



Intercultural school
Talents pour le monde

EPREUVES D'ADMISSION

SESSION DE MARS 2016

LANGUE DE TRAVAIL : ANGLAIS

Epreuve de la matinée : 9h – 13h

- **Visionnage de la vidéo**
- **Lecture des documents**
- **Synthèse**
- **Traduction**

I. DOSSIER

Doc. 1

Jay Z's music-streaming service Tidal struggles despite celebrity fanfare

It had the backing of artists such as Kanye West and Rihanna and was hailed as the music industry's salvation, but Tidal is showing early signs of failure

It was launched at a star-studded event where Daft Punk came in full costume, Alicia Keys quoted Nietzsche and Madonna mounted a table while wearing tight leather trousers. But despite its extravagant beginnings, Tidal, the music-streaming service fronted by Jay Z and with the backing of artists including Kanye West and Rihanna, is showing signs of failure.

Less than a month after some of the biggest names in music declared Tidal would be the salvation of the industry, the app has dropped out of the iPhone top 700 downloads chart. The news will be an embarrassment to the service, which Jay Z and co-owners including Beyoncé, Jack White and Usher pledged would become a challenger to streaming platforms such as Spotify and Pandora.

Jay Z acquired Aspiro, the company behind Tidal, in March for \$56m (£37m), in a takeover bid that was almost rejected by a group of minority shareholders. Talking about his vision for the service, the multimillionaire rapper said he and his roster of celebrity supporters wanted Tidal to be the first artist-owned music streaming platform that would pay 75% of its revenues back to the music industry (compared with the 50% paid by Spotify and Pandora).

Jay Z said: "We didn't like the direction music was going and thought maybe we could get in and strike an honest blow and if the very least we did was make people wake up and try to improve the free paid system, and promote fair trade, then it would be a win for us anyway." It was a view echoed by Keys, who told the press conference: "We're gathered ... with one voice in unity in the hopes that today will be another one of those moments in time, a moment that will forever change the course of music history."

But despite the celebrity fanfare, the early signs of failure of Tidal may not come as a surprise to many others within the music community who have been more cynical about the service's prospects. To begin with, Tidal comes with a higher price tag than its rivals, costing \$20 a month, and does not have the free, ad-supported option offered by services such as Spotify. For this higher subscription fee, Tidal users have access to 25m tracks, about the same number as Spotify, but it also offers a lossless high-fidelity sound quality that its competitors don't have, as well as HD music videos and music playlists curated by musicians such as Jay Z and Beyoncé.

But music industry commentators have argued that this is not enough to encourage people to part with more than the £4.99 it currently costs for unlimited, ad-free streaming on Spotify or the £9.99 for full premium access. Indeed, while Tidal has fallen spectacularly down the app charts in the past month, both Spotify and Pandora have soared to take third and fourth places in the charts, the first time two music streaming services have hit the top four in sales simultaneously – even displacing the addictive game Candy Crush.

Bob Lefsetz, the leading music critic and industry analyst, said Tidal did not have what it takes to dominate the already crowded streaming market, which is set to get even more congested this year when Apple and YouTube both launch streaming platforms. Writing in his weekly newsletter, Lefsetz said: "Why was Spotify successful? Because of the deep pockets of the owners, who were willing to lose on the way to winning. Beats Music did not have these deep pockets, and Tidal certainly does not. Unless the artists are all willing to kick in

double-digit millions, out of their fortunes, to turn the tide.” The main issue, he added, was that not even Jay Z’s name and hip-hop credentials were enough to make people pay more money to stream music. “First and foremost you’ve got to pay for Tidal. And therefore it’s dead on arrival. Just like Apple’s new music service. Because people are cheap. They love their money more than their favourite artists, never forget it. Now if Tidal had a free tier ... But it doesn’t. It can’t afford to lose that much money. Just because Jay Z is a famous musician he expects all of his fans to pony up 10 bucks a month? Raw insanity.”

Doc. 2

Who really buys vinyl?

