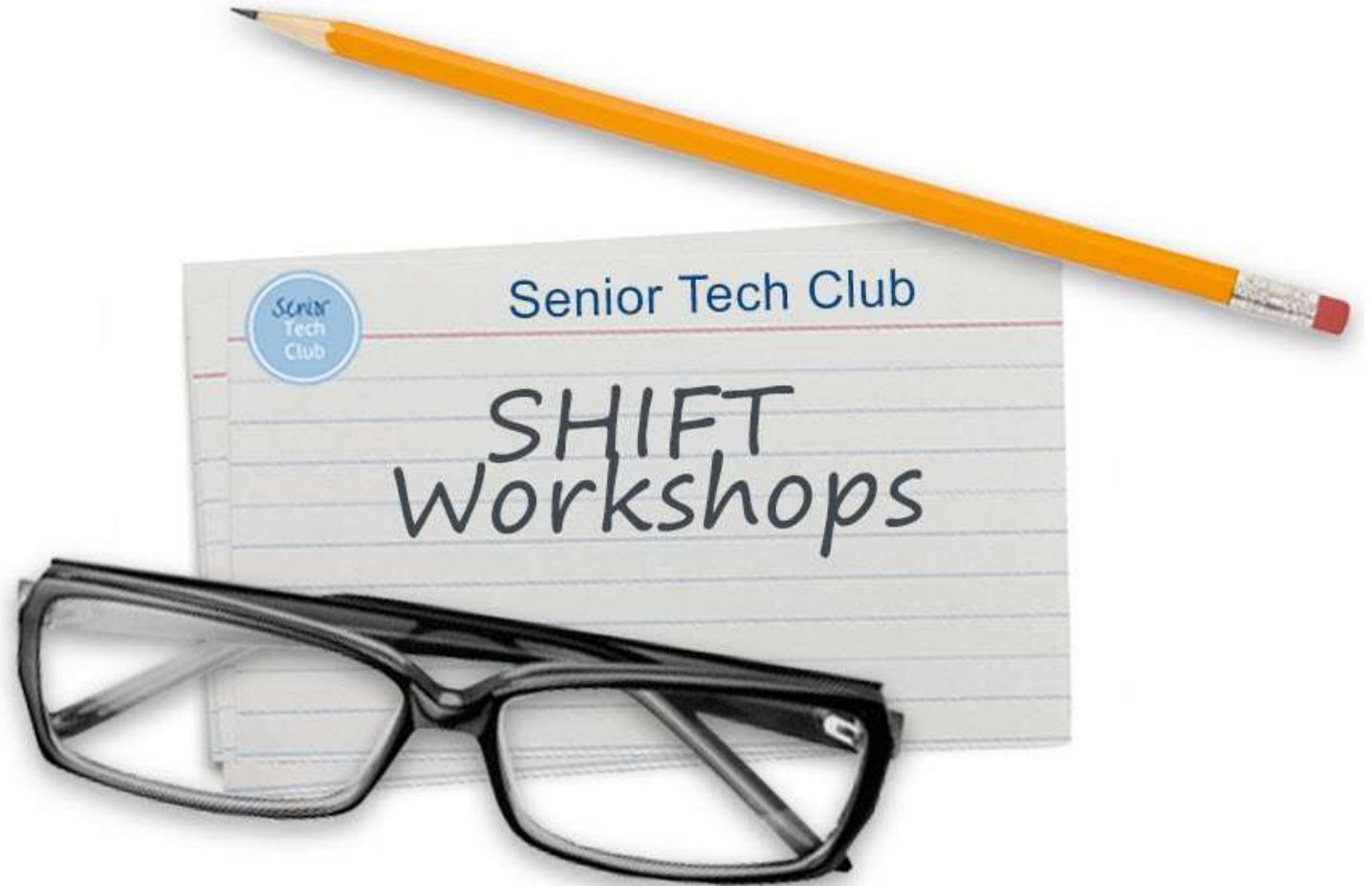


Get Your Groove on with Online Music Services

by Don Frederiksen

Online page:
[Links.SeniorTechClub.com/SHIFT15](https://links.seniortechclub.com/SHIFT15)

SHIFT
October 25, 2021
6:30 pm CT



Your Instructor

Don Frederiksen

- School Band Director – 8 years
- Computer Trainer/Entrepreneur – 10 years
- Corporate IT - 25 years
- Started Senior Tech Club – 2018
 - www.SeniorTechClub.com
 - Training of older adults on iPhone & iPad

