

THE NEW MODEL OF THE CROATIAN MUSIC INDUSTRY

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ABSTRACT

This paper analyzes contemporary models of the music industry to illustrate the connections between all of its participants in this highly advanced industry, both in the most developed and in transitioning countries. By comparing a number of existing business models with the one used in the Croatian music industry, the goal of this paper is to shine a light on its current model and, in turn, offer a newer, fairer, more efficient one. This paper consist if an introduction conclusion and three main parts. It first analyzes the chosen music industry models of the world, then provides an analysis of the existing model in Croatia. Based on the results of this analysis and the findings, the third part of this paper will present a new model for the Croatian music industry as a possible solution for better relationships between the participants in the music industry.

Keywords: music industry, copyright, digitization, music industry models