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Opportunities of the Social Media in Music Broadcast as Correlate of Income Generation among Youth in Nigeria

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ABSTRACT

This study examines the opportunities presented by the social media in the broadcast of music. We review the extent to which the social media have become a veritable platform for most music artiste to gain access to a wider market due to its networking practice ongoing globally. The connection between music broadcast and the numerous social media aligned with the philosophy of human capital development. Gainfully engaged is a form of security for the individual who understands the opportunities available in the social media. Despite the fact that the social media have become the main stay of communication and social interaction, much is not known about the social media for music broadcast among youth in Nigeria; whereas, its platforms are used in the business world, education, health, reporting scientific findings, among many other opportunities. Thus, it is the general objective of the paper to address the role social media play in the broadcast of music. It specifically examines how broadcast of

music in the social media promote financial security for music artistes in Nigeria. The review of related literature is hinged on the theory of Stimulus Response. The theory guides the theoretical exploration and conceptual analytical method used for this study. Evidence based study points to the fact that music broadcast via the social media is easy, faster and cost effective. Findings also revealed that greater population in society have account with many social media platform, making it possible to reach a large audience from the comfort of one's home just by a click. Therefore, the study conclude that social media provides opportunity for music broadcast as it is a source of income generation for many young adult in Nigeria. The study recommends that music artistes should seize the opportunity of the social media for their music broadcast.

KEYWORDS: *Opportunities, Social Media, Music Broadcast, Income Generation, Youth, Nigeria*

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Introduction

Music broadcast takes place in different media platforms. Music can be broadcast on radio, television, and most recently, the social media platforms such as Youtube, Facebook, Instagram, WhatsApp, Twitter, Google and other numerous social networking sites that are associated with broadcast of music. Each and or all of these offer the opportunities for music artiste to upload their music for live streaming where viewers could access the different type of music genre just by a click of the download button. Music broadcast is the concept that deals with the distribution of music audio or video contents to a dispersed audience. The distribution is made possible when the content is uploaded to any electronic device and in this case, the television, radio and the Internet. These devices are considered appropriate for broadcasting because they have the features of mass communication medium involving the use of electromagnetic spectrum. Music was broadcast on radio and television for a long time because these were the two available devices until the first recognizable social media site; Six Degree was created in 1997. It enables users to upload a profile and make friends with other users. This development continued in 1999 when the first blogging sites become popular, creating a social media sensation that is still popular today.

According to Hendricks (2013) social media has exploded in popularity due to use of blogging by users. The use of social media has become competitive in the communication sector in Nigeria as well as in other parts of the globe. This is because it facilitates social interaction, and it offers opportunities for music broadcast among the youths in Nigeria. The social media platforms are also used in the business world, education, health reporting of scientific findings among many other opportunities made possible by the social media. Hendricks has indicated that there is a tremendous variety of social networking sites and that many of them can be linked to allow cross-posting. According to him, this creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. It means that the social media can be a veritable tool for the distribution of music content. It is against this background that this paper attempts to assess the valuable opportunities of the social media for music broadcast. It is studied in relation to how the use of the social media could serve as a source of income generation for music artiste who opt to broadcast their music via any of the social media network. The study projects the idea of existing stimulus created by the influence of social media in modern society.

Theoretical Framework

The study is hinged on the theory of Stimulus Response (S-R Theory). The SRT is a concept in psychology that refers to the belief that behaviour manifests as a result of the interplay between stimulus and response. In other words, behaviour cannot exist without a stimulus of some sort. The theory is credited to Ivan Pavlov (1849-1936). The theory is based on early experiment that show that when a subject is exposed to a given stimulus, he or she respond in a certain manner. Matei (2015) attempted to link the SRT with mass communication theory. This is because the phrase is connected with the idea of 'media effect'. Matei showed that mass communication theories are typically imagined as ways to explain how mass communication affects us. The social media does influence our shopping choices, modify our perceptions of other, instill ideas in our minds and trigger reactions in people. The social media has had much influence in our culture whether it's from advertising, peer pressure or information. Social media has revolutionized the way people communicate and socialize on the web. Its stimulus act is found in the fact that the media can manipulate, influence, persuade and pressure society, along with even controlling the world at times in both positive and negative ways mentally, physically and emotionally. The theory is adapted for this study because it is capable of explaining the concept of social media use for music broadcast being investigated. There is a paradigm shift from the conventional mass media use by young people. The flexibility and accessibility of the social media along its availability with long range coverage suits the communication needs of our young people against the radio and television medium of music broadcasting.

