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Artists and Industry Not In Harmony on Music Downloading

10 May 2004

A new study by the [Pew Internet & American Life Project](#) reveals the views of musicians and songwriters in the US on the role of digital music file sharing, and the music industry's efforts to curb it.

Most of these respondents say free Internet downloads have helped them or at least not affected them, and they also feel that the (Recording Industry Association of America) RIAA's efforts to go after downloaders will not benefit artists.

Pew received responses to its Web-based survey from 2,755 musicians and songwriters between March and April. The questions covered a range of topics pertinent to these artists and the Net, including digital file sharing, copyright laws and the long-term prospects of the music industry. The study is not representative of the entire musician and songwriter population, but Pew feels it brings many voices into the debate on these issues.

Pew asked the artists about how music downloading has made a difference in the crucial aspects of their career – CDs and merchandise sales, radio play and attendance at concerts and live events. Only small percentages replied that free music has hurt their careers, with about 20% feeling it has helped them sell CDs and get radio play. In fact, 30% feel it helped them get a crowd for gigs. Fully 83% of respondents offer free samples of their music online.

Effect that US Musicians and Songwriters Feel that Free Downloading on the Internet Has Had on Select Aspects of Their Livelihood, March-April 2004 (as a % of respondents)

	Increased	Decreased	No Effect	N/A	Don't know
Sale of their CDs or other merchandise	21%	5%	34%	25%	14%
Radio play of their music	19%	1%	39%	28%	13%
Attendance at their concerts or live performances	30%	–	29%	27%	13%

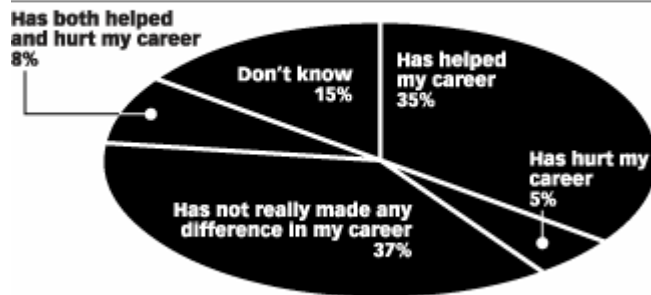
Note: n=2,793 musicians, songwriters and music publishers
Source: Pew Internet & American Life Project, May 2004

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Overall, 35% credit free downloading with helping their careers, and only 5% say it has hurt them.

Opinions of US Musicians and Songwriters Regarding Whether Free Downloading on the Internet Has Helped or Hurt Their Career, March-April 2004 (as a % of respondents)



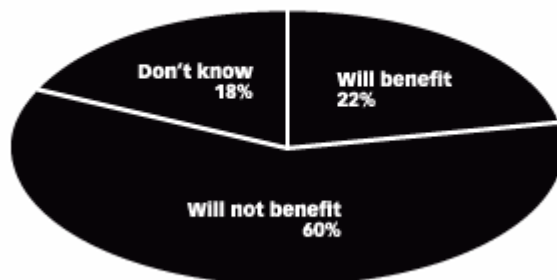
Note: n=2,793 musicians, songwriters and music publishers
Source: Pew Internet & American Life Project, May 2004

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The musicians and songwriters were not so keen on the RIAA's efforts to stop file sharing. Only 22% of those who replied to Pew feel the Association's actions will benefit them, and 60% think it would not. This demonstrates the divide that exists in the industry between the artistic side and the business side, with the RIAA and record labels seeing free downloading mainly as a threat, while artists see benefits in the practice.

US Musicians and Songwriters Who Feel that They Will Ultimately Benefit from the RIAA's Legal Action Against Music Downloaders, March-April 2004 (as a % of respondents)



Note: n=2,793 musicians, songwriters and music publishers
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For more information on the present and future of digital music, read eMarketer's *Digital Music* report.

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