

Name _____

Period _____

Read the following article carefully and make notes in the margin as you read. Your notes should include:

*Comments that show you understand the article. (A summary or statement of the main idea of important sections may serve this purpose.)

*Questions you have that show what you are wondering about as you read.

*Notes that differentiate between fact and opinion.

*Observations about how the writer's strategies (organization, diction, perspective, support) and choices affect the article.

You must complete your responses by providing a full MLA citation for the article.

Your margin notes are part of your grade for this assignment.

Streaming Services are Boosting U.S. Music Sales

By Shaun Tandon, *Agence France-Presse*, 1/8/2018

U.S. music sales grew at a robust pace for a third straight year in 2017, an industry monitor said on January 3. The primary driver of this rapid growth was the expanding popularity of music-streaming outlets like Spotify.

The analytical firm BuzzAngle Music said that music consumption in the United States, the world's largest music market, jumped 12.8 percent in 2017. That increase significantly outpaced the 4.2 percent growth seen a year earlier.

The Most Popular Way To Play Music

On-demand streaming services, led by Spotify, are quickly replacing downloads on platforms such as iTunes as the most popular way to consume music. BuzzAngle Music found that on an average 2017 day in the United States, 1.67 billion songs were streamed. That is nearly three times as many as the 563.7 million tracks that were downloaded over the entire year. Audio streaming grew overall by more than 50 percent in 2017 from the previous year.

In more good news for the industry, BuzzAngle Music said that 80 percent of audio streams came through paid subscription sites. The music business has been encouraging listeners to pay monthly rates rather than seeking out songs for free online. Apparently, their promotional efforts have been successful. The growth reflects a reversal of the long rut in music sales following the rise of the Internet.

Some Musicians See Little Profit

However, not everyone is cheering. Many artists complain that they are seeing little of the profit. Wixen Music Publishing, which owns rights to songs by artists such as Neil Young and The Doors, recently filed a \$1.6 billion lawsuit against Spotify. It argues that the Swedish company failed to seek proper licenses in its rush to build its catalog of 30 million songs.

And in a recent Twitter thread that drew wide attention among artists, Geoff Barrow of English trip-hop group Portishead said it was "almost impossible to make a living" through Spotify. Only those few musicians who figure out how to "work the system well" have any chance of thriving, he said.

Spotify counters that it has helped bring new audiences to artists, who increasingly make their living off concerts rather than recordings. Spotify faces a growing number of rivals, including the streaming services of tech giants Apple and Amazon, as well as Paris-based Deezer and rapper Jay-Z's Tidal.

Vinyl Sales Soar

While sales of full albums kept dropping in 2017, there was one big exception — vinyl records.

Sales of vinyl albums grew by 20 percent. That healthy growth kept up the revival of the classic format, which has been embraced anew by both hardcore fans and collectors.

Vinyl buyers disproportionately bought rock and older titles.

The top-selling vinyl title of the year was a soundtrack to the superhero film "Guardians of the Galaxy." It was first released in 2014 and featured songs by music legends such as David Bowie and Marvin Gaye.

"Reputation" Was Not On Streaming Services

The taste of vinyl lovers was sharply different from mainstream choices. Pop superstar Taylor Swift's "Reputation" was by far the top-selling album of 2017, selling nearly 1.9 million copies, according to BuzzAngle Music. Swift maximized sales by keeping "Reputation" off streaming services for its first three weeks. That commercial strategy is increasingly unusual, and can only be pulled off by major stars with a dedicated fan base.

Sales of cassette tapes — which have also found a renewed following — more than doubled in 2017. However, at fewer than 100,000 copies sold, the format remains a tiny part of the overall market. Experts say U.S. sales are in line with global trends. The International Federation of the Phonographic Industry will release worldwide sales figures in the coming months.

RACE response: What are the central ideas of the article? Use at least two details from the article to support your response. To elaborate, explain, and extend: write several sentences in which you link information given in the article to your own observations and experience.

Close Reading: Interaction with Article/Annotation	
Points	Criteria
5-4	Insightful and thoughtful interaction with the article (questions, inferences, comments, connections, reflections). At least 1 thoughtful annotation per paragraph/segment.
3-2	Moderate insight and interaction with article (questions, inferences, connections, comments, reflections). Fewer than 1 annotation per paragraph/segment.
1-0	Minimal or no insight and interaction with article. Fewer than 3 annotations.
R.A.C.E. Response	
Points	Criteria
5-4	Student writes a detailed response restating the question, including the title of the article and author, textual evidence from the article, explains/extends/elaborates on the evidence, using transitions and a closing sentence. Appropriate amount of borrowed vs. original material
3-2	Student writes a response which may lack a restatement of question, the title of article and author, textual evidence, explanation of evidence, transitional words, and a closing sentence. Too much borrowed vs. original material.
1-0	Student writes a few sentences but no cohesive, well-organized paragraph. May lack a restatement of question, the title of article and author, textual evidence, explanation of evidence, transitional words, and a closing sentence. More than half borrowed vs. original material.
Mechanics	
Points	Criteria
5-4	Student has no spelling, capitalization, punctuation, or grammar mistakes
3-2	Student has some spelling, capitalization, punctuation, or grammar mistakes
1-0	Student has many spelling, capitalization, punctuation, or grammar mistakes
Formatting and Citation	
Points	Criteria
5-4	Student has no formatting and/or citation mistakes
3-2	Student has some formatting and/or citation mistakes
1-0	Student has many formatting and/or citation mistakes or has not formatted/cited the article at all