


Get Your Groove on with Online Music Services

by Don Frederiksen
Online page:
SeniorTechClub.com/summermusic

Summer Academy
August 9, 2022
10:00 am CT




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Summer is a Great Season for Music



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Today's Groovy Plan

- Music is Good For You – Let me Count the ways!
- A Brief History of Music Listening
- Introduce Five Popular Platforms
- Making Music part of your life
- Tips & Recommendations

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Our Learning Tools

- Slides – Viewable or Downloadable from class page
- Demonstrations of the platforms
- Your Questions
 - "Hey Don" or Chat
 - Email: don@SeniorTechClub.com
- Online Class Page at: SeniorTechClub.com/summermusic

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Online Class Page

Links and Additional Resources


MUSIC IS GOOD FOR YOU – LINKS AND RESOURCES
 Here are resources that are cited when discussing the benefits of music listening:

Hopkins Medical – Keep Your Brain Young with Music
 Healthline.Com – The Benefits of Listening to Music

National Institute of Health – Cognitive Benefits From a Musical Activity in Older Adults

ONLINE MUSIC SERVICES – HELP & RESOURCES


SPOTIFY
 Website: <https://www.spotify.com/us/>
 Help Center: <https://support.spotify.com/us/>
 One Month FREE Premium: <https://www.spotify.com/us/premium/>
 Three Months FREE Premium Trial with PayPal: <https://www.spotify.com/us/claim/paypal/>



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Today’s Groovn’ Plan



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I Didn’t Know my iPhone Could Do This.....



Name that Tune Using the Shazam app

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How to Use Shazam

1. Open the Shazam app on your iPhone or iPad
2. Tap the **Shazam** button to identify music playing around you.

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Music is Good for You




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Music is Good for You – Let Me Count the Ways



1. It can help lower anxiety
2. It helps the symptoms of depression
3. It can help your heart health
4. It decreases fatigue
5. It boosts exercise performance
6. It helps manage pain
7. It aids creativity



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Can Music Make you Smarter?

The Mozart Effect and Vivaldi Factor!!

Does listening to Mozart or Vivaldi make you smarter?



1993 Study - *Music and spatial task performance*

There is Skepticism about the survey but can we agree.....



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Music is Good for You!

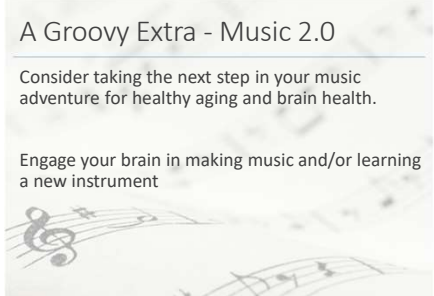




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A Groovy Extra - Music 2.0

Consider taking the next step in your music adventure for healthy aging and brain health.

Engage your brain in making music and/or learning a new instrument

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History of Music Listening via a Self-Graded Quiz (6 Questions)

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History Question #1

Thomas Edison invented the phonograph in 1877. In 1906 the Victor Talking Machine Company introduced the Victrola as a home phonograph intended look more like a piece of furniture rather than a piece of machinery. It had commercial success.

What was the price of the tabletop Victrola in 1906?

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\$15

History Question #1 Answer

This is equivalent in purchasing power to about \$457 today.

The online services we discuss are pretty affordable in comparison!

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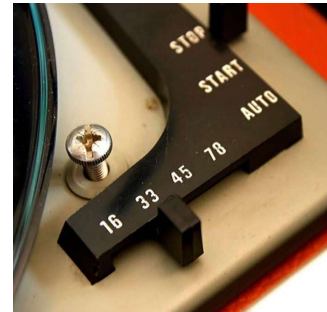
History Question #2

In 1948 & 1949, publishing companies standardized on formats for a 7 inch "single" record and a 12 inch LP (long play) record. The formats played at different speeds measured in RPMs (Revolutions per minute)

In the 1950's and 60's, many record players had three speeds. What were those three speeds?
Extra credit for a fourth speed!

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History Question #2 Answer



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History Question #3

What year did Ford introduce a factory-installed eight-track tape player for the Mustang & Thunderbird.



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History Question #3 Answer

1965

1978 was the peak year for 8-track sales. Soon replaced with cassette tapes.

Just thinking about the 8-track makes me smile!!

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History Question #4

The CD (compact disc) was developed by Sony and Phillips and first manufactured in October 1982.

Who was the first artist/group that commercially released their music on the CD format?