Live in St. Anthony, MN

Questions: don@SeniorTechClub.com

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Get Your Groove On – Our Groovy Plan

- Music is Good for you, Let me Count the Ways
- A short history of music listening
- Compare five popular online music services
- How to bring the music to your life
- Tips & Recommendations

Our Learning Tools

- Zoom Video Platform
- Slides – Downloadable from class page
- Demonstrations of the platforms
- Your Questions
 - “Hey Don” or Chat
 - Email: don@SeniorTechClub.com
- Online Class Page at:
Links.SeniorTechClub.com/SHIFT15



Let's Look at our Online Class Page

Type this Web address into
your browser:

- Links.SeniorTechClub.com/SHIFT15

Access via QR Code
on your device



Our 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





Get your Groove On

“There is music in the air, music all around us; the world is full of it, and you simply take as much as you require.”

– Edward Elgar

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

If That Isn't
Enough for you
to Consider,
How about....



The Mozart Effect and Vivaldi Factor!!

Does listening to Mozart or Vivaldi make you smarter?

1993 Study - *Music and spatial task performance*

Skepticism – But recognition of the power of music.



A Groovy Extra - Music 2.0

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

Engage in making music and/or learning a new instrument

Music is Good for You – Let Me Count the Ways

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

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?

History
Question
#1
Answer

\$15

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

The online services we discuss are pretty affordable in comparison!

