

DEEP RESEARCH

Cassette Tapes:

History:

- 1962 - Philips invented
- 1963 - Berlin Radio Show

Pros + Cons:

- Medium storage w/ portability
- average quality
- ~~from~~ expensive

Record without experience (whether you want mix tape)

Magnetic created soundwave (recording & distribution)

Hi-fi to Walkman

Took over the 8 track because of its size and portability. popular in 80s. 8 track had better audio quality but was big.

CDs

History:

- James T Russell 1981
- Polycarbonate plastic
- Pros + Cons:

Portable (CD player / Walkman) • scratch easy

• better storage (700MB)

• cheap (\$1 approx.) not when 1st release

popularity: 90s

Notable Releases:

- 1st commercial release 1981
- Nirvana Nevermind (best seller ever)
- Over 30 mill copies!

MP3 and Streaming Services: Spotify

History:

- MP3 (iPod) - 1991

• April 21st 2006, over 2 years later actually released

• Over 20 countries considerably low

• Tailors to your taste (Spotify wrapped)

• free version - ads to support artists

• Subscription - ad free, download, unsynced,

offline, unlimited skips + on demand

• Change EQ and sound quality

• Paired with Genius (lyrics + facts)

• \$10 / year to upload music - money loss

• One physical = 10 streams

• Apple takes some revenue

• Deluxe albums not released on streaming

platforms to make money

Radio Head's 1st Rainbow released on their own platform so listeners paid what they wanted.

Taylor Swift's album removed to save record companies money but then became fastest growing artist on Spotify in 2016 when 189 was put on there.