- Rolling Stones
- ABBA
- Tony Bennett
- Billy Joel
- Michael Jackson
- Beatles

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History Question #4 Answer

ABBA or Billy Joel



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History Question #5

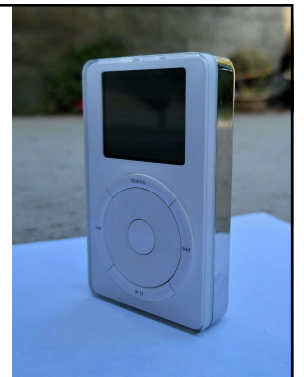
The Sony Walkman was introduced in 1977 bring new portability to recorded music via cassette tapes. But Apple led the next change in music distribution with the introduction of a new portable device in 2001.

What was the name of the Apple device? (Hint: it starts with a letter "I")

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History Question #5 Answer

iPod



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History Question #6

Napster was an online file sharing service that was founded in 1999. It was quickly shut down because of copyright infringement. It never successfully recovered.

Which of the following is often considered the pioneer of online music streaming.

- Pandora
- Amazon
- Apple
- Spotify
- Google

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History Question #6 Answer

The pioneer is:

- Pandora
- Amazon
- Apple
- Spotify

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Music Streaming Services

PROS & CONS & FEATURES

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You Can Still Purchase Vinyl and CDs



RENAISSANCE Explicit Lyrics
Beyoncé
★★★★☆ 149 ratings

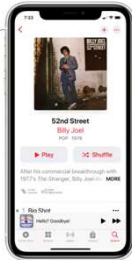
Audio CD
\$10.79

Vinyl
\$44.98 prime

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What is an Online Music Streaming Service?

A web-based service that let's users stream songs to their computer, mobile devices or smart speaker.



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The Pros

- Makes More Music Accessible – Huge Catalogs
- Good and Improving Sound Quality
- Access Old & New Music
- No Storage Required (except offline)
- Support New Artists – help grow a fan base
- Artists Get Paid (a little) - \$3 to \$7 for 1,000 streams
- Most have FREE/Trial access



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#1 Benefit of Online Music

Discovery and Exploration



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The Cons

- You don't own the music.
- Typical Cost for Full Features (\$10 per month)
- Requires Internet Access
- Most profits go to big music entities and tech companies
- Collect user information - Privacy
- Album Covers and notes are diminished

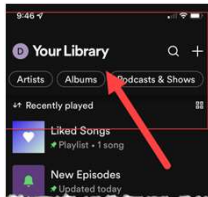


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Features

Library or My Collection

- Create your own library from the millions of songs in the catalog
- Find a Song
- Tap + or Add to Library or Playlist



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Features

Playlists – used to organize, present and share music

- Curated Playlists – e.g. Top 80's Rock & Roll, Baby Making Music, Workout, Mood Booster
- Share & Use Playlists from friends, even celebrities
- Playlists that you create from your favorites



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Features

Offline – Play Music without WiFi/Internet or Cellular data

- You Pay for Home Internet with a monthly fee with no or high data limits
- Cellular Data is more expensive and often based on data volume.
- How much data are we talking about?
 - Spotify requires 40MB of data per hour of music (xfinity mobile = \$.60 per hour)



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Features

Offline – Play Music without WiFi/Internet or Cellular data When?

- Car, plane, travel
- Out and about with no WiFi
- Only available with paid or premium plans



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Features

Offline – Play Music without WiFi/Internet or Cellular data How does it work?

1. Select a song, album or playlist
2. Download to storage on your device.
3. Enable Offline
4. Play the downloaded music



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My Recommended Music Services

- Spotify
- Apple Music
- YouTube Music
- Amazon Music
- Pandora
- Idagio (Classical Music)



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Spotify



Number of tracks: 80+ million
Users/Subscribers: 365 million/165 million

Free program with ads, limited features

Premium \$9.99 \$99 (Annual) \$12.99 (Duo) \$15.99 (Family – same house)

“Hey Spotify” Voice Control

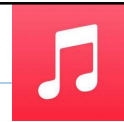
Highlights

- Device support (web, iOS, Android, Smart speakers and more)
- Podcasts (4 million podcasts)



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Apple Music



Number of tracks: 90+ million
Users/Subscribers: 72 million/72 million

Trial only (3 months more with product purchase) – no free plan

Premium \$4.99 (Voice control only – soon) \$9.99 \$99 (annual) \$14.99 (Family)

Premium Bundles (Music, TV, Arcade, iCloud, News) \$14.95 \$19.95 (family)

Bundled with some Verizon Unlimited plans

Family does not need to live at the same address

Highlights

- Apple, Apple, Apple
- Bundle Plans



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YouTube Music

Number of tracks: 80+ million
Users/Subscribers: 50 million/30 million

Best Free Program with selective music – Ads,
 • Free Only Plays in the foreground!

