

## **The TikTok Revolution: How artists are redefining the music industry.**

In the recent years, TikTok has emerged as a fresh platform, home to 1.04 billion monthly users. TikTok, known for its short, engaging videos has become a hub for aspiring musicians, providing endless opportunities for exposure and success in the industry. It's insane how one viral video can help to get a musician's career off the ground. TikTok is slowly reshaping the music industry, in a positive way, changing the way that us consumers find talent and essentially consume music.

One of TikTok's finest aspects is the power it has to change our music discovery. The music industry is known to be difficult to get into, connections are vital and significant resources are needed, but TikTok has given musicians a even playing field, somewhere where they are able to advertise and share their talent through nothing but a smartphone. For example, Chappell Roan's career has skyrocketed overnight thanks to her viral hit 'Good Luck Babel!', debuting in the Hot 100 charts at #77. With Roan's career successfully taking off, it shows that this is achievable for any artist trying to make waves in the industry.

The TikTok algorithm also plays a huge role in musicians being found, designed to promote content that matches your ideals and interests. This feature has allowed both artists and consumers to engage with a global audience, creating viral trends. With such a carefully curated algorithm across TikTok, this has given musicians a chance to find their target audience and those who fit into the niche of their music. This reach opens up a new market for artists, helping their music to be found easier and it has created a new listening experience with fans of a diverse range of music taste.

TikTok has also created a new dynamic between artists to fans, allowing their experiences to be more intimate and personal. TikTok has given a platform where artists are able to create behind-the-scenes content, the ability to engage in fan made content and to participate in viral content, boosting the views and reception they receive. This level of interaction has encouraged fans to feel more connected to the artist. Whilst creating content on TikTok is a great way to promote upcoming music, it also comes with many downfalls. The fast-paced nature of TikTok means that artists are constantly having to be innovative, creating content that essentially stands out from the other in the crowd. With this added pressure, the demands of the persistent need of content from consumers can generate a state of burnout from the artists.

TikTok has also led to consumers gatekeeping across multiple genres. One genre of fans known for gatekeeping particularly are Metalheads. Actions like this make it feel very difficult to be fit into the community, being quizzed regularly on how many songs you know by a band. This feeds into a negative stigma already surrounding the music and the fans itself, generating more hate from other consumers. However, with TikTok promoting a diverse range of music through trending songs, it has allowed the generation of today to gain a vast taste in music and knowledge, not sticking to one genre.

In conclusion, whilst there are some negative aspects of musicians taking their work to TikTok, there are more positives. Tiktok is providing artists with another creative outlet where they are able to release their work and do more promotion, gaining more traction than they would from any other social media platform. It is slowly changing the music industry, for better.

