



CPS - Radio – Julie Adenuga Beats 1 Radio



Media Studies

This is a Targeted Close Study Product for which you will need to focus on the following areas of the Theoretical Framework: Media Industries, Media Audiences. You will need to listen to excerpts from Julie Adenuga's show on Apple Beats 1 Radio but the main focus of your study should be an investigation of Apple Beats 1 Radio as an example of modern trends and developments in radio. You will need to be aware of trends and developments in music radio; more specifically, radio designed to cater for the music tastes of a youth audience.

Selection Criteria:

Beats 1 is wholly owned by Apple and launched in 2015 as a subscription based streaming service with a focus on indie and rap music. It has a global audience with Julie Adunega concentrating on UK music. Beats 1 demonstrates emerging, future developments in the media and provides an opportunity to study issues linked to ownership, globalisation and convergence.

Media Industries:

You will need to discuss the reasons for Apple getting involved in radio. Why is Apple keen to diversify into the provision of content as well as the manufacture of hardware? How have their decisions been influenced by cultural and technological developments? You will need to investigate the constraints placed on Beats 1 presenters for example in terms of the freedom they are given to select their own music choices. How much of a threat is Beats 1 (and similar music sources) to traditional media industries?

Media Audiences.

How does Beats 1 target its audience and what is the appeal of the shows (including Julie Adunuga's) that they offer. How does Beats 1 fulfil the needs of listeners and contribute to their sense of identity? Is the audience passive or does Beats 1 provide opportunities for the audience to engage actively? You should discuss the usefulness of Uses and Gratifications theory in understanding the Beats 1 audience.

Historical, social and cultural contexts

This product invites further study of the role and relevance of radio in an online landscape. Contrasts with the launch of Radio 1 will help to develop an understanding of the historical development of radio.



YEAR 10 TERM 1b

Exam focus: Media One has sections on Media Language and Media Representations (Section A) and Media Audiences and Media Industries (Section B). Section A features questions on two of the following forms: magazines, advertising/marketing, newspapers, video games and online, social and participatory media. Section B features questions on any two of radio, music video, newspapers, video games, online, social and participatory media and film. The questions themselves will focus on the theoretical framework and contexts of the media, but you will be expected to answer by reference to the relevant CSPs.

The second exam paper, Media Two includes questions based on the screening of a clip from one of your television CSPs. There will also be questions based on one of your other in depth studies (newspapers or video games and/or online, social and participatory media). As with Media One, the questions themselves will focus on the theoretical framework and contexts of the media, but you will be expected to answer by reference to the relevant CSPs.

Radio Media Products

Close Study Product: Julie Adenuga Beats 1 Radio



Media
Studies

Why we are studying this?

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Complete the initial Personal Learning Checklist for the Beats1 Julie Adenuga Radio CSP as a starting point for your assessment

Personal Learning Checklist: Apple Beats1 Julie Adenuga Close Study Product



	At end of unit		
	R	A	G
Historical, Social, Cultural and Political context			
I understand how the way we access music has changed since 1967.			
I can discuss the relevance of radio in an online landscape.			
I can compare Beats1 launch with 1967 BBC Radio1 launch.			
Media Industries			
I can understand and explain why Apple wanted to move into the online radio field.			
I can explain what Beats1 is and what it offers as a radio station. I can link this to niche audiences for Julie <u>Adenuga</u> .			
I can describe the presentation style of Julie <u>Adenuga</u> and some of the guests she has had.			
I can describe how some of the content DJs can choose from is limited to Apple's contractual arrangements with record companies.			
I can explain how Beats1 (and similar) are a threat to traditional radio stations.			
Media Audiences			
I can explain how Beats1 targets its audience and why.			
I understand how Beats1 fulfils the needs of listeners and contribute to their sense of identity?			
I can explain how Beats1 attempts to actively engage with the audience.			
I can apply uses and gratification theory to an analysis of Beats1 audience.			



