

Possible future of music in the digital space

 By [John Sanei](#)

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Very few industries have been affected by digital as much as the music industry. Talk about disruption to the max.



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Artist and record labels have had to literally flip their dynamic in almost everything they do stay profitable. My brother recently got a large iMac with the “Garage Band” app - within two weeks he was producing music; he has a gift for it, but seriously? In a mere two weeks and he is making songs and really good ones at that! In fact, there are countless people around the world doing similar, setting up and producing music in their bedrooms... Something we thought impossible 10 years ago! It's like the new age version of some mates having band practice in their garage or basement – Oh how things have changed! – Fascinating stuff.

There is more music being made and heard by more people today than ever before, the options to create these music masterpieces are endless and the access to these symphonies, infinite. The choice of what to listen to has exponentially grown, we don't need to ever listen to the same song for many lifetimes, let alone these 80 years or so we spend on earth (which is set to dramatically increase, by the way, but that's a blog for another day). With so many options of producing and listening to music, what does this industry's future look like?

As humans, our appetites for immersive experiences in almost everything in our lives, is rapidly increasing: 4D cinemas, GoPro applications, the new BMW 7 Series with eight scents and thousands of options for its electronic sunroof, are some examples of brands creating more mesmerizing experiences. Music will be no different, we want to hear and see more – so ‘just DJ-ing’ is not enough, you now need to produce your music and bring your unique flavour to the set, possibly with a full-on lighting extravaganza to enhance the experience with pyramids, giant heads, and space ships – think [DJ Deadmau5](#).

So to bring this to the masses, I believe the future of music lies in joining platforms like; Instagram, YouTube and Flipagram, to create a quick option of uploading music we produce, options of visuals we create with filters and tints to give it that total personalised and captivating feel.

Ready... Steady... Become a music and video producer in three minutes!

ABOUT JOHN SANEI

Futures Strategist John Sanei makes sense of future trends and merges them so individuals and organisations can forge forward with confidence, elevating their leadership vision to exponential heights. At the intersection of human science, neuroscience, quantum technology, futurism and business strategy, John has a knack for sharing his knowledge and creating meaningful connections. He ignites platforms, connects with crowds and leaves an empowering perspective that lasts long after the lights have switched off.

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