Middle-aged men are snapping up classic albums by Pink Floyd and Fleetwood Mac for their music collections, leaving hipsters out in the cold

The vinyl revival has been hard to miss. While sales of CDs continue to fall, the 12inch record appears to have come back from the dead. The Official Charts company has even added a vinyl Top 40, taking in both singles and albums - something that would have been thought inconceivable a few years ago. In 2007, vinyl sales had slumped to 205,000 (0.1 per cent of UK album sales), but by 2014, this figure had jumped to 1.3million (1.5 per cent of UK album sales).

So who is responsible for this surge in sales? The recent annual Record Store Day event would have us believe it is mainly hipsters – kids born in the mid to late 1980s bred on downloading and streaming. For them, buying a record is a novelty, a kitsch item picked up while shopping for designer jeans in Urban Outfitters.

However, a scan of the top 20 albums in the charts earlier this month reveals it is packed with older heritage acts or classic rock albums being re-issued for the hundredth time. Classics by Led Zeppelin, Pink Floyd and Fleetwood Mac are racking up the weeks alongside a new best of Paul Simon. These are albums that have already sold in their millions and are being given the 180g treatment, remastered and repackaged. Even the "younger" bands hail from the 1990s with Blur’s comeback album *The Magic Whip* sitting at the top spot with their former Britpop adversary Noel Gallagher not far behind with his second solo album.

Not only does the top 20 seem predominantly blokey but heavily nostalgic, evidence that the vinyl revival is being driven by the older fans ditching CDs in favour of the format of their youth.

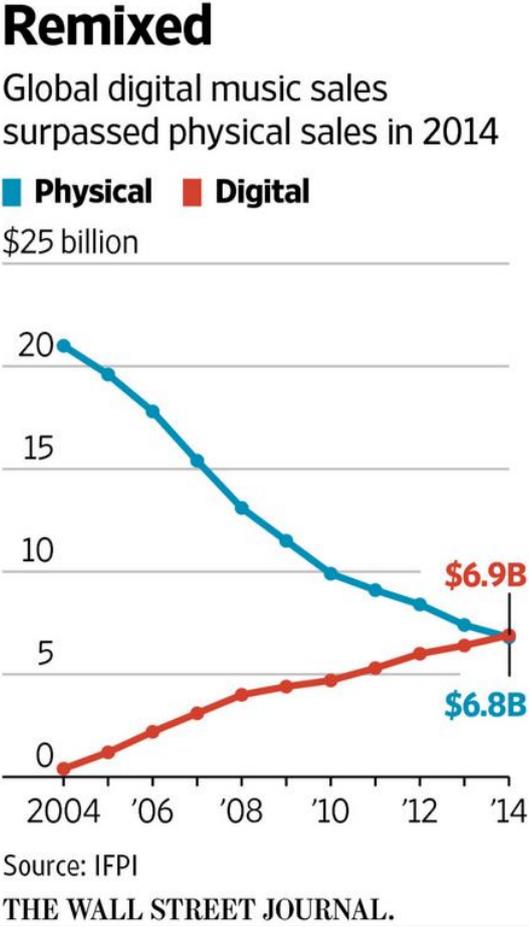
Nigel House, manager and co-founder of the Rough Trade records shop confirms this idea. “I see those customers who bought the album originally when it came out and now can’t find them,” he says. “I had a customer the other day who told me he had thrown out all his records a while ago and is now in the process of buying them all back again. It was his 60th birthday and people were buying him a collection again. I had another customer who had come over from South Africa the other day, who was in his late 50s and bought all the recent Led Zeppelin records.”

It seems that when men approach 50 they are buying a turntable rather than a motorcycle. Tom Hodgkinson, editor of *The Idler*, is 47 and part of this trend. “It’s been really good over the past couple of months to get the vinyl back down from the loft and buy a second-hand record player.” Tom grew up with records. “My parents had records playing in the house all the time on the stereo; we used to listen to Abba and Roxy Music. When I was 12, I bought my first LP, which was *The Beatles greatest hits* compilation. My mum bought my brother and I little portable record players and we sat at home listening to records all the time. At the weekend, I would go to *Our Price* to buy the new releases.”