Lesson 1: What is Beats1 Radio

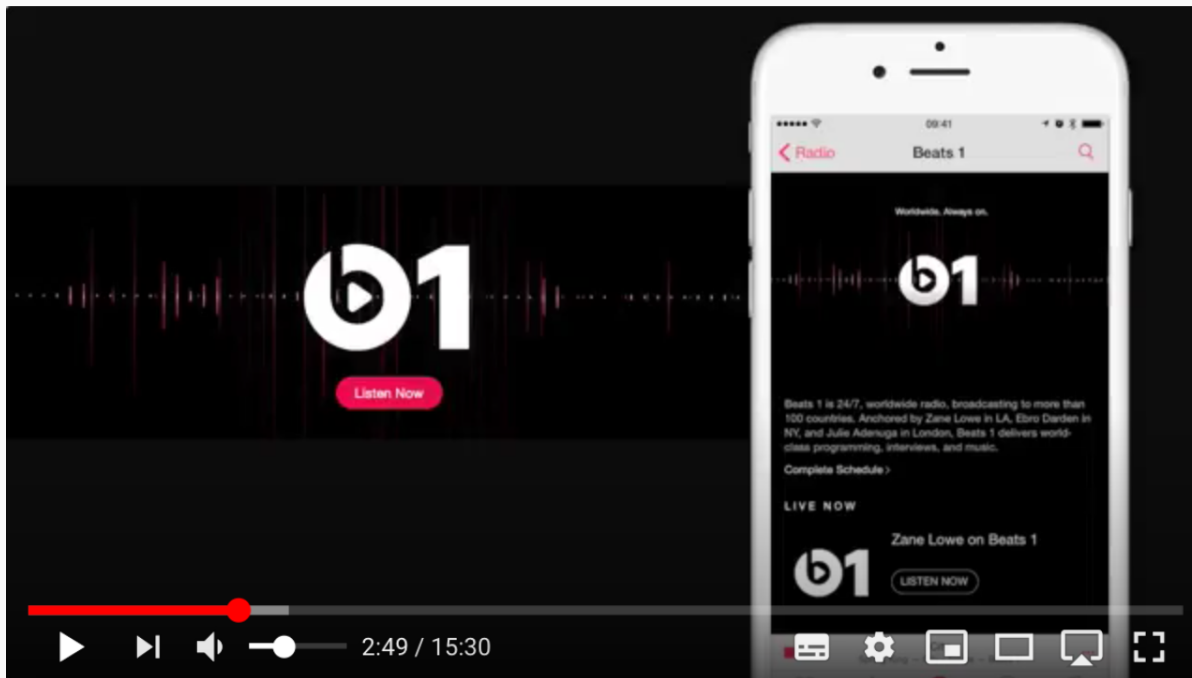


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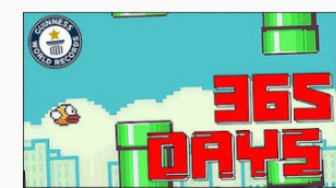


beats one radio



Up next

AUTOPLA



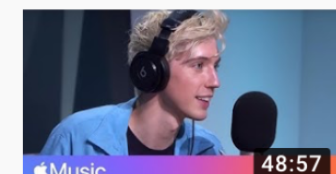
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Beats 1
Recommended for you



Troye Sivan: "Dance To Th Ariana Grande LIVE | Appl

Beats 1
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RAVI ZACHARIAS - In trib we relive his outstanding...

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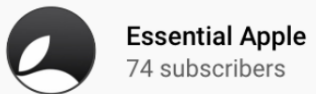
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Beats Launch

670 views • 11 Jul 2015

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Lesson 1: What is Beats1 Radio

Media Industries: The changing nature of radio and how it relates to the launch of Beats

Radio audiences have changed greatly since the dawn of Radio (see separate Close Study). Young people tend to listen to radio much less as the media landscape is saturated with other products for them to consume (games, apps, numerous TV channels, streaming services, etc). Also, people now expect to consume media products not in a linear fashion (you turn on the radio and hear what's currently broadcast) to on-demand (streaming services such as Spotify, Amazon Music and Deezer).

How has radio changed since the launch of Radio 1 in the 1960s?

- More radio stations broadcasting (There are around 600 licensed radio stations in the country) and 1000s of online broadcasters.
- Improved quality as radio moved from AM to FM and now to DAB (Digital Audio Broadcasting).
- Radio stations have become increasingly specialised (look at Absolute 60s, 70s, 80s, etc).
- Many shows are downloadable on-demand (eg podcasts), on a range of devices (eg using iPlayer on TV) and streaming-only 'stations' (eg Spotify 'stations with no DJs).



In your books, and in your own words:

- How have our music listening habits changed since 1960?

(idea: make a timeline including radio, audio tape recordings (the original mixtape), mp3s players, streaming, online playlists, etc)

Media Industries: Why was Apple interested in developing a radio station?

