

**How are Technology and Equity related within the Music Industry?**

Comments extracted from: SC Interview

Created by: Camila.TorresR

Creation date: January 5, 2020

**ORDER OF APPEARANCE IN INTERVIEW**

<b>Page</b>	<b>Comment scope</b>	<b>Comment text</b>	<b>Author</b>	<b>Date</b>
1	when and why did SoundCloud start?	Setting	Camila.TorresR	04-Jan-2020
1	What hole was there in the online music distribution field that needed filling?	Problem	Camila.TorresR	04-Jan-2020
1	SoundCloud was founded in 2007	Setting	Camila.TorresR	04-Jan-2020
1	as a response to the problem of moving around large music files. A	Problem/Solution	Camila.TorresR	04-Jan-2020
1	the options for sending around audio files, which can be uncompressed and very large, were a combination of e-mailing and large file transmission sites, or clunky FTPs.	Sequence	Camila.TorresR	04-Jan-2020
1	and very large, were a combination of e-mailing and large file transmission sites, or clunky FTPs. To	Access to technology	Camila.TorresR	04-Jan-2020
1	Musicians have a need to send around audio all the time: privately, like between	Recurring Activity	Camila.TorresR	04-Jan-2020
1	trying to give fans access to your tracks.	Access	Camila.TorresR	04-Jan-2020
1	access to your tracks. This was the problem SoundCloud stepped in to solve.	Access	Camila.TorresR	04-Jan-2020
1	trying to give fans access to your tracks. This was the problem SoundCloud stepped in to solve.	Fans	Camila.TorresR	04-Jan-2020
1	trying to give fans access to your tracks. This was the problem SoundCloud stepped in to solve.	Fans/listeners	Camila.TorresR	04-Jan-2020
1	lot of very cool things has shaped its development. As the site has become more popular,	Solution	Camila.TorresR	04-Jan-2020
1	more social features and people have really started to see it as a community.	Access to networking opportunities	Camila.TorresR	04-Jan-2020

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1	musicians, field recorders, comedians, sample makers, listeners, and everybody else to find and share audio creation	Creators	Camila.TorresR	04-Jan-2020
1	We've also branched out more into embracing all sorts of audio, and not just music. SoundCloud is still the best way to move your music around, but it's also become a thriving place for musicians, field recorders, comedians, sample makers, listeners, and everybody else to find and share audio creations.	community	Camila.TorresR	04-Jan-2020
1	musicians, field recorders, comedians, sample makers, listeners, and everybody else to find and share audio creations.	Community	Camila.TorresR	04-Jan-2020
1	What kind of people and organizations are using SoundCloud to distribute music?	Users	Camila.TorresR	04-Jan-2020
1	distribute music?	Distribute/Share Music	Camila.TorresR	04-Jan-2020
1	What kind of people and organizations are using SoundCloud to distribute music?	Community	Camila.TorresR	04-Jan-2020
1	to be about the music and audio creators, and as we work on new features and fixes, it's with them in min	SC caters to creators	Camila.TorresR	04-Jan-2020
1	to be about the music and audio creators, and as we work on new features and fixes, it's with them in mind	Solutions	Camila.TorresR	04-Jan-2020
1	listeners like to go where the creators are.	Listeners (follow creators)	Camila.TorresR	04-Jan-2020
1	it easier for music creators to use the site, we're lowering the barriers of entry to become a music creator	Solution (Simplify system)	Camila.TorresR	04-Jan-2020
1	lowering the barriers of entry to become a music creator	Solution	Camila.TorresR	04-Jan-2020
1	lowering the barriers of entry to become a music creator	Creator	Camila.TorresR	04-Jan-2020

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1	lowering the barriers of entry to become a music creator	More people can become creators	Camila.TorresR	04-Jan-2020
1	lowering the barriers of entry to become a music creator, and helping to empower traditional music consumers to become creators.	Expands community	Camila.TorresR	04-Jan-2020
1	helping to empower traditional music consumers to become creators.	Community	Camila.TorresR	04-Jan-2020
1	non-musicians” to use GarageBand, Audacity, or any number of instrument applications on computers, phones, and tablets to actually create something	Technology	Camila.TorresR	04-Jan-2020
1	And with SoundCloud, it can be even easier to share those creations.	Technology	Camila.TorresR	04-Jan-2020
1	And with SoundCloud, it can be even easier to share those creations.	Share Music	Camila.TorresR	04-Jan-2020
1	SoundCloud first integrated Creative Commons (CC)-licensing options back in October of 2008	Setting	Camila.TorresR	04-Jan-2020
1	Why should members of our community be excited as we are?	Value to user	Camila.TorresR	04-Jan-2020
1	mostly at the people uploading material to the site.	Creators	Camila.TorresR	04-Jan-2020
1	mostly at the people uploading material to the site.	Share Music	Camila.TorresR	04-Jan-2020
1	we had a really straightforward license chooser, but it wasn't always obvious for listeners to see the license	Listener values	Camila.TorresR	04-Jan-2020
1	For this update, we focused a lot on the discovery element: incorporating CC into the advanced search options on the site, showing the license badges prominently on the players, and developing a CC landing page that shows off the latest and hottest tracks on the site.	Simplify process	Camila.TorresR	04-Jan-2020
1	showing the license badges prominently on the players, and developing a CC landing page that shows off the latest and hottest tracks on the site.	Find Music	Camila.TorresR	04-Jan-2020
1	showing the license badges prominently on the players, and developing a CC landing page that shows off the latest and hottest tracks on the site.	Creator values	Camila.TorresR	04-Jan-2020

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1	storing, discovering, and sharing audio	Creator and listening activities	Camila.TorresR	04-Jan-2020