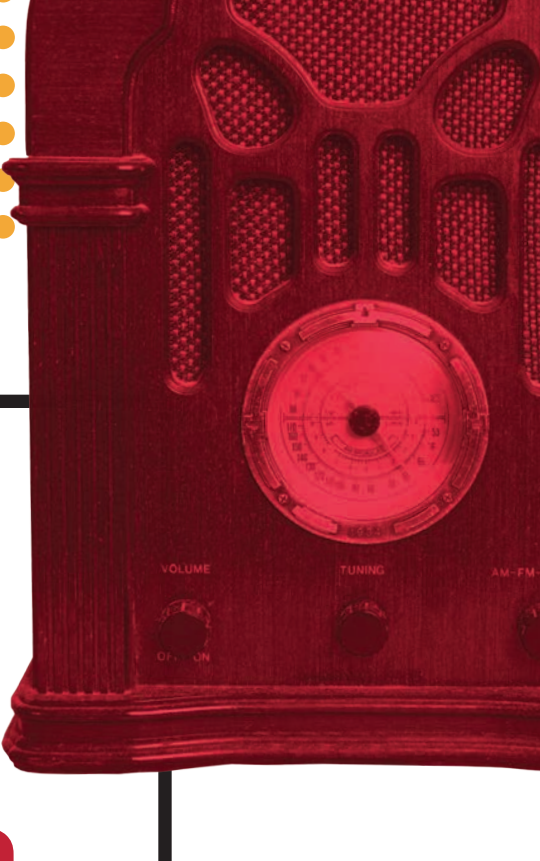
1895 Guglielmo Marconi, an Italian inventor, proved the feasibility of radio communication by sending and receiving the FIRST RADIO SIGNAL in Italy in 1895.



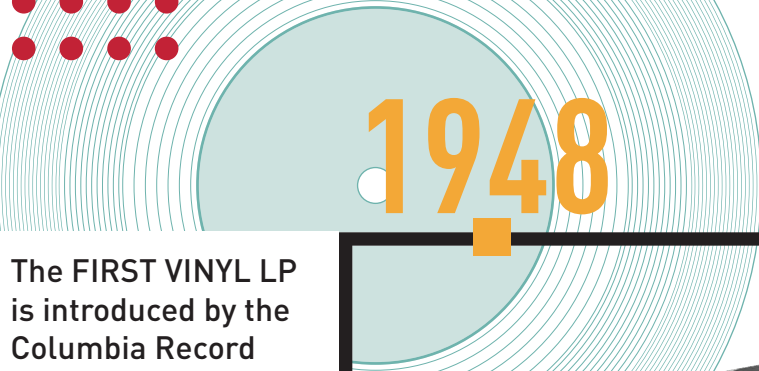
If you had a pair, beware- the original headphones were clunky, uncomfortable, and were known to occasionally shock users!

The FIRST HEADPHONES were invented by Nathaniel Baldwin to be sold to the U.S. Navy.

1920 Commercially licensed radio stations started appearing around this time- Pittsburgh's KDKA is arguably the first, with its inaugural broadcast of presidential election results in October 1920.



1948 The FIRST VINYL LP is introduced by the Columbia Record Company at a New York press conference on June 18, 1948.



1930 Between 1920 and 1930, a reported **60% OF AMERICAN FAMILIES** purchased radio receivers, and the number of families with radios more than doubled during the 30s.



Frank Sinatra's first studio album, The Voice of Frank Sinatra, was the first "pop" LP ever released.

1963 The FIRST "COMPACT CASSETTE" tape is released by Philips in Germany at the Berlin Radio Show.

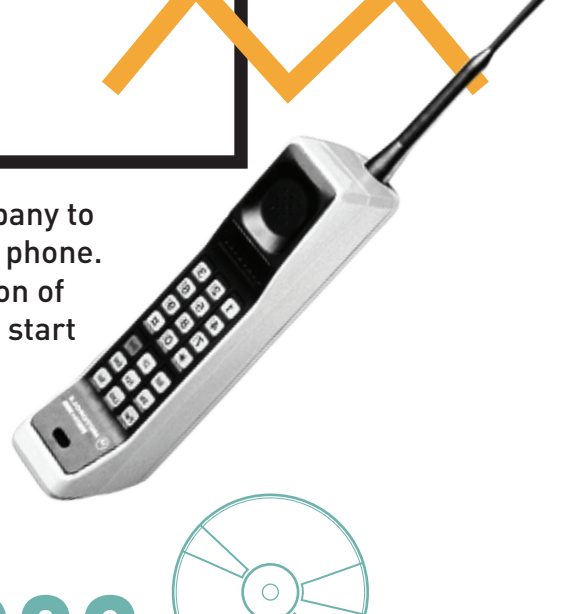


1964 The Eight-Track or Stereo 8 was created by a group led by Bill Lear of Lear Jet Corporation.

1979 The Sony Walkman was introduced as the FIRST TRULY PORTABLE PERSONAL MUSIC PLAYER- this revolutionized how people listen.

