

across the globe.

There is a 5.9% growth in the global recorded music market. As further evidence of the growth in this industry, 50% of global revenue is digital music sharing. The music industry is flourishing right now, which can be attributed to the exciting technology of streaming. There has been steady growth in the industry for years, but you should remember that it did lose a huge chunk of their revenues in the prior 15 years. To keep the music industry alive and flourishing, the members of this industry needs to adapt to the changing technologies. By offering new technologies to deliver music to fans, this is creating a more exciting way to enjoy music.

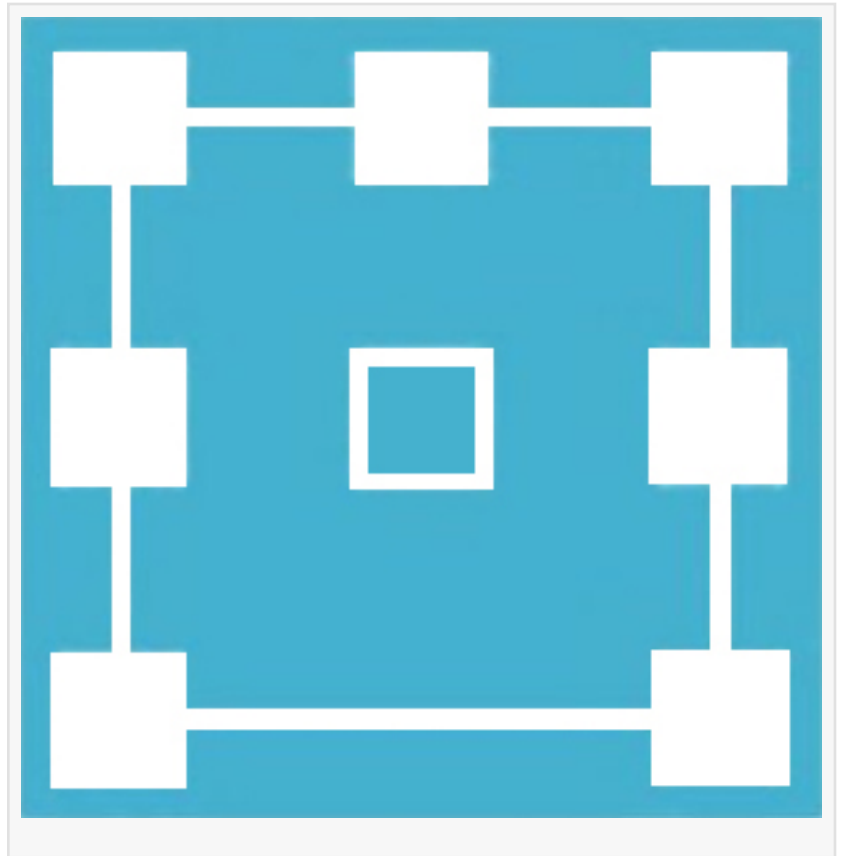
MediaInVision offers the same services for music delivery as other companies. What makes this company stand out is the unparalleled high-quality customer service that customers can find when using this company. The customer is the

top priority and the company adapts to best achieve these goals. The staff will be trained to offer the best customer service to accompany their unique services. Building relationships with customers are a big part of their business plan and marketing strategy, a smart one considering customers tend to return to companies that they have a strong relationship with. It is also very important to them to create an easy to use product that customers will love.

But what exactly this the product that they are offering? MediaInVision has been working on the High Definition Music Card. What makes this product so unique is that it is one of the more affordable options like it on the market. It is a high-quality product that is compatible with a wide array of technology including Blu-Ray players, desktops, and laptops. Customers can enjoy this product on their headphones, stereos, or anywhere with a surround sound setup. The music card will be marketed to the entire globe, utilizing both traditional marketing methods as well as using social media marketing. Using technology that is similar to flash drives can offer affordability and a product that has been trusted for a long time.

Innovation will carry the music industry to the next era. Using technologies that allow people to have more affordable and easier way to access the music that they love, will bring intrigued customers in. The trick is to finding ways to keep customers coming back to you anytime they need your specific products and services. This is just one reason why customer service is so important. Another reason why customer service is so important is because as more people roll out a competing product, MediaInVision will need to rely on its customer service to ensure that customers stick with them. In the North America alone, there was significant growth of 7.9% in the industry. This far exceeds the 1.5% growth in the year prior. As is the case on a global scale, digital revenue is a massive driving force in the industry. The physical sales in music has seen a sharp decrease while streaming has shown a growth of 84.1%. The numbers in North America are about on par with every other country that was looked at this industry. The music industry is constantly evolving, making it essential for musicians and the production team to stay relevant. Streaming and other advanced technologies are the current trend and that does not seem to be changing any time soon.

The music industry has seen its challenges over the years, but through innovation and creativity on the part of businesses, there has been a recent surge. Understanding that people want affordable and



convenient ways to listen to their favorite music (or discover new music). This is why streaming music appeals to a majority of people. Offering services like MediaInVision is one way to tap into this ever-growing and changing industry of digital music. Their product allows its customers to listen to the music that they want to listen to in the manner that they want to listen to it. Music is about the artist expressing themselves but it is also about the fans who enjoy every song. If the music industry wants to see significant growth in the industry, they need to adapt to the new technologies and innovations as they come out.

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