So why would an established technology company like Apple want to get involved in radio broadcasting to a global audience, if the market is now more competitive and saturated?

Here are some possible reasons:

- To market Apple Music - its new subscription streaming product. If consumers have access to all the world's music at their fingertips, they'll need a guide: Someone to suggest things to listen to. If Apple can control the music we listen to through their radio channels, they can link it to their iTunes presence where music purchases can happen.
- To boost iTunes purchasing - as part of the deal, Apple acquired Beats Music, which was an established subscription streaming music service. There were rumours that Apple was only interested in Beats Music in an effort to boost a decline in iTunes numbers.
- To gain more control of the streaming market. Apple already has a loyal and substantial consumer base through iTunes. Apple Beats 1 is another method of keeping Apple customers in the Apple 'walled garden'. They are hoping to hit companies such as Spotify, Deezer, Amazon Music etc by keeping you in the Apple 'ecosystem'.



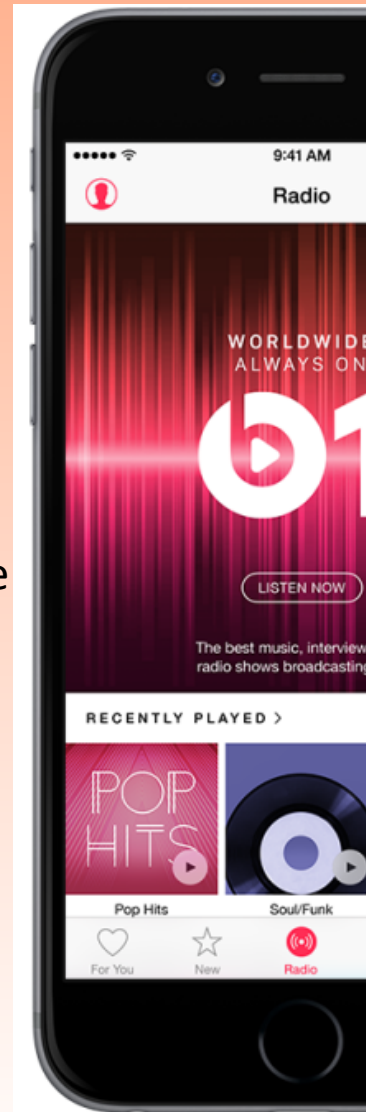
In your books, and in your own words:

- Why was Apple so keen to enter the online music world and compete with Spotify, Deezer and Amazon Music (and others)?

Media Industries: Is Apple Music the same as iTunes?

iTunes is all about media ownership, functioning as both a virtual record store *and* an efficient digital library for music and other media (movies, TV shows, etc) that you own personally. The software comes pre-installed on all Apple devices, and is available as a free download for non-Apple PCs and mobile devices. iTunes doesn't require a subscription fee to use it (unless you use iTunes Match—more on that in a moment), since every song, album, movie, or show was purchased individually—either from the iTunes Store, or imported or ripped from another source.

Apple Music is all about streaming. You pay a flat fee to unlock access to Apple Music's entire catalogue, but you don't actually *own* the music you listen to. The files don't live individually on your devices; you're instead just listening to tracks stored remotely, that are owned by Apple. If you subscribe to any other media streaming subscription service—be it a music-only service like Spotify or Tidal, a TV service like Hulu, or a movie/TV combo service like Netflix or HBO Now—Apple Music functions the same way.



In your books, and in your own words:

- How is Apple Music (with the Beats1 feature) different to iTunes?
- How is it similar to Spotify?

Media Industries: Who are the launch DJs and how does this impact on content?

Beats1 launched with 3 key DJs who don't just play the music, but drive our tastes in their niche fields.



Zane Lowe a New Zealander who has worked on xFM, MTV Europe and BBC Radio 1, prior to be recruited to Apple Beats.



Ebro Darden is an American Hip Hop DJ from New York.



Julie Adenuga is of Nigerian descent who has previously worked on Rinse FM and is at the forefront of the Grime scene.

Julie Adenuga is the younger sibling of Joseph and Jamie Adenuga, aka Skepta and JME. She has become famous for her impeccable connections in the urban music scene, laid-back interview style with the biggest grime stars and promoting established stars and up-and-coming artists. Apple are looking to her to curate the country's freshest musical output to a global audience.



In your books, and in your own words:

- Why have Apple chosen these key individuals and what does it say about the image they want for Beats1?
- How does the use of DJs differ from Spotify / Amazon Music / Deezer etc?



