



Freeloading: A change in the Recording Industry

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[Question...]

- How many of you have ever downloaded music from the Internet, Legally or Illegally?

[Background]

- The Napster Craze
 - Napster's not the only one
 - Gnutella (Limewire)
 - FreeNet
 - eDonkey
 - BearShare
 - Grokster
 - WinMX

- Consumers

[Background (continued)...]

- The Recording Industry
 - Their side of the story
 - Are they just behind with technology?
- Lawsuits
 - Software/Website developers
 - Individuals

[Colleges who Pirate the Most Music]

- Ohio
- Purdue
- University of Nebraska – Lincoln
- University of Tennessee
- University of South Carolina

as of March 2007

[Background (continued)...]

- New Technologies
 - iPods
 - MP3 Players
 - Faster broadband connections
 - Digital compressions

[Thesis]

- Financial issues, convenience of the Internet, digital compressions, and broadband connections are driving people to download music files illegally. These issues and changes will have a significant effect on the recording industry.

[Research Questions]

- RQ 1: Are advancing technologies like iPods, and/or MP3 players causing pirated music to significantly increase?
- RQ 2: At what age, gender, and financial status do people start to download and are there any specific reasons that make them download?

[Research Methods]

- Qualitative/Quantitative -
 - Online Pop-up Survey
 - Opened ended questions
 - Closed ended questions

- Individuals taking survey
 - Will be anonymous
 - May contact researcher through an email address provided

- Will partner with eight online music server websites to conduct surveys/questionnaires
- Every 10th visitor to those websites
- 3 week long survey

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[Any Questions?

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