



Radio Media Products

Close Study Product: Julie Adenuga Beats 1 Radio

Why we are studying this?

Beats 1 is wholly owned by Apple and launched in 2015 as a subscription based streaming service with a focus on indie and rap music. It has a global audience with Julie Adenuga concentrating on UK music. Beats 1 demonstrates emerging, future developments in the media and provides an opportunity to study issues linked to ownership, globalisation and convergence.



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Representation | Audiences | Industries | Language

Personal Learning Checklist: Apple Beats1 Julie Adenuga Close Study Product



	At end of unit		
	R	A	G
Historical, Social, Cultural and Political context			
I understand how the way we access music has changed since 1967.			
I can discuss the relevance of radio in an online landscape.			
I can compare Beats1 launch with 1967 BBC Radio1 launch.			
Media Industries			
I can understand and explain why Apple wanted to move into the online radio field.			
I can explain what Beats1 is and what it offers as a radio station. I can link this to niche audiences for Julie <u>Adenuga</u> .			
I can describe the presentation style of Julie <u>Adenuga</u> and some of the guests she has had.			
I can describe how some of the content DJs can choose from is limited to Apple's contractual arrangements with record companies.			
I can explain how Beats1 (and similar) are a threat to traditional radio stations.			
Media Audiences			
I can explain how Beats1 targets its audience and why.			
I understand how Beats1 fulfils the needs of listeners and contribute to their sense of identity?			
I can explain how Beats1 attempts to actively engage with the audience.			
I can apply uses and gratification theory to an analysis of Beats1 audience.			



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Lesson 1: What is Beats1 Radio

Media Industries: The changing nature of radio and how it relates to the launch of Beats

Radio audiences have changed greatly since the dawn of Radio (see separate Close Study). Young people tend to listen to radio much less as the media landscape is saturated with other products for them to consume (games, apps, numerous TV channels, streaming services, etc). Also, people now expect to consume media products not in a linear fashion (you turn on the radio and hear what's currently broadcast) to on-demand (streaming services such as Spotify, Amazon Music and Deezer).

How has radio changed since the launch of Radio 1 in the 1960s?

- More radio stations broadcasting (There are around 600 licensed radio stations in the country) and 1000s of online broadcasters.
- Improved quality as radio moved from AM to FM and now to DAB (Digital Audio Broadcasting).
- Radio stations have become increasingly specialised (look at Absolute 60s, 70s, 80s, etc).
- Many shows are downloadable on-demand (eg podcasts), on a range of devices (eg using iPlayer on TV) and streaming-only 'stations' (eg Spotify 'stations with no DJs).

In your books, and in your own words:

- How have our music listening habits changed since 1960?

(idea: make a timeline including radio, audio tape recordings (the original mixtape), mp3s players, streaming, online playlists, etc)





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Lesson 1: What is Beats1 Radio?

Media Industries: Why was Apple interested in developing a radio station?

So why would an established technology company like Apple want to get involved in radio broadcasting to a global audience, if the market is now more competitive and saturated?

Here are some possible reasons:

- To market Apple Music - its new subscription streaming product. If consumers have access to all the world's music at their fingertips, they'll need a guide: Someone to suggest things to listen to. If Apple can control the music we listen to through their radio channels, they can link it to their iTunes presence where music purchases can happen.
- To boost iTunes purchasing - as part of the deal, Apple acquired Beats Music, which was an established subscription streaming music service. There were rumours that Apple was only interested in Beats Music in an effort to boost a decline in iTunes numbers.
- To gain more control of the streaming market. Apple already has a loyal and substantial consumer base through iTunes. Apple Beats 1 is another method of keeping Apple customers in the Apple 'walled garden'. They are hoping to hit companies such as Spotify, Deezer, Amazon Music etc by keeping you in the Apple 'ecosystem'.



In your books, and in your own words:

- Why was Apple so keen to enter the online music world and compete with Spotify, Deezer and Amazon Music (and others)?



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Lesson 1: What is Beats1 Radio?

Media Industries: Is Apple Music the same as iTunes?

iTunes is all about media ownership, functioning as both a virtual record store *and* an efficient digital library for music and other media (movies, TV shows, etc) that you own personally. The software comes pre-installed on all Apple devices, and is available as a free download for non-Apple PCs and mobile devices. iTunes doesn't require a subscription fee to use it (unless you use iTunes Match—more on that in a moment), since every song, album, movie, or show was purchased individually—either from the iTunes Store, or imported or ripped from another source.