Concept of Social Media

In conceptual terms, the social media is computer based technology that facilitates the sharing of ideas, thoughts and information through the building of virtual networks and communities. According to the Merriam-Webster Dictionary (2019), "social media is a form of electronic communication such as websites for social networking and micro-blogging through which users create online communities to share information, ideas, personal messages and other content such as videos" Dal-larhide (2019) stated that "social media is internet-based and gives users quick electronic communication of contents." This content includes personal information, documents, videos and photos. Users engage with social media via computer, tablet or smartphone via web-based software or web application which often utilizes it for text messaging. Rouse (2019) described the term as "the collective of online communications channels dedicated to community-based input, interaction, content sharing and collaboration". The researcher, found that websites and applications are recognized forums used for micro-blogging, social networking, social book marking,

social communication. The numerous definitions of the concept suggests that the social media are very important in modern communication.

Paul (2019) assessed the characteristics of the social media and found why the social media is important. According to him, “social media is easily accessible and that it is also the meeting point of today’s Internet savvy audience”. Its importance is further shown in the fact that a majority of younger generation especially the Gen-Z teenagers and middle aged people are major social media user population. The study also discovered that “social media opens possibilities of direct access to clients without any third party interventions”. The social media encourages the advertisement of goods and services because it is considered cost effective when compared to print media, TV or other traditional media. Paul believed that the highlighted importance of the social media as applicable to business in today’s world cannot be neglected. This is because, clients find it useful as the most affordable medium of communication. Apparently, social media will be suitable for the broadcast of music.

Music Broadcast

The phrase music broadcast is derived from the term broadcasting. According to Durham (1999), “broadcasting is the distribution of audio or video content to a dispersed audience via electronic mass communication medium”. The idea conveyed by this definition suggests a traditional means of disseminating information involving the use of radio and television. This is because broadcasting of contents in the air space is associated with these two channels. Thus, broadcasting stations in conventional sense are able to broadcast music as an aspect of programming of their daily schedules of programmes. In more specific term, presenters of either radio or television stations select the music genre suitable for their daily routine for broadcast on the air wave. Often times, presenters employ music alongside other features including advertisement, jingles and commercial breaks on the broadcast timesheet. Although, most radio and television stations are devoted to broadcast of music referred to as music stations with focus on popular music artiste being promoted and serves as a medium of internally generated revenue (IGR) for the station because artistes have to pay to be aired on the station.

Music broadcast serves a number of purposes for most broadcasting stations. One of which is that music programming is used to attract listeners. Another purpose music broadcast serve is that stations make profits by selling advertising. Through music broadcast, most public and community radio or television stations are sustained by listener’s donations and grants. Young people are targeted by advertisers because their product preferences can be changed more easily. Therefore, the most commercially successful stations targets young audiences. The programming usually cycles from the least attractive item, to most attractive, followed by

commercials. The purpose of this plan is to build listener interest during the programming. Music broadcast also serves as supply of air to a station. This is because dead air does not attract listeners; hence the station tries to fill its broadcast day with sound. It is these many purposes that make music broadcast an important aspect of the broadcasting industry in the conventional mass media- radio and television to be specific.

Broadcast of Music in the Social Media

Broadcasting focuses on getting a message out and this usually conventionally achieved using the radio and television until the social media was conceived in the late 1920s. The introduction of the social media in 1999 when the first blogging site became popular also came with the use of the social media platform for broadcast of music, commonly known as streaming music, or more accurately, streaming audio which implies a way of delivering sound, including music without requiring the individual to download files from the Internet. In streaming video and audio, the user is able to stream his or her data such as music lyrics from a dedicated server to a target audience. Smith (2019) shows that streaming of information; involve the use of a decoder. Smith says that the decoder is a stand-alone player or a plug-in that works as part of a web browser. The server, information stream and decoder work together to let people watch live or pre-recorded broadcasts. Smith admits the fact that the way people listen to music has changed. He found that music broadcast has moved away from physical CDs to digital and streaming services on tablets, smartphones and computers, respectively.