It is not just new vinyl that is selling more; second-hand record shops have been capitalising on vinyl's recent popularity. Alan Dobrin, owner of Alan's Records in East Finchley, has seen a rise in vinyl sales. "My best CD customer, who is in his late thirties and has been collecting CDs for 20 years, is now collecting vinyl and replicating everything he has on CD. It used to be the other way around." Over the Record Store Day weekend, Alan noticed more families visiting the shop than ever before, telling me that the kids bought "classic stuff - the Beatles, Stones and Pink Floyd", while the fathers and grandfathers were buying records as well. "Guys in their 50s who haven't bought a record in 20 years were picking stuff up," he says.

Vinyl tends to make music enthusiasts misty-eyed when they talk about it because it is bound up with the romance of the first single they bought or the Dansette record player that they saved up for. It remains to be seen whether the rebirth of vinyl will continue on its upward trajectory. What the vinyl charts make clear is that the older demographic are as much part of its revived fortunes as the hipsters buying it for the first time.

Doc. 3



Doc. 4

Now it's much more than just music

It's a fact: no one makes good music anymore. Okay, that might not be a fact, but it's not my opinion alone. According to neuroscientist, musician, and author Daniel J. Levitin, musical tastes begin forming at 14 and peak at 24, which means if you're older than that, the new sound is total garbage. Perhaps that's why you can't name the latest Pearl Jam album, even though you waited for hours to buy "Vs." at a record store in 1993.

Then again, who buys physical music these days anyway? Music buying on the whole is declining thanks to streaming services like Spotify, which gives subscribers instant access to millions of songs for the cost of one CD a month. If Spotify is as unfamiliar to you as Skrillex, here are the big questions to fill in what you've been missing about the streaming service (not the dance music artist).

What is it? Quickly supplanting meatballs and flat-pack furniture as Sweden's most adored export, Spotify was launched in 2008 and has completely changed the way people listen to music ever since. By allowing users to play music directly from the cloud — rather than by downloading it first — Spotify became wildly popular, and as a startup gave entrenched music industry players like Apple's iTunes a run for its money.

Part of the allure for Spotify's users is that the service (currently) boasts more than 30 million tracks, and save for some high-profile holdouts like The Beatles, it has pretty much every song you'd ever want to listen to. Another attractive feature is that people can use Spotify for free, though that experience is interrupted by ads, doesn't have high-definition quality, and mobile phone users can't just play any song they want (though they can skip five songs per hour).

Soon, Spotify plans to add an entirely new service to its repertoire — video. The company recently announced it will start to stream video clips. But it's not competing with the likes of Hulu and Netflix, yet. Instead it will have content similar to what you'd find on YouTube's channels, such as video podcasts and online-only programs.

How do I use it? Spotify runs on all manner of smartphones, tablets, PCs, and even television-connected set top boxes (including gaming consoles). While Spotify has different capabilities on all of these platforms, each are centered on playing music (and, now, videos). For instance, Spotify's mobile app, available on everything from Android to Windows phone, is all about the tunes, from singles to albums. Meanwhile, the PC version is a platform unto itself, with companion apps for everything from song lyrics to visualizers that layers to the musical experience. Set top box versions of Spotify aren't particularly easy to use or feature-laden, which makes them a good accessory for mobile or PC users, but they don't make good primary interfaces.

Who uses it? A better question to ask is, who doesn't? Reaching 58 countries worldwide from Andorra to Uruguay, Spotify has 60 million active users, 20% of whom pay for the service. Compared to Pandora's almost 80 million actives, Spotify would seem like the underdog, but Pandora only has 3.5 million paying customers.

Artists, however, have mixed feelings about Spotify. At the beginning, Spotify boasted about the revenue it shared with musicians, but eventually it was revealed that these payouts were much lower than expected. Because Spotify makes its deals with the record labels, everyone gets a cut along the way, leaving little for the people who actually perform the music.

Lesser-known artists have justified this by valuing the exposure that Spotify's large user base brings. Meanwhile, some more popular musicians, like Taylor Swift, have pulled their work from the service in protest of the way they get paid (or don't) through streaming.

