

## **Technology, copyright law and the future: the Australian Music industry.**

### **ABSTRACT**

The Australian music industry is at an historic cross road considering the challenges from technological advances that it has faced in recent years. It is an industry that has long relied on copyright law for the protection of its income streams. However the ease with which everyday consumers flaunt the law and the general apathy that society has towards it has generated a need to either change the laws or change the business model that the industry has relied on for the past 100 years. This paper examines the failure of existing copyright laws in the face of changing technology and the likely impact of changes currently under consideration. It also proposes alternative models whereby the music industry and creators could embrace technological change rather than resist it.

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### **Brief Author Biography:**

Ben O'Hara has taught music industry business at a number of institutions across Australia including the Sydney Institute of TAFE Ultimo, EORA College, and JMC Academy in Sydney and Melbourne. He is currently the course coordinator for Music Industry (Business) at Box Hill Institute in Melbourne.

Ben has a broad range of experience in the music industry, having worked in music publishing and licensing as well as event and artist management. He has also been a performer for over 15 years, and runs his own booking agency, Flower Pot Entertainment Productions, specialising in children's and family entertainment.

Also with co-author Mark Beard, Ben has published 3 text books aimed at students studying the music industry. A website [www.thebiz.com.au](http://www.thebiz.com.au) was also created to accompany the books.

Ben holds a Bachelor Arts in contemporary music (Honours) from Southern Cross University and a Masters of Business (Arts and Cultural Management) from The University of South Australia.