Costello (2018) stated that “streaming is a technology used to deliver content to computers and mobile devices over the Internet”. According to him, “streaming transmits data, usually audio and video, but increasingly other kinds as well as a continuous flow, which allows the recipients to begin to watch or listen almost immediately” Viewing live streaming is an awesome promotional tool in the arsenal of any up-coming artiste, providing an easy way to interact with fans and show off new material with minimal expense. How the social media has affected the music industry was reported by Trendjackers Team (2017). The report shows that “the social media platforms have given musicians more control over the distribution of their music and through the use of services that gives many artistes the option to bypass the industry conventions completely”. The paradigm is due to the fact of increased connectivity of the Internet and rise in content distribution options for musicians. There has been a shift in the industry from large record conglomerates to small independent record labels.

There are numerous categories of social media. The most popular of them are the mobile social networking apps. These apps are frequently used in the United

States and other parts of the globe. Finding as of October 2018 in terms of percentage ranking of users consist have been illustrated in Table 1.1 as follows:

Social Media Usage for Music Broadcast and Percentage Ranking

S/N	Category of Social Media	Percentage	Ranking
1.	Facebook	90%	1st
2.	Instagram	62%	2nd
3.	Facebook Messenger	56.8%	3rd
4.	Twitter	36.4%	4th
5.	Twitter	36.4%	5th
6.	Snapchat	26.1%	6th
7.	Raddit	17.8%	7th
8.	WhatsApp	12.1%	8th
9.	Tumbir	11.9%	9th
10.	Facebook Groups	9.3%	10th
11.	Google Hangouts	8%	11th
12.	Massager by Google	7.2%	12 th

Source: Adopted from <https://www.statista.com> (2019)

The data on Table 1.1 indicates that facebook is by far the most popular mobile social networking application in the United State in October 2018; 90 percent of U.S. mobile users accessed the mobile app. The company's other mobile social media properties Facebook messenger and Instagram were ranked second and third with 62 and almost 57 percent audience reach respectively. In terms of music broadcast in the social media, Andrew (2018) provided a list of media platforms for musicians to include:

- Youtube as the top social media website for musicians right now
- Facebook
- Instagram
- Twitter
- Bandcamp
- Soundcloud

There are other categories of the social media use for music broadcast. They include Spotify. This media has over 30 million songs with over 20,000 songs added daily. Google play is praised for enabling users' access to more than just streamed content. It lets users to press play 40 million times for new song. Pandora with 1.5 million tracks in its libraries. Others are iHeart, Radio, Starcks, Amazon Prime Music, Apple Music, Deezer and Tidal. According to Rani (2018), "these music streaming platforms are useful for upload of music". In other words, they are platforms available for broadcast of music, which present massive opportunities for different artiste to reach their audience on a large scale.

Opportunities of the Social Media

The social media platforms have become a heaven for business ventures globally. Newberry (2018) found that "the social media provides a huge opportunities in its ability to create brand building". In effects, the social media is used to increase brand awareness, it helps to humanize business brand, it helps to establish business brand as a thought leader, it helps to situate many product on top of people's mind, increase website traffic. The social media offers an easy and low-commitment way for potential customers to express interest in a business venture and business products. It is linked with boost of sale. No matter what type of business, the social media can promote it. Social media also helps to promote content. As people start liking, commenting on, and sharing your social posts, your content is exposed to new audiences.

The implication is that created content including music genre will go viral. It means that music concept is taken one step further. As people share the music content with their networks, and their networks follow suit, the music spreads across the Internet, reaching to thousands or even millions of shares. Music content finds expression in the social media like any other form of content in the business environment. The social media provides a strong correlate in that it connects customers and audience engagement through social networks, thereby arise the opportunity to interact directly with customers and fans and likewise give them the chance to interact directly with your music genre. It is unlike traditional media, which offers only one way communication; social media is a two-way street (Okpadah 2018).