Lesson 2: The Julia Adenuga Show



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A DAY IN THE LIFE with JULIE ADENUGA

18,968 views · 7 Apr 2015

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In the first of a series of films, Julie Adenuga shares her vision and how she landed her career as a radio presenter at Rinse FM. [#shareyourvision](#)

SHOW MORE

Media Industries: Examine Julie Adenuga's style

Julie Adenuga on Beats 1: LIVE Mon-Friday @ 6AM LA / 9AM NYC / 2PM LDN / Listen Anytime on Apple Music

37 videos • 8,951 views • Updated 3 days ago

Beats 1 on Apple Music **SUBSCRIBE 215K**

Bringing London's vibrant music culture to the rest of the world.
Tune in LIVE on Apple Music: apple.co/B1JulieAdenuga
Listen on Demand: apple.co/b1julieadenuga

- Anne-Marie: Most powerful lyrics, being an empath and anxiety | Beats 1 | Apple Music
Beats 1 on Apple Music (4:51)
- Lily Allen: New Album, 'No Shame' & Motherhood [FULL INTERVIEW] | Beats 1 | Apple Music
Beats 1 on Apple Music (12:35)
- Daniel Kaluuya: Weirdest Thing on 'Black Panther' Set [CLIP] | Beats 1 | Apple Music
Beats 1 on Apple Music (2:20)
- Daniel Kaluuya: Becoming W'Kabi [CLIP] | Beats 1 | Apple Music
Beats 1 on Apple Music (1:24)
- Daniel Kaluuya: Possible Wiley Biopic | Beats 1 | Apple Music
Beats 1 on Apple Music (1:25)
- MIST: 'Diamond in the Dirt' | UK Represent on Beats 1 | Apple Music
Beats 1 on Apple Music (9:38)
- Cardi B: 'Bodak Yellow,' Offset and New Album [FULL INTERVIEW] | Beats 1 | Apple Music
Beats 1 on Apple Music (3:38)

Click image

Access Julie Adenuga's shows on Beats 1 Apple Music YouTube Channel to get a flavour of her show and presentation style.

In your books, and in your own words:

- How does the content of the Julia Adenuga show differ from Radio 1?
- How might the proportion of *mass* and *niche* audiences differ between Beats1 and Radio 1?

Media Industries: How much of a threat is Beats 1 to traditional media industries?

“Beats 1 isn't about radio, it's about music. Most radio stations offer local news, travel, information and entertainment so Apple's new single radio station won't have much of an impact on most of them. People who listen to local radio generally don't listen for the music. However, specialist music stations such as 1Xtra, Kiss, 6 Music (and to an extent, Capital and Radio 1) will be more at risk.” - **Roy Martin - managing editor, Radio Today**

“Apple Music is by its own admission a music service for music people and I'd contend great music stations like BBC Radio 6 Music, Australia's Triple J and LA's KCRW already do this.... This lack of appeal to mainstream listeners is I think the reason I found Apple Music - as it stands - a bit underwhelming; it's a version of Spotify with its music streaming service, a bit of BBC Introducing with Connect and a bit of 6 Music with Beats 1” - **Jeff Smith - head of music, BBC Radio 2 and 6 Music**

“Certainly curated content is great, and that is why there are radio stations, but radio stations build up trust with their listeners over a long time, and the relationship feels personal, and often local.” - **Fraser McAlpine - music writer**

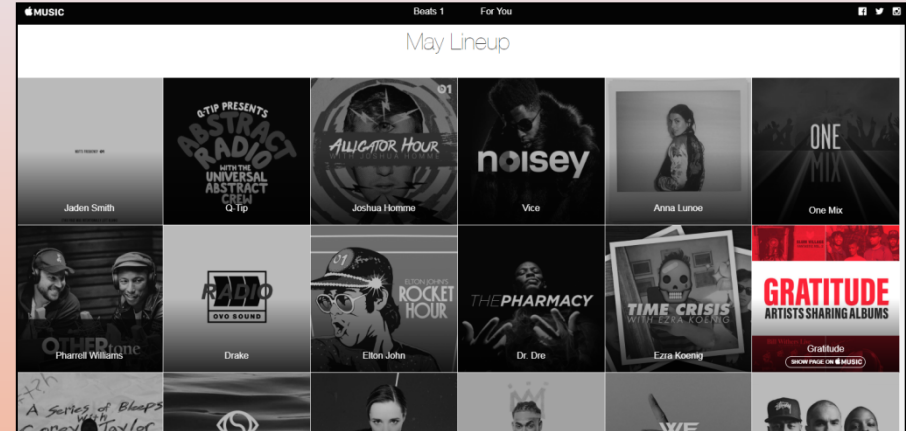
“Beats 1 - will be about new music using famous DJs like Zane Lowe. They'll do a good job at this with a hefty content and marketing budget, but with limited distribution (online only) and a "new music" format it's unlikely to be a devastating challenge to existing UK radio stations. Beats 1 and Apple Music isn't about taking on radio - it's about providing an environment to encourage people to pay a tenner a month to subscribe to Apple Music. Spotify has much more to worry about than Capital FM.” - **Matt Deegan - creative director of Folder Media**