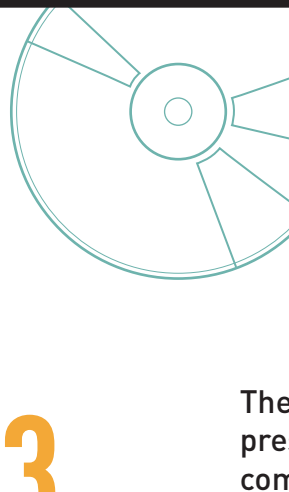


1973 Motorola was the first company to produce a handheld mobile phone. However, the implementation of music on cell phones didn't start until the 80s.



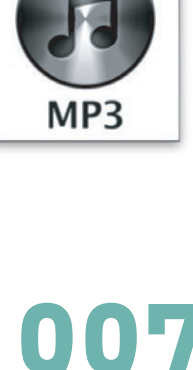
THE DIGITAL ERA

1982 The FIRST COMMERCIAL COMPACT DISC, a recording of Chilean pianist Claudio Arrau, was produced.



1993 MP3, an encoding format for digital audio, was first released to the public.

The introduction of MP3 files fundamentally changed how people access music. The Internet Underground Music Archive was organized in the early 1990s as the first experiment in music distribution via the Internet.



The FIRST MUSIC CD to be pressed in the United States for commercial release was Bruce Springsteen - Born in the USA.

1984 Sony's first portable CD player, the Discman D-50, was introduced in November 1984.

Major record companies claimed that the free sharing of music diminished sales, so they called it "music piracy".

1997 Developer Tomislav Uzelac invented the FIRST SUCCESSFUL MP3 PLAYER.



Napster, the FIRST PEER-TO-PEER FILE SHARING NETWORK, was founded. This made it incredibly easy to create and share MP3s, leading to widespread copyright infringement.

Pandora Radio was founded to create separate, individualized radio stations for each user, featuring the music that you want, without the music that you don't.

2000

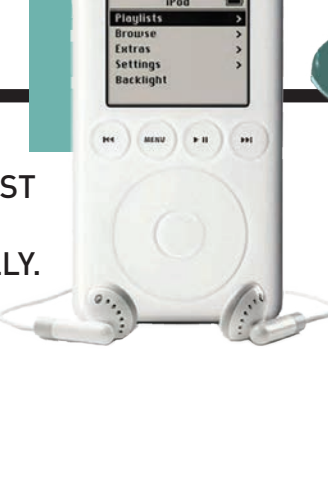


According to Hustle, the company ran through its initial \$2 million in funding by 2001. Founder Tim Westergren then convinced Pandora's 50 employees to work for two years without pay.

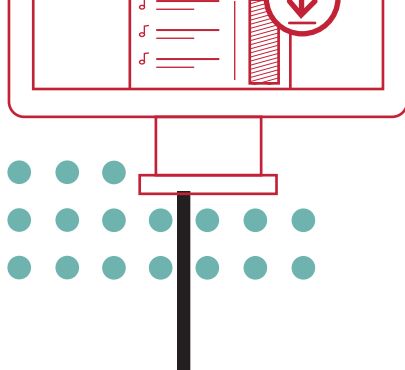


The introduction of the iPod changed the way we listen to music as the FIRST DEVICE WHERE YOU COULD STORE MUSIC AND UPLOAD SONGS DIGITALLY.

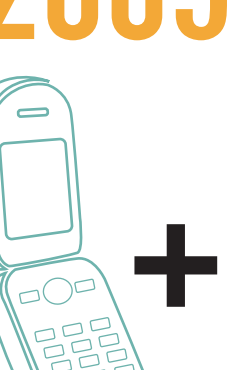
2001



2002 Last.fm launched the first internet radio station and music community where users could build detailed profiles and generate dynamic playlists.



Apple, Motorola and Cingular announced the availability of iTunes, enabling music lovers to listen on the go with their mobile phones.



2007

The iPod touch was released as the FIRST MUSIC DEVICE TO HAVE WI-FI, so users could connect to the iTunes store, download music, and listen immediately.



2016 BuzzAngle's Mid-Year report stated that overall music consumption grew 9.9% in 2016.

Streaming music revenue grew **60.4%** from 2015, with more than **112 MILLION** users. For the first time ever, digital music formats made up the majority of the total recorded industry's global revenue at **\$7.8 BILLION**.

Spotify

2008

Spotify launched with a business model that focused on tackling copyright infringement issues. Instead of being paid for downloads, artists receive royalties when their music is streamed.

2017

Audio streaming reached a new high last year, landing at 179.8 billion, up 58.5% over the previous year.

Vinyl record sales saw a huge increase in 2017, up **20.4%** from 2016.

Spotify expects to reach **200 MILLION** monthly users by the end of 2018. A Goldman Sachs Report predicts the global recorded music revenue will hit **\$41 BILLION** by 2030 - and streaming services will account for **\$34 BILLION** of it.

Spotify debuted on New York Stock exchange and managed to have one of the largest opening days in history. At the end of its first day as a publicly traded company, it had a market value of \$26.5 billion.

2018

Music is always changing, but one thing is constant: we need music, and we need it everywhere. **NUVO® MAKES IT EASY** to listen to your favorite streaming services, to listen to radio stations, or personal music collections stored on your mobile devices or any networked computer. Play Pandora in your kitchen, iTunes in the den, or the same song throughout the entire house - all from a single, intuitive app. Whether it's an old favorite or the newest hit, fill your home with the music that moves you.



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SOURCES:

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