Yet despite lacking Swift, Spotify's vast collection still manages to cater to almost everyone's musical taste. This is never more evident than when you're paying attention to Spotify's social media feed. A major part of the

service, it lets users share with friends everything from favorite playlists to tracks they're currently listening to. This, in turn, helps with music discovery. And according to data polled by Spotify and The Echo Nest, the age of when people stop listening promiscuously is 33, not 24 as Levity discovered previously. So, maybe this new way of listening is working — it seems to be keeping interested in cooler music even longer.

Doc. 5



The screenshot shows the iTunes application window. At the top, the title bar reads 'iTunes' and the menu bar includes 'Music', 'Movies', 'TV Shows', 'App Store', 'Podcasts', 'Audiobooks', and 'iTunes U'. The main content area displays an article titled 'How Apple Changed the Music Industry' with a background image of a grid of colored squares. The article is divided into three numbered sections: '1 Goodbye Album, Hello Single', '2 The Rise of Portable Music', and '3 The Death Of Brick-and-mortar Retail'. To the right of the article, there are statistics: 'Total iTunes Sales' (2.5 Billion Songs), '50 Million TV Shows', and '2 Million Movies'. Below the article, a 'Top 10 Most Downloaded Songs' list is shown for March 29, 2010. At the bottom left, a sidebar contains a graphic with the text 'The iTunes Store features the world's largest catalog with over 5 MILLION SONGS, 350 TV SHOWS, and 500 MOVIES'. The bottom of the window shows a standard Mac OS X dock with icons for Finder, iTunes, and Safari.

How Apple Changed the Music Industry

10 Billionth Download
 Guess Things Happen That Way
JOHNNY CASH

Here are three ways iTunes has reshuffled the retail business for music and video, for better or for worse.

- ### 1 Goodbye Album, Hello Single

Between the demise of the 45 single and the rise of CDs, no format existed to sell single songs. That was the honeymoon era for the recording industry, which revealed in selling complete albums to consumers at a handsome price.
- ### 2 The Rise of Portable Music

Portability, as opposed to the home stereo, is now an essential component of music consumption. The success of iTunes broke open the market for handheld devices, from the smart phone to Amazon's Kindle – all hardware featuring MP3 playback, wherever and whenever the consumer wants.
- ### 3 The Death Of Brick-and-mortar Retail

With the birth of iTunes came the demise of the record store. The winnowing of brick-and-mortar outlets is a direct result of digital delivery, which is immediate, affordable, and democratic, allowing anyone from children to seniors a way to buy music without needing to step outside the house.

Total iTunes Sales
2.5 Billion Songs
50 Million TV Shows
2 Million Movies

Top 10 Most Downloaded Songs
 (on March 29, 2010)

1. **I Gotta Feeling**
Black Eyed Peas
2. **Poker Face**
Lady Gaga
3. **Boom Boom Pow**
Black Eyed Peas
4. **I'm Yours**
Jason Mraz
5. **Vida La Vida**
Coldplay
6. **Just Dance**
Lady Gaga & Colby
7. **Low (feat. T-Pain)**
Flo Rida
8. **Love Story**
Taylor Swift
9. **Bleeding Love**
Leona Lewis
10. **Tik Tok**
Ke\$ha

The iTunes Store features the world's largest catalog with over **5 MILLION SONGS**, **350 TV SHOWS**, and **500 MOVIES**

Source: Mediagram, CSM, Apple

II. SYNTHÈSE

En vous appuyant sur les documents du dossier, vous réaliserez une synthèse en langue anglaise sur l'état de l'industrie de la musique aujourd'hui. Vous veillerez à ne pas dépasser 500 mots.

III. TRADUCTION

Vous traduirez vers votre langue maternelle le segment d'article ci-dessous, extrait du Doc. 4.

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Epreuve de l'après-midi : 15h – 17h

IV. REDACTION

Quel est votre rapport à la musique et aux différents moyens d'en profiter ? Votre rédaction, écrite dans votre langue maternelle, ne devra pas excéder 500 mots.