Apple Music is all about streaming. You pay a flat fee to unlock access to Apple Music's entire catalogue, but you don't actually *own* the music you listen to. The files don't live individually on your devices; you're instead just listening to tracks stored remotely, that are owned by Apple. If you subscribe to any other media streaming subscription service—be it a music-only service like Spotify or Tidal, a TV service like Hulu, or a movie/TV combo service like Netflix or HBO Now—Apple Music functions the same way.

In your books, and in your own words:

- How is Apple Music (with the Beats1 feature) different to iTunes?
- How is it similar to Spotify?





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Lesson 1: Who are the DJs?

Media Industries: Who are the launch DJs and how does this impact on content?

Beats1 launched with 3 key DJs who don't just play the music, but drive our tastes in their niche fields.



Zane Lowe a New Zealander who has worked on xFM, MTV Europe and BBC Radio 1, prior to be recruited to Apple Beats.



Ebro Darden is an American Hip Hop DJ from New York.



Julie Adenuga is of Nigerian descent who has previously worked on Rinse FM and is at the forefront of the Grime scene.

Julie Adenuga is the younger sibling of Joseph and Jamie Adenuga, aka Skepta and JME. She has become famous for her impeccable connections in the urban music scene, laid-back interview style with the biggest grime stars and promoting established stars and up-and-coming artists. Apple are looking to her to curate the country's freshest musical output to a global audience.



In your books, and in your own words:

- Why have Apple chosen these key individuals and what does it say about the image they want for Beats1?
- How does the use of DJs differ from Spotify / Amazon Music / Deezer etc?



Lesson 2: The Julia Adenuga Show

Media Industries: Examine Julie Adenuga's style

A screenshot of the Beats 1 on Apple Music YouTube channel page. The main video is 'Julie Adenuga on Beats 1: LIVE Mon-Friday @ 6AM LA / 9AM NYC / 2PM LDN / Listen Anytime on Apple Music'. Below the video is a list of 7 recommended videos:

- 1 Anne-Marie: Most powerful lyrics, being an empath and anxiety | Beats 1 | Apple Music
- 2 Lily Allen: New Album, 'No Shame' & Motherhood [FULL INTERVIEW] | Beats 1 | Apple Music
- 3 Daniel Kaluuya: Weirdest Thing on 'Black Panther' Set [CLIP] | Beats 1 | Apple Music
- 4 Daniel Kaluuya: Becoming W'Kabi [CLIP] | Beats 1 | Apple Music
- 5 Daniel Kaluuya: Possible Wiley Biopic | Beats 1 | Apple Music
- 6 MIST: 'Diamond in the Dirt' | UK Represent on Beats 1 | Apple Music
- 7 Cardi B: 'Bodak Yellow,' Offset and New Album [FULL INTERVIEW] | Beats 1 | Apple Music

Click image

Access Julie Adenuga's shows on Beats 1 Apple Music YouTube Channel to get a flavour of her show and presentation style.

In your books, and in your own words:

- How does the content of the Julia Adenuga show differ from Radio 1?
- How might the proportion of *mass* and *niche* audiences differ between Beats1 and Radio 1?



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Lesson 2: Beats1 vs Radio 1

Media Industries: How much of a threat is Beats 1 to traditional media industries?

“Beats 1 isn't about radio, it's about music. Most radio stations offer local news, travel, information and entertainment so Apple's new single radio station won't have much of an impact on most of them. People who listen to local radio generally don't listen for the music. However, specialist music stations such as 1Xtra, Kiss, 6 Music (and to an extent, Capital and Radio 1) will be more at risk.” - **Roy Martin - managing editor, Radio Today**

“Apple Music is by its own admission a music service for music people and I'd contend great music stations like BBC Radio 6 Music, Australia's Triple J and LA's KCRW already do this... This lack of appeal to mainstream listeners is I think the reason I found Apple Music - as it stands - a bit underwhelming; it's a version of Spotify with its music streaming service, a bit of BBC Introducing with Connect and a bit of 6 Music with Beats 1” - **Jeff Smith - head of music, BBC Radio 2 and 6 Music**

“Certainly curated content is great, and that is why there are radio stations, but radio stations build up trust with their listeners over a long time, and the relationship feels personal, and often local.” - **Fraser McAlpine - music writer**

“Beats 1 - will be about new music using famous DJs like Zane Lowe. They'll do a good job at this with a hefty content and marketing budget, but with limited distribution (online only) and a "new music" format it's unlikely to be a devastating challenge to existing UK radio stations. Beats 1 and Apple Music isn't about taking on radio - it's about providing an environment to encourage people to pay a tenner a month to subscribe to Apple Music. Spotify has much more to worry about than Capital FM.” - **Matt Deegan - creative director of Folder Media**