Evidence based reports indicates that the social media provides the best opportunities for musicians to share their content. Franklin (2019) found that "the social media has revolutionized the music industry." This is because as music fans, most turn to twitter or Facebook to keep updated about their favorite bands, while new tracks or videos with 99% of the time get their launch on social channels. Also, social media is where music audiences naturally congregate, forming their own communi-

ties and sharing their experiences of bands and artistes. This means that social media has the potential to open important doors within the music industry when it is leveraged properly and appropriately. For example, it is expected that a musician's social media presence should be viewed as an extension of their band experience. What it means is that the same brand that fans buy into when they listen to a song should be the same brand they expect to experience when they follow the musicians online. Consequently, social media can benefit the artiste because he could sell or upload their album.

Social Media, Music broadcast and Income Generation

Music sale or fee chargeable for every download or upload in any social media platform provides income generation opportunities to the music industry collectively and individually. The fact that music could be sold online makes it a business venture made possible by social media platforms such as Spotify, Apple Music, Amazon Music, Google Play Music, Youtube, amongst others. For instance, TuneCore help sell music online in stores like iTunes and Spotify. The distribution process entails creating an account, upload a music file, select choice stores – iTunes or Spotify and send the music to all the stores selected and payment is made on every download and streams. In other words, the musicians is paid money owed to him from downloads and streaming. According to Tunecore (2019), “there is no commission chargeable to the music owner while also keeping 100% of the rights to his or her music”. Tunecore is partnered with over 150 digital stores and streaming services across 100+ countries worldwide. It makes the platform very suitable for online distribution of music and reliability of payment. Musicians are able to sell their music if they are able to upload their music to stores such as Spotify, iTunes, AppleMusic, Pandora, Amazon, Google Play, Tidal, iHeart, Radio, Youtube, Deezer. Income generated from the sale on music distributed online through social media is an important aspect of financial security for young music artistes.

Music Sale and Financial Security

Ability to generate income for self-sustenance is a form of security in itself. Money plays fundamental role in securing the future. Financial security refers to the peace of mind the individual feel when they are not worried about their income being enough to cover their expenses. It also means that the individual has enough money saved to cover emergencies and his future financial goals. This idea aligned with the conceptual explanation of the term in the work by Michael (2018). According to Michael, “financial security consists of four things, namely being debt-free; being in control of your expenses; consistently increasing your savings/assets/net worth on a monthly basis and not being forced to work at a job you dislike just to

pay the bills". From economic perspective, financial security may refer to the condition of having the resources to support a standard of living now and in the foreseeable future. The implication is that financial security deals with income generation and in this case music sale on social media is a source of financial flow capable of providing steady income to talented artistes whose music is on sale online. In other words, the music career is a sure way of making money. On average as indicated by Songcast (2019), "many artistes earn \$6.00-\$7.00 per album sold on itunes and 60-70 cents per song". Meaning through music promotion and the musician's fans, his or her music will start earning him/her royalties immediately.

Music is a source of income generation that can also lead to financial security among our youth in Nigeria. Observation supports this notion because we find young talented music artiste with huge financial net worth and influential in many of our cities. Music is a lucrative business with financial benefits. According to Robley (2019), "musician collect money from many income streams. These includes royalties, earnings, income, revenue and with a lot of ways for musicians to get paid in today world of social media, where independent artists now have access to more revenue-generating opportunities than ever before." Thus, with the increase in the awareness of the social media for music broadcast comes with financial stability and security for artistes in the music industry.

Conclusion

The objective of most careers is the financial benefits attached to it. Music as a career has the same potentials of income generation. Many music artistes have become wealthy doing music business as a source of livelihood. Income generated from music sale can result in financial security. The avenue of sales of music has increased in the last 40 years when music can be broadcast using social media platforms such as Facebook, Youtube, Instagram, WhatsApp, etc. Musicians are able to generate income via these platforms when their music is streamed and downloaded from chargeable fee, making earnings possible. The implication is that with every broadcast of music online on any of the platforms comes with income to the music owners. This Means that the possibility to achieve financial security through music increases with the use of social media for music broadcast. Therefore, the paper concludes that social media provides opportunities for music broadcast. It is also a source of income generation and financial security for many young adults in Nigeria who could seize the opportunity found in social media for music broadcast.

Suggestion of the Paper

Consequently, the paper suggests that music artists should seize the opportunity of the social media for the promotion of their talents by uploading their music

to any of the social media platforms so that they can get paid for their music. In addition, it is suggested that interested individuals should access the social media platform to download music genre of their choice. Most of these music are downloaded without charges. Therefore, interested parties should use the social media for their own advantage.

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