



## WHY BLOGS ARE IRRELEVANT FOR ARTISTS IN 2024.

*The traditional model of blog culture is irrelevant, but what type of online media helps artists develop an audience in 2024?*

For multiple years now it has become quite evident that the traditional model of blog culture is now irrelevant in the world of music promotion. In the not-so-distant past, the 2010s witnessed a seismic shift in the way musicians were discovered online. iTunes and the surge in music downloads provided unprecedented accessibility, enabling artists to connect with audiences spanning the globe. During this era, the key to cultivating awareness and building an audience lay in strategically placing music within forums that boasted built-in connections to ardent fans.

### **Thus, the era of Blog Culture emerged.**

"Blog Culture" in the context of music releases in the 2010s refers to the significant role that music blogs played in shaping the landscape of music discovery, promotion, and discussion during that decade. This era saw the rise of influential music blogs that acted as tastemakers and trendsetters, often discovering and promoting emerging artists and niche genres.

Key characteristics of blog culture in the 2010s music scene include:

- 1. Discovery and Promotion:** Music blogs became crucial platforms for discovering new and independent artists. Bloggers would often share their favorite tracks, albums, or upcoming releases, helping to bring attention to musicians who might not have had access to traditional mainstream channels.
- 2. Diverse Genres:** Blogs were instrumental in promoting a wide range of musical genres, including indie, electronic, hip-hop, alternative, and more. This contributed to a more diverse and eclectic musical landscape as listeners were exposed to a variety of sounds.
- 3. Hype Machine and Aggregators:** Platforms like Hype Machine gained popularity in the 2010s, aggregating music blog posts and creating a real-time chart of the most-blogged-about tracks. This influenced music discovery and helped generate buzz around particular songs or artists.
- 4. Personalized Curation:** Unlike traditional media outlets, music blogs often had a more personal touch. Bloggers would share their individual tastes and perspectives, creating a sense of connection between the writers and their readers. This personal touch added authenticity to the recommendations.

**5. Influence on Industry Trends:** Successful music blogs had the power to influence trends and shape the music industry. A positive review or endorsement from a popular blog could significantly impact an artist's career, leading to increased visibility, record deals, and larger fan bases.

**6. Shift in Release Strategies:** Artists began to adopt different release strategies, sometimes opting for surprise drops or releasing music directly to blogs before official distribution. This shift challenged the traditional model of music releases and contributed to a more dynamic and unpredictable landscape.

**7. Interactive Community:** Blog culture fostered an interactive and engaged community of music enthusiasts. Readers would often participate in discussions, share their own discoveries, and contribute to the overall dialogue surrounding new releases.

Overall, blog culture in the 2010s played a pivotal role in democratising music discovery, giving independent and emerging artists a platform to reach a global audience, and influencing the way music was consumed and discussed.

### ***Now we have defined what it is, let's talk about why it's irrelevant in 2024.***

Fast forward to 2024, and the scenario has drastically shifted. Local artists, in their pursuit of recognition, still attempt to break into specific publications, but here lies the catch – there is virtually no audience consuming that content anymore. Audience trends are perpetually in flux, and the advent of Digital Streaming Platforms (DSPs) has relegated the reliance on traditional online media for awareness to a state of irrelevance. Platforms such as Spotify, Apple, and YouTube have become self-contained ecosystems for the process of music discovery, rendering the need for external blogs and publications obsolete.

*"Artists who seek blog and online publication placement to promote their music in 2024 are either trapped in a time that is now irrelevant or are seeking an ego boost to justify their art."* Anthony Agostino, (Co-Founder of Label Services and Digital Strategy at Cartel Australia)

With the ascent of DSPs and the omnipresence of social media, the attention of the audience has shifted. Consequently, our methods of communication through media must also adapt to this change. The erstwhile mindset centered around blog culture and securing placements must evolve to focus on exposing artists and their music in spaces frequented by their niche audience.

In the contemporary music landscape, online media proves most effective when artists can communicate through User Generated Content (UGC). Platforms such as podcasts, Instagram collaborator posts, featured spots on YouTube channels, interactions within the YouTube community, and the opportunity to go live on various platforms have become invaluable forms of online media. The significance lies in the fact that these platforms harbor active audiences, providing artists with exposure and engagement. In 2024, being featured on podcasts or collaborating on Instagram doesn't just boost an artist's ego – it strategically places their work where it matters most, in front of a receptive audience. The creation of a content catalog on these platforms further enhances an artist's chances of being heard and discovered, as it becomes a reservoir for audiences to draw upon in the future.

In essence, the shifting landscape of online media demands a departure from outdated models and a pivot towards strategies that align with the contemporary patterns of audience behavior. The era of Blog Culture may be a thing of the past, but the opportunities for artists to connect with their audience in

meaningful ways are more abundant than ever in 2024. It's time to embrace the change and navigate the digital seas with a forward-thinking mindset.