

Editorial

*Peter Tschmuck*¹

This new issue of the International Journal of Music Business Research (IJMBR) features one theoretical and two empirical papers on different aspects of music business research.

In the first article "A methodology for cultural music business research", Lorenz Grünewald-Schukalla of the University of Applied Sciences of Media, Communication and Management Berlin proposes a promising methodology for cultural music business research. For better understanding of the transforming music cultures within the new modes of music production, music distribution and music reception, he refers to practice theory and multi-sited ethnography. The author also proposes a set of methods and a tool kit for interpretation of the data generated by such a methodology. Grünewald-Schukalla concludes that cultural music business research can provide insights on the new boundaries, cultural and social dimensions of carrying out the business of music.

In the second article Juko-Mart Kõlar of the Estonian Business School in Tallinn analyses disparities in recorded music consumption among different age and gender groups in Estonia by conducting a survey with 1,544 respondents from all age groups. The study's results suggest "*... that different communication messages might be applied to reach these distinct consumer groups in order to monetise their recorded music consumption more effectively*".

The third article by Arilova A. Randrianasolo of the Boler School of Business at the John Carroll University in Ohio and Jeremiah Sala of the

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University of Missouri in Saint Louis link musicological analyses with econometrics. In "Song product characteristics and music commercial performance", they investigate how tempo, song key and genre influence a song's commercial performance. They analysed all the Billboard number 1 hits from 1958 to 2015 as well as the Billboard Hot 100 songs of 2012 and 2013. Although the authors did not find the ultimate formula for hit song, the results revealed a specific pattern of tempo, song key and genre that increases the probability for chart success. Thus, they conclude: *"The findings of this current study not only provide theoretical advances to music marketing theory but also provide guidance to music marketing managers seeking to select songs to promote."*

The book review by Daniel Nordgård of "The New Music Industries: Disruption and Discovery" by Diane Hughes, Guy Morrow, Sarah Keith and Mark L. Evans of Macquarie University Sydney rounds up the IJMBR's April 2017 issue.

The IJMBR is aimed at all academics around the world, from students to professors, from all disciplines and with an interest in music business research. Interdisciplinary papers will be especially welcome if they address economic and business-related topics in the field of music. We look forward to receiving as many interesting papers as possible and request that you send paper proposals to:

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