

## **DATAFICATION AND THE DIGITAL DIVIDE IN THE MUSIC INDUSTRY**

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This paper frames datafication as a key to understanding development, participation, power and processes of democratization in the professional music sphere. Datafication, defined as the ability to track audience data from online platforms in order to make predictive analyses, is a growing trend as internet and streaming platforms dominate in global music distribution. Drawing upon a Norwegian mixed-method study surveying music-industry actors across different genres and roles (N=555) and in-depth interviews with music managers, the analysis demonstrates commercial benefits of data-usage and explains why many music industry actors have yet to take advantage of datafication's possibilities. The results indicate that datafication take part in altering the value of the artist-audience relationship in the digital age and contribute to the increased differences between superstars and small and medium sized artists. At the same time, the power and position of platform and data providers increase.