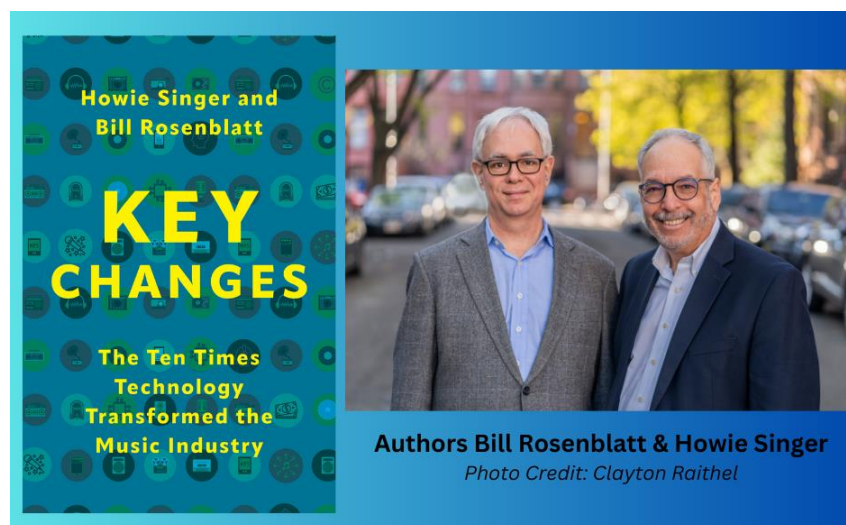


**New Book by NYU Professors and Music Technology Experts Dr. Howie Singer, PhD, and Bill Rosenblatt,  
Key Changes: The Ten Times Technology Transformed the Music Industry,  
to be published by Oxford University Press on September 18**

September 13, 2023 (New York, NY) – Music industry veterans and technology experts Howie Singer, PhD, and Bill Rosenblatt have announced their new book [Key Changes: The Ten Times Technology Transformed the Music Industry](#), which will be released in trade paperback, hardcover textbook, and eBook formats on September 18 and is now available for [preorder](#). Based on both research and personal experience, Singer and Rosenblatt show that the system was shaken up not just once in the 1990s, but ten times over more than 100 years.



“Writing [Key Changes](#) was a terrific experience,” said Howie Singer. “Even after decades in the industry, [Key Changes](#) helped me take a fresh look at how technology disrupted the business over more than a century. I’m grateful to Bill for his invaluable help and insights and Oxford University Press for their support, and am excited for people to finally be able to read it!”

“A lot of research and thinking went into [Key Changes](#) , but it was a dream project,” said Bill Rosenblatt. “We wanted to show to both insiders and non-insiders how each of these ten inflection points followed the same framework, and therefore how future technology-driven disruptions are likely to affect the music industry. I’m enormously grateful to Howie for his partnership and to Oxford University Press for helping us bring [Key Changes](#) to readers around the world.”

Singer, an expert on music industry technologies who played a leading role in the transition to digital music delivery, and Rosenblatt, a leading independent expert on technologies related to copyright in the digital age, tell a new story about the history of the music business and the technological advances that disrupted it over the last century – advances that were initially

decried, but ultimately led to the expansion of both businesses, and paved the way for other copyright industries to follow – film, photography, print, and games.

Singer and Rosenblatt both have exceptional experience in making the highly technical easily understood, both from their professional lives and in their roles as Adjunct Professors in the Music Business Program at NYU Steinhardt. Originally conceived as a college course, the idea expanded into a 500-page book, accessible for students and instructive to industry experts, but also for those outside the business who are interested in the dance between technology and music. Each chapter focuses on one innovation, framed by a song title and performer. The full chapter listing is:

1. Introduction: Whole Lotta Shakin' Goin' On— Jerry Lee Lewis
  2. Phonograph: Put Your Records On— Corinne Bailey Rae
  3. Radio: We Want the Air Waves— Ramones
  4. Vinyl: Spin the Black Circle— Pearl Jam
  5. Tapes: Rhymin' and Stealin'— Beastie Boys
  6. Television: Television Rules the Nation— Daft Punk
  7. Compact Discs: Zero- Sum— Nine Inch Nails
  8. Downloads: Don't Download This Song— Weird Al Yankovic
  9. Streaming: Islands in the Stream— Dolly Parton and Kenny Rogers
  10. Streaming Video: Throw Away Your Television— Red Hot Chili Peppers
  11. Artificial Intelligence and Voice Interfaces: You Took the Words Right Out of My Mouth— Meat Loaf
  12. Coda: Time After Time— Cyndi Lauper
- Afterword: Unchained Melody— Righteous Brothers

These ten disruptions came with the introduction of new formats for enjoying recorded music: starting with the cylinders and discs played on early phonographs; then moving through radio, LPs, tapes, CDs, television, digital downloads, streaming, and streaming video; and then into Artificial Intelligence, which enables a wide range of new capabilities with profound impacts upon the business. This book devotes a chapter to each of these formats, illustrating how such innovations resulted in shifts in creativity, consumer behavior, economics, and law.

Each of the technological innovations covered in the book not only disrupted the music business but also fundamentally altered the industry's character. And while the technologies themselves have evolved in unique and varied ways over the decades, the changes within the business follow a clear pattern.

Key Changes shows how this pattern works through a framework called “the 6 Cs”: cutting-edge technology, channels of distribution, creators, consumers, cash, and copyright. This framework provides insight into how such disparate innovations similarly disrupted and transformed the music business in each era.

**About The Authors:**

**Howie Singer**, PhD, is an expert on innovation and data analytics in the music industry who played a leading role in the transition to digital music delivery. At Warner Music Group, he served as SVP and Chief Strategic Technologist analyzing new business models and services. He spent the first part of his career at Bell Labs and AT&T, where he cofounded a2b music, an early digital music startup. He currently teaches Data Analysis in the Music Industry at New York University.

**Bill Rosenblatt** is a leading independent expert on technologies related to media and copyright in the digital age. As president of GiantSteps Media Technology Strategies, the firm he founded in 2000, he has consulted to leading media and technology companies as well as public policy entities worldwide. Bill teaches Data Analysis in the Music Industry at New York University, and he is a trustee of the Copyright Society and of Princeton Broadcasting Service, Inc.

**Advance Praise for Key Changes:**

“They’ve actually done it. Singer and Rosenblatt have written an indispensable new resource for anyone teaching, learning, or just curious about how the music industry evolved. Utterly comprehensive, meticulously researched, and completely accessible, this is a book for fans, budding executives, and experienced practitioners as well as historians, educators, and policy experts.”

- **Larry Miller**, clinical professor and director of the New York University Music Business Program

“The music industry has been and will forever be on the forefront of technological change. Key Changes gives a comprehensive, thoughtful, and engaging account of the technologies that have been fundamental in defining music and sets the foundations for what comes next.”

- **Oana Ruxandra**, executive vice president and chief digital officer, Warner Music Group

“Music matters because it got there first. It was the first to suffer, first to recover from disruption. In this rhythmically engaging book, Rosenblatt and Singer hold your hand and dance you through where each ‘key change’ took us along the way.”

- **Will Page**, author of *Tarzan Economics*, fellow of the London School of Economics, and former chief economist of Spotify and PRS for Music

“This book is essential reading for those looking to thrive in the ever-evolving music industry. Here we have a clear and concise roadmap for understanding how artists, technology, and business are shaping the next reinvention of music.”

- **Frances Moore**, chief executive officer of the International Federation of the Phonographic Industry

“A great read. What a pleasure to have the history of recorded music laid out so clearly and succinctly.”

- **Albhy Galuten**, technology executive, Grammy Award-winning record producer, composer, musician, orchestrator, and conductor.

To obtain a review copy of Key Changes, email [laurie@jaybirdcom.com](mailto:laurie@jaybirdcom.com).

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