In your books, and in your own words:



- Give arguments for and against the idea that Beats 1 will be a threat to traditional media industries (eg radio stations, record shops, online music retailers, etc)

Media Audiences: How does Beats 1 target its audience?



1. Established DJs who will bring their own fan base – as well as Zane Lowe, Ebro Darden and Julie Adenuga other famous names have signed up to deliver music on Beats1. Names such as Drake, Elton John, indie darling St. Vincent, Dr. Dre, Josh Homme from Queens of the Stone Age, electronic duo Disclosure, and even Jaden Smith will have their own shows on Beats 1.
2. DJs are well-know in the niche music genre and bring an audience and reputation with them. Djs are recruited for their knowledge and reputation (and are paid a lot to work with Apple.
3. Content exclusive to Beats1 such as Taylor Swift back catalogue (which is not available on Spotify). Artists sign exclusivity deals with certain online providers. This does influence what music DJs can play as artists who have signed up to Apple may get preference.
4. Beats1 sells itself on the quality of the DJs and in this it is different to Spotify, Deezer and Amazon Music. Those platforms rely on automated algorithmic radio (ie software dictates what to play). This is a major plus for some audience members who value the ‘musical curation’ concept.

In your books, and in your own words:

- Who is the audience for Beats1 and Julia Adenuga in particular?
- How are the DJs sometimes limited in what they can play?
- What are the **demographics** and **psychographics** of this audience?



Media Audiences: How does Beats 1 fulfil the needs of listeners and contribute to their sense of identity?

- ❖ The need to be **INFORMED** and **EDUCATED** about the world in which we live.
- ❖ The need to **IDENTIFY** personally with characters and situations in order to learn more about themselves.
- ❖ The needs to be **ENTERTAINED**
- ❖ The need to use the media as a talking point for **SOCIAL INTERACTION**
- ❖ The need to **ESCAPE** from their daily grind into other worlds and situations.



[Click image](#)

To access a reminder about Uses and Gratification Theory

Click the following links to find out why people listen to Beats1 (as opposed to their own music or other online music providers)

Business Insider

What people think about Beats1

BBC

Why is Apple bothering with radio?

Computerworld

The genius of Beats1



In your books, and in your own words:

- Why do people listen to Beats1?
- Which part of uses and gratification relate to Beats1 and its audience.
- How does Beats 1 fulfill the needs of listeners and contribute to their sense of identity?

Media Audiences: Is the Beats1 audience passive or have opportunities to actively engage?

The cultural theorist, Stuart Hall, explored how people make sense of **media texts** and claimed audiences were **active** not **passive**.

- An **active audience** engages, interprets and responds to a media text in different ways and is capable of challenging the ideas encoded in it.
- A **passive audience** is more likely to accept the messages encoded in a media text without challenge and are therefore more likely to be directly affected by the messages.

What opportunities are there on Beats1 to actively engage?

1. Listeners can send in requests via social media platforms (interaction happens over Twitter but the @Beats1 account only has 565k) so it's not a huge attention driver.
2. Listeners can also make requests through Apple-approved apps (e.g. iMessages to a special iCloud address).
3. Beats 1 includes a Mixtape segment where you can submit songs: there is the space to do these recommendations right within Music.
4. It's interactive in that you can buy the music you hear, so you can 'shift' music from 'radio' to your own playlist.



In your books, and in your own words:

- Can the audience **actively** interact with the show or are they **passive** when listening?

Media Audiences: Is traditional radio dead?

