

The Effects of COVID-19 on Digital Music Streaming Service in Kenya

The music industry, like any other sector has been hit hard by the Covid-19 pandemic, more so the live performance that has always given popular musicians better returns . With the strict health measures that are meant to contain the spread of the virus, the music industry has suffered heavily. The limitation of live events, lockdowns, quarantines, tour cancellations and delayed release of new songs means that the music industry is being pushed to the wall. The music industry however is fighting back for the sake of its survival by coming up with new ways of generating revenue that is so needed to sustain the industry. The digital music streaming service seems to be the only option left to musicians to interact with their fans. Whether the musicians are gaining from this new way of consuming music remains a subject of scrutiny. To be able to untangle this puzzle, this study will be undertaken with the intention of exploring the fate of the musicians in the digital music streaming service. The study will employ phenomenological research design as a way of exploring the experiences of musicians with the digital music streaming service and whether this platform is helping them generate revenue that is much needed. This research intends to answer two questions; how has musicians embraced the digital music streaming service? Is the digital music streaming service able to grow the musicians' revenues? Participants will be drawn from the musicians in Nairobi County. Purposive sampling will be used in order to determine the participants. The data collection will be done through in-depth interviews and focus group discussions.

Key words: COVID-19, music streaming, revenue streams

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