

# MUSIC INDUSTRY PRIMARY RESEARCH

Homework for this weekend and due in at 1.05pm on Monday 29th March

## PERSONAL RESEARCH : NICHE versus MAINSTREAM 1

1. Count up ALL the CD Albums that you have in your music collection.
2. Make a tally identifying each Album as either Niche or Mainstream.
3. Write a paragraph explaining to what extent your CD collection reflects a more Niche or Mainstream musical taste

## AUDIENCE RESEARCH : NICHE versus MAINSTREAM 2

1. Ask at least 50 people of your own age-group to name their Top 3 Recording Artists/Groups (in no particular order). You could carry out a face-to-face questionnaire or post a message via Facebook in order to obtain your data.
2. Compile a tally of ALL the Artists / Groups mentioned, and produce a table showing your results in rank order of popularity (from Most Popular to Least Popular).
3. Add a new column to your table identifying each Artist / Group as either Niche or Mainstream. If you are unfamiliar with the artist you may have to listen to their music online, find a music review or ask the fan for their opinion.
4. Add an extra column listing which Record Label each act is currently signed to making a note if they are owned by one of the Majors or are Independent
5. Write a side of A4 analysing your results:
  - Who are the Top Ten most popular artists according to your sample?
  - Are you surprised by the result, if so why? If not, why not?
  - How many of your Top Ten acts are signed to a Major label? Is this more than the 70% global market share?
  - How significant do Niche acts appear to be with music fans of your age? Does this result surprise you? If not, why not?
  - How representative does your own CD collection appear to be compared with the results of your Audience Research?