The future of radio is under threat from online music providers. This is particularly relevant for younger people. Some of the reasons this may happen are:

- More and more online music providers are flooding the music market.
- Music charts are driven by downloads more and more.
- Younger people are using streaming services (like YouTube and Spotify) to listen to music and discover new talent. This will only continue as time goes on.
- Carmakers are increasingly adding streaming and digital music options (eg SD card) which marginalises radio use in cars.
- Smart speakers have begun shaping consumer practices and preferences.
- Radio adverts are having less impact/audience which is impacting on radio station income.

“If it doesn’t [innovate], radio risks becoming a thing of the past, like the wax cylinder or 78 RPM record – fondly remembered but no longer relevant to an audience that has moved on.”

- MusicWatch report



In your books, and in your own words (and homework)

- How far do you agree that Beats1 and similar online providers are a threat to conventional radio stations?

Social and Cultural Context : Comparing Radio 1 Launch and Julie Adenuga Beats 1 Radio

Radio 1 Launch	Julie Adenuga Beats 1
Paid through licence fee.	Ad-based and free (but linked to subscription-based Apple Music for some content)
Range of musical genres played.	Highly-specialised.
Available 'live' only.	Available 'on demand' or 'self-scheduled'.
Available on radio only.	Available online on a range of devices.
Range of DJs.	Select 'curators' of music.
Music and chat	Predominantly music-focused.
Local (ie UK only)	Global (how does this impact on content?)

In your books, and in your own words:



Think also about how Radio 1 and Beats 1 compares with streaming services such as Spotify and Amazon Music (where there are no DJs; just music).

This concludes the Beats1 Julie Adenuga Radio Close Study Product.

Now complete your Personal Learning Checklist for this CSP.



Knowledge Organiser: Radio – Julie Adenuga Beats 1



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Media Industries:

You will need to discuss:

- The reasons for Apple getting involved in radio.
- Why Apple is keen to diversify into the provision of content as well as the manufacture of hardware.
- The way that their decisions have been influenced by cultural and technological developments
- The constraints placed on Beats 1 presenters for example in terms of the freedom they are given to select their own music choices.
- How much of a threat Beats 1 (and similar music sources) is to traditional media industries.

Media Audiences (questions)

- How does Beats 1 target its audience and what is the appeal of the shows (including Julie Adenuga's) that they offer
- How does Beats 1 fulfil the needs of listeners and contribute to their sense of identity? Is the audience passive or does Beats 1 provide opportunities for the audience to engage actively?
- You should discuss the usefulness of Uses and Gratifications theory in understanding the Beats 1 audience.

BEATS 1: JULIE ADENUGA

REPRESENTATION
AUDIENCE
INDUSTRIES
LANGUAGE

RADIO



Beats 1 is a 24/7 worldwide radio station, owned and run by Apple.

As it can be heard via itunes or streamed via Apple Music, Beats 1 has a global reach.

Julie Adenuga hosts a show about UK music.

AUDIENCE

- Beats 1 attempt to engage their audience by having a variety of different shows that target specific musical genres such as hip-hop or in the case of Julie Adenuga, Grime music.
- They also attempt to use celebrity DJs such as Zane Lowe who have a history of championing new, contemporary music as well as appealing to listeners due to their 'youth' appeal.
- The station aims to offer listeners more than just music. Beats 1 attempts to show diversity, reflect current issues in culture and give young listeners a sense of identity. This offers the USES and GRAT of Personal Identity.
- Beats 1 also uses celebrities and star power to offer audiences a sense of occasion and glamour. Artists such as Elton John and Pharrell Williams have appeared on the station, making it seem more legitimate for listeners.

INDUSTRIES

- Apple are a globally recognised brand and by branching out into radio, they are attempting to combine the need for their music playing hardware such as the iphone or the ipad, with a need for their music content such as Beats 1.
- Previously known for making headphones and speakers, Apple bought the Beats brand in 2014 for \$3 billion. This shows how much Apple want to appeal to music listening and cool young people.
- The station is 24/7 and is available either through itunes or through the beats music app. This on-demand culture is important for younger listeners who consume content on the go.
- Beats use convergence to stay relevant. The station is streamed as well as being available to download via the app. There is also a youtube channel as well as a strong multi media presence on twitter, facebook, instagram etc.

EXAMPLE QUESTIONS

1. How do Beats 1 attempt to target a wide range of listeners?
2. What pleasures does Beats 1 offer listeners?

Historical, social and cultural contexts

This product invites further study of the role and relevance of radio in an online landscape. Contrasts with the launch of Radio 1 will help to develop an understanding of the historical development of radio.



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