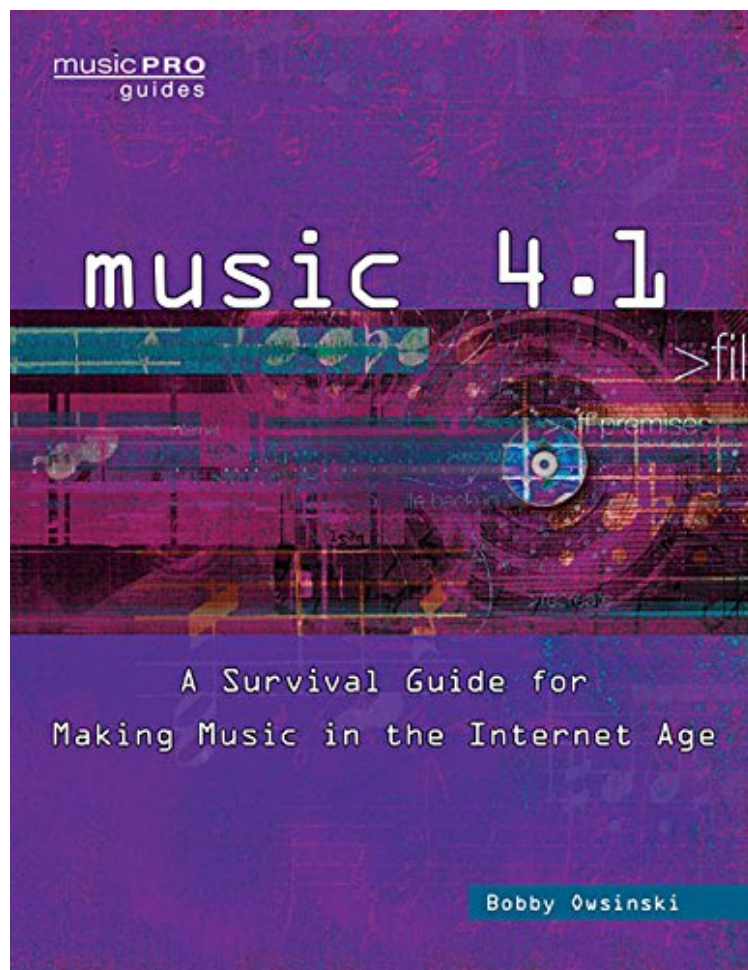


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## Music 4.1: A Survival Guide for Making Music in the Internet Age Second Edition (Music Pro Guides)

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(Music Pro Guide Books DVDs). Today's music industry is constantly changing at a dizzying pace, and this second edition of *Music 4.0: A Survival Guide for Making Music in the Internet Age* has been fully updated to help you navigate it. Written for artists overwhelmed by the seemingly endless options of the quickly evolving Internet, this is the only book that offers a comprehensive strategy for online success. In this updated edition, Bobby Owsinski includes an in-depth look at the economics of streaming music, with the real information about royalties that distributors and record labels don't want you to know and that simply can't be found anywhere else. The book also looks at how revenue is generated from YouTube and other video streaming services, and it provides techniques for optimizing both videos and channels for maximum success. Also included are lists of effective tips (both high- and low-tech) and checklists with every chapter, as well as a reference list of online tools for inexpensive music and merchandise distribution, sales, marketing, and promotion. With fresh interviews from several of today's successful music industry innovators, this update of *Music 4.0* reveals new and proven pathways to success in the new paradigm of the modern music world.

About the Author **BOBBY OWSINSKI** (Los Angeles, CA) is a producer, an engineer, and one of the best-selling authors in the music industry, with 24 books that are staples in audio recording, music, and music business programs in colleges worldwide. He writes for *Forbes* on the new music business, his popular blogs have been visited more than 6 million times, and he's appeared on CNN and ABC News as a music branding and audio expert. Visit his music production blog at [bobbyowsinski.blogspot.com](http://bobbyowsinski.blogspot.com), his *Music 3.0* music industry blog at [music3point0.blogspot.com](http://music3point0.blogspot.com), his *Forbes* blog at [forbes.com/sites/bobbyowsinski](http://forbes.com/sites/bobbyowsinski), his podcast at [bobbyinnercircle.com](http://bobbyinnercircle.com), and his website at [bobbyowsinski.com](http://bobbyowsinski.com).