

Jay Z restarts music streaming brand

4th April, 2015



Rapper Jay Z has restarted a music subscription site to provide a new kind of streaming service. Jay Z has bought and re-launched the service called Tidal, which was initially launched last October. Many of the music industry's major

stars have also added their weight behind the project and have become co-owners in it. These include Beyonce, Kanye West and Madonna. They hope Tidal will rival more established streaming sites such as Spotify and Google Play. Tidal does not have as large a catalogue of songs as its rivals, but the owners hope people will use it because it is the first streaming platform owned by musicians. Tidal will offer its 25 million tracks for a standard subscription of \$9.99 a month.

The artists behind Tidal hope it will change the music industry and give singers and musicians more control over their music. Artists traditionally have little control over how their work is distributed and marketed. Jay Z told the music magazine Billboard that he hoped artists would get more money because of Tidal. He said: "We didn't like the direction music was going in and thought maybe we could get in and strike an honest blow." Jay Z will encourage artists to persuade their record labels to give Tidal new music a week before other services get it. This will give Tidal a head start in making the music available. Singer and co-owner Alicia Keys said Tidal "will forever change the course of music history".

Sources: BBC / BusinessInsider.com / HuffingtonPost.com

Writing

Music streaming is better than buying music. Discuss.

Chat

Talk about these words from the article.

subscription / streaming / launched / industry / rivals / songs / platform / musicians / control / traditionally / marketed / direction / encourage / available / music history

True / False

- The site Jay Z has launched is brand new. T / F
- Many music stars have become co-owners of the site. T / F
- The site has more songs available to stream than rival site Spotify. T / F
- The new service will be available for a monthly \$4.99 subscription. T / F
- Artists say the new service will give them less control. T / F
- Jay Z said he didn't like the way the music industry was heading. T / F
- Jay Z wants record labels to give his site music before other sites. T / F
- Alicia Keys said the site would change music history forever. T / F

Synonym Match

- | | |
|----------------|----------------|
| 1. provide | a. greater |
| 2. initially | b. competitors |
| 3. established | c. advantage |
| 4. rivals | d. normal |
| 5. standard | e. circulated |
| 6. more | f. first |
| 7. distributed | g. direction |
| 8. encourage | h. offer |
| 9. head start | i. urge |
| 10. course | j. well known |

Discussion – Student A

- Why have artists traditionally had little control?
- What would life be like to be a famous singer?
- In what ways does the big business side of the music industry affect the music?
- Is today's music all the same?
- What do you think of boy bands and girl bands?
- How will we be listening to music in 20 years from now?
- How do you think Tidal will change the course of music history?
- What questions would you like to ask Jay Z?

BreakingNewsEnglish - The Mini Lesson

Phrase Match

- | | |
|--------------------------------------|--------------------------|
| 1. provide a new kind | a. large a catalogue |
| 2. added their weight | b. their record labels |
| 3. Tidal does not have as | c. of \$9.99 a month |
| 4. Tidal will offer | d. of streaming service |
| 5. a standard subscription | e. start |
| 6. Artists traditionally have little | f. to the project |
| 7. We didn't like the direction | g. of music history |
| 8. encourage artists to persuade | h. control |
| 9. give Tidal a head | i. its 25 million tracks |
| 10. forever change the course | j. music was going in |

Discussion – Student B

- How important is music to you?
- Do you prefer to buy, download or stream music? Why?
- What do you think of music subscription services?
- Do you prefer to buy and own music or stream it?
- What do you think of Jay Z launching his streaming site?
- What would life be like without music?
- Do you think Tidal will become a major player?
- How has the Internet changed the music industry?

Spelling

- a music biotrnsupcsi site
- anityilli launched last October
- more aisebhtdse streaming sites
- a uelcaaotg (UK) / ataoglc (USA) of songs
- the first streaming aotrlfmp
- owned by nmacsisui
- Artists odtalyltiinar have little control
- eddubtitisr and marketed
- cegruenoa artists
- sudearpe their record labels
- making the music eaballaiv
- change the ocesur of music history

Answers – Synonym Match

1. h	2. f	3. j	4. b	5. d
6. a	7. e	8. i	9. c	10. g

Role Play

Role A – Mobile phone

You think a mobile phone is the best way to listen to music. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the worst of these (and why): radio, a stereo system or TV.

Role B – Radio

You think a radio is the best way to listen to music. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the worst of these (and why): mobile phone, a stereo system or TV.

Role C – Stereo system

You think a stereo system is the best way to listen to music. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the worst of these (and why): radio, mobile phone or TV.

Role D – TV

You think TV is the best way to listen to music. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the worst of these (and why): radio, a stereo system or mobile phone.

Speaking – Music players

Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- | | |
|-----------------|-----------------|
| • iPod | • mobile phone |
| • computer | • radio |
| • record player | • stereo system |
| • live music | • TV |

Answers – True False

a	F	b	T	c	F	d	F	e	F	f	T	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.