Part A: Music Publishing Companies. Paper details Students should find out the current state of affairs and music publishing issues. What are the biggest current events issues facing music publishing? While piracy has hurt the sales of CD’s and recorded music, lowering mechanical royalties paid to music publishers, the growth of on-demand streaming services has started to increase mechanical royalty payments. Other types of revenue continue to grow, i.e. public performance and synchronization licenses. Find several articles that discuss the future of publishing. Are people bullish on the market or cautious? Would you rather be in the publishing business or the recording business?

Part B: Marketing News Current Events Presentation. Paper details You can choose any company to present and to share with your peers, with the support of information from current news, marketing practices conducted by this specific company, or even your own interaction with this specific company. This can train you to have better business sense and help you pay attention to real industrial practices, rather than simply the concepts or knowledge from the book or lecture. news, marketing practices conducted by this specific company, or even your own interaction with this specific company. This can train you to have better business sense and help you pay attention to real industrial practices, rather than simply the concepts or knowledge from the book or lecture Please use the Boston Celtics as the news company