In your books, and in your own words:



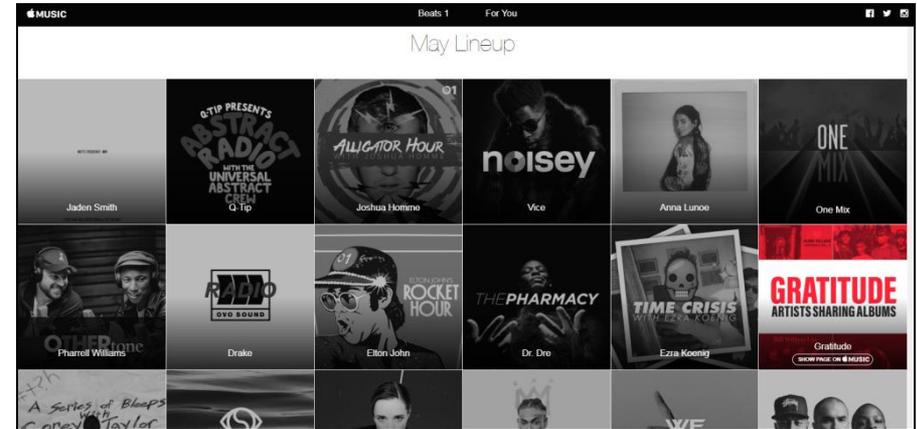
- Give arguments for and against the idea that Beats 1 will be a threat to traditional media industries (eg radio stations, record shops, online music retailers, etc)



Lesson 3: The Beats1 Audience

Media Audiences: How does Beats 1 target its audience?

1. Established DJs who will bring their own fan base – as well as Zane Lowe, Ebro Darden and Julie Adenuga other famous names have signed up to deliver music on Beats1. Names such as Drake, Elton John, indie darling St. Vincent, Dr. Dre, Josh Homme from Queens of the Stone Age, electronic duo Disclosure, and even Jaden Smith will have their own shows on Beats 1.



- DJs are well-know in the niche music genre and bring an audience and reputation with them. Djs are recruited for their knowledge and reputation (and are paid a lot to work with Apple).
- Content exclusive to Beats1 such as Taylor Swift back catalogue (which is not available on Spotify). Artists sign exclusivity deals with certain online providers. This does influence what music DJs can play as artists who have signed up to Apple may get preference.
- Beats1 sells itself on the quality of the DJs and in this it is different to Spotify, Deezer and Amazon Music. Those platforms rely on automated algorithmic radio (ie software dictates what to play). This is a major plus for some audience members who value the 'musical curation' concept.

In your books, and in your own words:

- Who is the audience for Beats1 and Julia Adenuga in particular?
- How are the DJs sometimes limited in what they can play?
- What are the **demographics** and **psychographics** of this audience?





Lesson 3: Beats1: why bother?

Media Audiences: How does Beats 1 fulfil the needs of listeners and contribute to their sense of identity?

- ❖ The need to be **INFORMED** and **EDUCATED** about the world in which we live.
- ❖ The need to **IDENTIFY** personally with characters and situations in order to learn more about themselves.
- ❖ The needs to be **ENTERTAINED**
- ❖ The need to use the media as a talking point for **SOCIAL INTERACTION**
- ❖ The need to **ESCAPE** from their daily grind into other worlds and situations.



[Click image](#)

To access a reminder about Uses and Gratification Theory

Click the following links to find out why people listen to Beats1 (as opposed to their own music or other online music providers)

Business Insider

What people think about Beats1

BBC

Why is Apple bothering with radio?

Computerworld

The genius of Beats1



In your books, and in your own words:

- Why do people listen to Beats1?
- Which part of uses and gratification relate to Beats1 and its audience.
- How does Beats 1 fulfill the needs of listeners and contribute to their sense of identity?



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Lesson 4: Audience Engagement

Media Audiences: Is the Beats1 audience passive or have opportunities to actively engage?

The cultural theorist, Stuart Hall, explored how people make sense of **media texts** and claimed audiences were **active** not **passive**.

- An **active audience** engages, interprets and responds to a media text in different ways and is capable of challenging the ideas encoded in it.
- A **passive audience** is more likely to accept the messages encoded in a media text without challenge and are therefore more likely to be directly affected by the messages.