Trial (one month)
 Premium \$9.99 \$99 (annual) \$14.99 (Family)

Bundles YouTube Premium (no YouTube Video Ads) \$11.99 \$17.99 (family)
 • Good Plan to Eliminate Skips Ad on YouTube Videos

Highlights
 • Free Program to Find and Try specific music



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Amazon Prime Music

Number of tracks: 2+ million
Users/Subscribers: 153 million Prime members

Bundled in Amazon Prime
 • Ad Free

Prime \$12.99 \$119 (annual)
 • Free Shipping
 • Prime Video
 • Prime Reading (free books)

Highlights
 • Great Online Trial for current Prime Members
 • Works great with Amazon smart speakers



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Amazon Music Unlimited

Number of tracks: 75+ million
Users/Subscribers: 55/55

Trial – 3 months

Prime members \$7.99 Non-Prime Members \$9.99 Family \$14.99
 Single Amazon Device \$3.99

Highlights
 • Affordable for Amazon Prime Customers
 • Works great with Amazon smart speakers



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Pandora Music


Number of tracks: 30 + million
Users/Subscribers: 58 million/6.3 million

Personalized internet radio station based on your tastes and listening habits
 • Skips – limited with free (unlimited with you watch an ad or premium)

Premium Trial (60 days)
 Plus \$4.99/month

Premium \$9.99 \$99 (annual) \$14.99 (Family)

Highlights
 • Free Program Personalized Radio
 • Good way to get started



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My Recommendation

I recommend Spotify as the best, fully featured service.

I use Apple Music bundled with Apple One

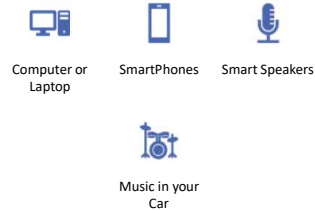
Considerations:

- Apple Households – great bundles
- Amazon Households – Prime can start with Prime Music
- Echo/Alexa Devices
- Active YouTube User
- Like a simple Radio approach with Pandora for FREE



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Your Recipes for Getting Music in your Life



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1 – Set up Your Account

Email, password and payment (for paid accounts)

I recommend doing this on a laptop or computer using the service's website.



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Computer or Laptop

2. Install the app - Most online music services have a desktop app for Windows or Mac OS.

- Spotify Apple YouTube Music
- Amazon Pandora

3. Play music from the website

- Spotify.com music.apple.com pandora.com
- Music.YouTube.com music.amazon.com



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Smartphones



Install the App

- iOS – Apple
- Android

Set Up Account

Log in to the app

Listening

- Devices Speakers
- Personal Listening with wired or Bluetooth Ear Buds
- Speakers – Wired or Bluetooth

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Get to Know Bluetooth®

The short-range (< 33 feet) wireless technology used to exchange data between devices.

Named after Harold Bluetooth??

- 10th century Danish King – a uniter

Common uses: Speaker, Headphones, Cars, Smart Speakers, Mouse, Keyboard

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Pairing Bluetooth Devices

Bluetooth devices need to be paired in order to function.


Pairing Process to Smartphone

1. Put Device (speaker or headphone) into pairing mode using the pairing button or hold the power switch.
2. Go to smartphone settings/Bluetooth and select the device
3. Enter PIN code (not always required) If you don't know try "0000" or "1111" or "1234"
4. The Device is paired.
5. Smartphone audio is redirected to the Bluetooth device
6. or you select the Bluetooth device from the app

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Smart speakers



Examples:

- Amazon Echo/Echo Dot
- Google Nest
- Apple HomePod
- Sonos

Voice Control "Play Taylor Swift"

Comes set up with default music service but you can choose another.

Install the App for the device to setup.

Also use to "cast" from some music apps.

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Recommendation



I recommend the Amazon Ec

Fairly affordable – frequent sales

Use to add a Bluetooth receiver to an Older stereo.

Create Groups of multiple Devices (Play Vivaldi Four Season in the basement)



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Music in Your Car

Newer Vehicles

- Apple Car Play – wired & limited wireless
- Android Auto - wired & limited wireless



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Music in Your Car

- Mirrors limited phone functions to your car's dashboard screen



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Music in Your Car

1. Bluetooth Connection – Cars with Bluetooth. Every car pairs differently. Get the manual out.
2. AUX port – connect through the smartphone's AUX audio port.



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Important Smart Tips

Get to Know
Bluetooth
Audio ports are
disappearing



Smart Tip



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After Class

Class Online Page:

- SeniorTechClub.com/summermusic

Email your Question:

- Don@SeniorTechClub.com



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Upcoming Summer Academy Session – August 23



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Thank You!

Stay Well
Keep Learning
Music is Good for You!

www.SeniorTechClub.com

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