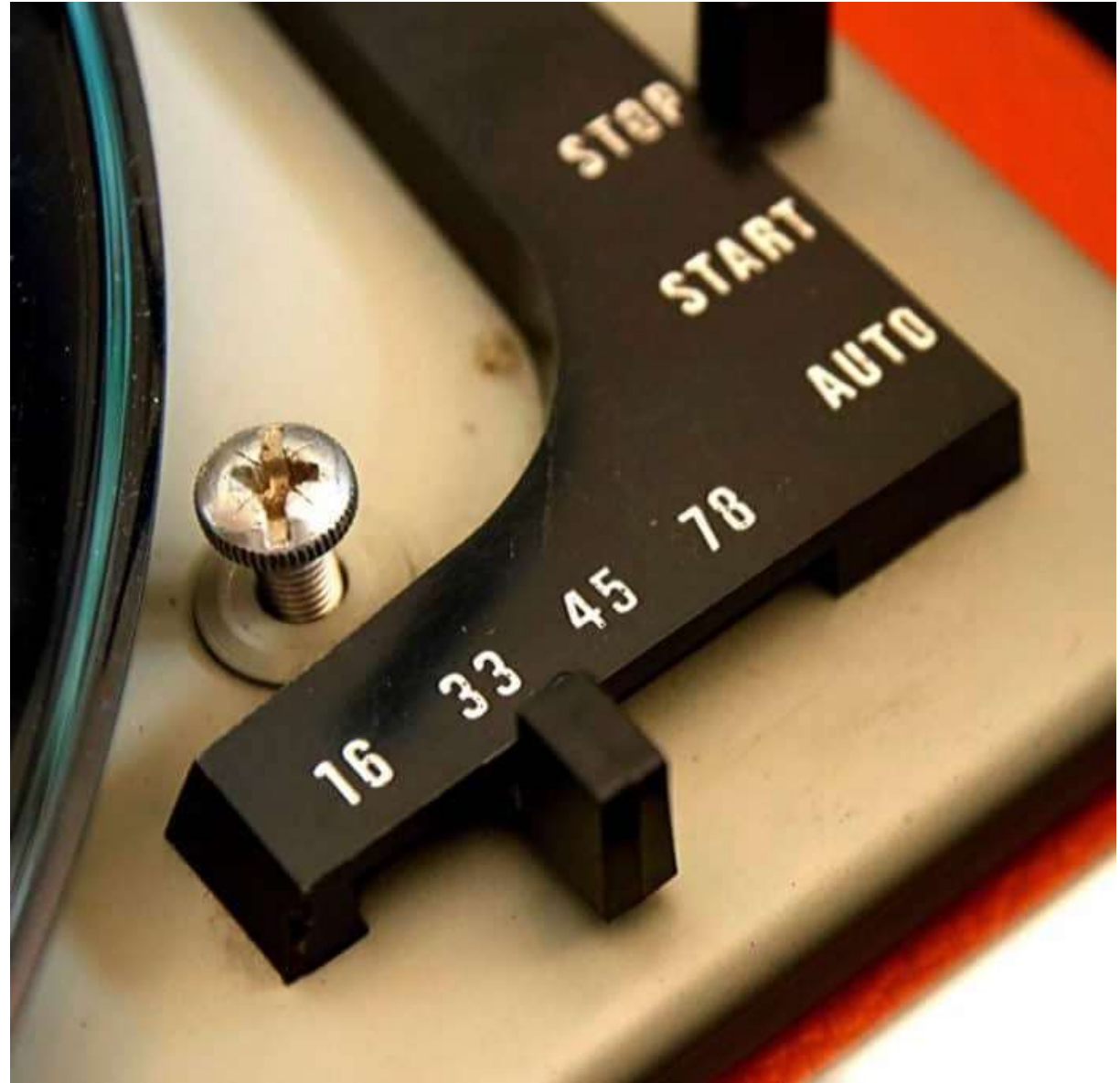
History Question #2

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!

History
Question
#2
Answer



History Question #3

What year did Ford introduce a factory-installed eight-track tape player for three models including the Mustang, Thunderbird and Lincoln Luxury models.

This innovative format brought new mobility to music in cars?

History
Question
#3

Answer

1965

1978 was the peak year
for 8-track sales.
Declined rapidly

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

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

History
Question
#4
Answer

ABBA or Billy
Joel

History Question #5

The Sony Walkman was introduced in 1977 bring new portability to 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")

History
Question
#5
Answer

iPod



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

History
Question
#6
Answer

The pioneer is:

Pandora

Amazon

Apple

Spotify



Music Streaming Services

PROS & CONS &
FEATURES

You Can Still Purchase Vinyl and CDs



30 (Amazon Exclusive White Vinyl)
by Adele | 2021

Vinyl
\$40⁹⁸

\$30 - \$40

Audio CD
\$9⁹⁷ ~~\$11.98~~

\$10 - \$20





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.

The Pros

Makes More Music Accessible – Huge Catalogs

Good Sound Quality

Access Old & New Music

No Storage Required (except offline)

Support New Artists – grow fan base

Artists Get Paid (\$3 to \$7 for 1,000 streams)

Most have FREE/Trial access



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



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



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.
 - Know your Cellular plan – Unlimited data plans are more common
 - How much data are we talking about?
 - Spotify requires 40MB of data per hour of music (xfinity mobile = \$.60 per hour)



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



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



My Recommended Music Services

Spotify

Apple Music

YouTube Music

Amazon Music

Pandora

Spotify

Number of tracks: 70+ 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



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



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



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



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



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)

Free - Good Free Program with limited skips Ads, Plays in the background, Discover new music

Pandora Plus – Offline, Ad-Free stations

Premium – Ad-free, search and play what you want, unlimited skips, make and share playlists

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



My Recommendation

I recommend Spotify as the best, fully featured service.

Except:

- Apple Households – great bundles
- Amazon Households – Prime and Echo Devices
- Big YouTube User
- Like a simple Radio approach with Pandora for FREE





Using Online Music in your Life

Computer or Laptop

SmartPhones

Smart Speakers

Music in your Car

Setup Your Account

Email, password and payment (for paid accounts)

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



Computer or Laptop

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

- Spotify Apple YouTube Music
- Amazon Pandora

or Play music from the website

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



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



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



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

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.



Recommendation

I recommend the Amazon Echo Device

Fairly affordable – frequent sales

Add a Bluetooth receiver to an Older stereo.

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



Music in Your Car

Newer Vehicles

- Apple Car Play – wired & limited wireless
- Android Auto - wired & limited wireless
- Mirrors limited phone functions to your car's dashboard screen



Music in Your Car

Bluetooth Connection – Cars with Bluetooth. Every car pairs differently. Get the manual out.

AUX port – connect through the smartphone's AUX audio port.





Smart Tip

Important Smart Tips

Get to Know Bluetooth

Minnesota is a Hands-Free State – Use your best hands-free tools and voice control.

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After Class

Class Online Page:

- Links.SeniorTechClub.com/SHIFT15

Email your Question:

- Don@SeniorTechClub.com



Upcoming SHIFT Workshops

November 8 – What's New in IOS 15 (for iPhone & iPad Users)





Thank You!

Stay Well

Get Vaccinated & Boosted

Keep Learning

Music is Good for You!