

Die Digitale Revolution Der Musikdistribution: Tauschbörse: Chance Oder Untergang? - Maria Brückner

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1979 äußerte sich die Gruppe The Buggles zur informationstechnischen Revolution mit den Worten ‚Video killed the radio star‘. Diese doch recht distinkte Reflexion der medialen Entwicklung erwies sich nicht unbedingt als zutreffend. Doch von diesem Ausruf ableitend, stellt sich in der heutigen Zeit die Frage, inwiefern das Internet die Video und Radio Stars, d.h. die Grundpfeiler der Unterhaltungsindustrie, eliminiert. Insbesondere die zunehmende Beliebtheit von illegalen Tauschbörsen ist hierbei zu betrachten. Denn im Zuge der digitalen Revolution und dem damit verbundenem Siegeszug des Internets eröffneten sich neue Wege des Vertriebes, der Vermarktung und des Konsums von musikalischen Kunstwerken. Musik war noch nie so allgegenwärtig wie in heutiger Zeit. Diese Omnipresenz bezieht sich in besonderem Maße auf die mediale Verfügbarkeit. Zunächst durch Radio übertragen, auf MC und CD gespeichert und abspielbar, später im Fernsehen visuell und auditiv erfahrbar gemacht, erlangte die Musik einen zentralen Stellenwert im menschlichen Leben, welcher bis heute stabil ist. [...]Author: Brückner, Maria
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