What opportunities are there on Beats1 to actively engage?

1. Listeners can send in requests via social media platforms (interaction happens over Twitter but the @Beats1 account only has 565k) so it's not a huge attention driver.
2. Listeners can also make requests through Apple-approved apps (e.g. iMessages to a special iCloud address).
3. Beats 1 includes a Mixtape segment where you can submit songs: there is the space to do these recommendations right within Music.
4. It's interactive in that you can buy the music you hear, so you can 'shift' music from 'radio' to your own playlist.



In your books, and in your own words:

- Can the audience **actively** interact with the show or are they **passive** when listening?



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Lesson 4: The future of radio

Media Audiences: Is traditional radio dead?

The future of radio is under threat from online music providers. This is particularly relevant for younger people. Some of the reasons this may happen are:

- More and more online music providers are flooding the music market.
- Music charts are driven by downloads more and more.
- Younger people are using streaming services (like YouTube and Spotify) to listen to music and discover new talent. This will only continue as time goes on.
- Carmakers are increasingly adding streaming and digital music options (eg SD card) which marginalises radio use in cars.
- Smart speakers have begun shaping consumer practices and preferences.
- Radio adverts are having less impact/audience which is impacting on radio station income.

“If it doesn’t [innovate], radio risks becoming a thing of the past, like the wax cylinder or 78 RPM record – fondly remembered but no longer relevant to an audience that has moved on.”

- MusicWatch report

In your books, and in your own words (and homework)

- How far do you agree that Beats1 and similar online providers are a threat to conventional radio stations?





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Lesson 4: Comparing radio CSPs

Social and Cultural Context : Comparing Radio 1 Launch and Julie Adenuga Beats 1 Radio

Radio 1 Launch	Julie Adenuga Beats 1
Paid through licence fee.	Ad-based and free (but linked to subscription-based Apple Music for some content)
Range of musical genres played.	Highly-specialised.
Available 'live' only.	Available 'on demand' or 'self-scheduled'.
Available on radio only.	Available online on a range of devices.
Range of DJs.	Select 'curators' of music.
Music and chat	Predominantly music-focused.
Local (ie UK only)	Global (how does this impact on content?)

Think also about how Radio 1 and Beats 1 compares with streaming services such as Spotify and Amazon Music (where there are no DJs; just music).



In your books, and in your own words:

'Music radio may have met the needs of a youth audience in the early days of Radio 1 but it is no longer relevant to today's youth audience.' How far do you agree with this statement?

In your answer you must consider:
Social and cultural contexts of radio
The Tony Blackburn Show (1967) and Apple Beats 1 Radio (Close Study Products)
Technological change including the internet
Radio as a media industry
Radio audiences. [20 marks]



- **Section 1:**
- 1967 – Tony Blackburn radio show – how did it meet the needs of teenagers?
- - think about how it replaced 'pirate' radio, played pop music, young, trendy DJs
- - is there an argument it never met the audience's needs like pirate
- radio because it was a PSB?
- **Section 2:**
- Radio 1 has struggled to maintain viewers due to growing availability of downloads, streaming, internet etc
- **Section 3:**
- Apple Beats Radio - online streaming radio service which is popular with youth niche audience into grime music.
- - Think about why they chose Julie Adenuga – knowledge and style
- - Focus is on music and providing new and exclusive content
- - Advent of internet streaming means you can listen when you choose
- - Subscription is fairly cheap and you can access anywhere in world
- Conclusion: Mainstream radio seems to have lost its relevance but digital radio for niche audience seems to be successful in communicating with youth.



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

This concludes the Beats1 Julie Adenuga Radio Close Study Product.

Now complete your Personal Learning Checklist for this CSP.

How does Apple promote and market Beats One Radio to its target audience? (8 marks)

- Though Apple Music Radio is a product that helps Apple's subscription service stand out, it's not clear to what extent it's seen by consumers as a huge selling point that has them choosing Apple Music over a competing service, like Spotify. Instead, Apple Music is likely opted for by those who prefer Apple's design aesthetic, the convenience of a native app that works well with Siri, and those who fully participate in the Apple ecosystem across their devices.
- With the expansions and rebranding, music listeners will be able to ask Siri to play "Apple Music 1," "Apple Music Hits," or "Apple Music Country" — a selection that will be easy to remember as it grows over time, thanks to the simplified naming format.
- Apple Music Radio is supported across iPhone, iPad, iPod, CarPlay, Apple Watch, Apple TV, Mac, HomePod and on the web at music.apple.com, the company says.