

# 'die Plattenfirma Der Zukunft' - Der Paradigmenwandel Der Musikverwertung Unter Analytischem Einbezug Einer Quo Vadis Perspektive Und Der Anforderunge - Mathias Dauer

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Diese Arbeit soll zunächst einen ausführlichen Überblick über den Paradigmenwechsel der Musikverwertung geben. Hierzu werden vergangene Epochen reflektiert und anschließend die Vor- und Nachteile traditioneller Musikverwertungsmodelle erörtert. Ausgehend von Innovationen und Wertewandel kommt es zu musikwirtschaftlichen Veränderungen. Welche dies sind und wie es von der Verlagsära im 18. Jahrhundert über die Erfindung des Phonographen und der damit einsetzenden industriellen Phonowirtschaft bis hin zu heutigen digitalen Vertriebsformen gekommen ist, soll in Kapitel 2 näher untersucht werden. Im Anschluss an den historischen Abriss dienen die folgenden Erkenntnisse als Orientierung für die Anforderungen an die Plattenfirma der Zukunft. Sie sollen sowohl den neu aufkommenden wettbewerbstechnischen Anforderungen als auch den revolutionären Denkmustern der Konsumenten gewachsen sein. Die Kompatibilität bereits standardisierter Produktionsverfahren mit den zahlreichen innovativen Möglichkeiten soll dabei das Pro und Contra traditioneller Strukturierungsprozesse aufzeigen und eine Einschätzung der Konsolidierung momentaner Phonoindustrieformen ermöglichen. Author: Dauer, Mathias Publisher: GRIN Verlag Illustration: N Language: GER Title: 'Die Plattenfirma der Zukunft' - Der Paradigmenwandel der Musikverwertung unter analytischem Einbezug einer Quo Vadis Perspektive und der Anforderunge Pages: 00065 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640292967 Category: Music : General

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