"The Future of Music and Newspaper Industries"

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**Music Industry**

The future of the music industry is very bright and up to date, as it is easily perceivable through the success of pop artists (Nielsen, 2015). The record-breaking music has been launched in this recent year, and its accessibility is easy due to smartphones, iPods and CD players. The three main reasons behind the success of music industry and its prevalence till twenty or more years are; firstly, it has been observed that there are no throttling points of insufficiency which formerly influenced the companies of production, endorsement, and supply. Secondly, the recording tools of studio-quality are cost-effective and on the gadgets of almost everyone. Lastly, the availability of limitless “airtime” enables anyone to post their music on online websites and applications like SoundCloud, YouTube, and Spotify. There are no longer limits to the number of shelves in a record store because digital music has no physical location.

**Newspaper Industry**

The future of the newspaper industry in the coming twenty years is perceived declining till the time there would be no newspapers left. This is all due to technological advancement, such that internet, smartphones, and tablets. But other main reasons include no journalism, impractical approach and aging audience (Nielsen, 2015). The first reason of newspaper decline is that it has left no journalism in it by getting politicized. Secondly, the impracticality of stock of newspaper in this technological period, where people only take things that come in handy, such that they read the newspaper on their mobiles and tablets. Thirdly, the aging lot is only interested in reading the actual newspaper, whereas the younger one has no time and interest for that. They scroll through social media sites for the news sake. Hence, there is no apparent good future for the newspaper industry; sooner or later they will all collapse.

**References**

Nielsen, R. K. (2015). *Local journalism: The decline of newspapers and the rise of digital media*. IB Tauris.