

## **SMASHED HITS – THE NEW WORLD OF MAKING MONEY FROM MUSIC**

Just a generation ago, a smash hit record meant instant riches and fame as record companies created superstars who became a part of our culture and the soundtrack of our lives. But skip forward to 2016, and keeping control of the creative magic of music is a logistical nightmare. We went from vinyl to the CD, and then the download, and now record companies are trying to 'stream' a profit – but are actually giving their music away for free.

The latest issue of leading business publication **INTHEBLACK** explores the difficulties confronting the music industry, as it tries to keep generating talent for the rest of us to enjoy, amid the challenges of a piracy-riddled and fluid online environment.

In fact, the new way the industry is trying to sell its music is by giving it away – and some leading artists are demanding change.

## **CREATING A BETTER COMMUTE – FIVE GAME-CHANGERS**

For a staggering eight million Australians it seems like the impossible dream, but the sheer weight of demand means that the wheels are turning to create a better car commute for all of us. From smarter cars to knowing where to grab a park (before you get there) change is on the way.

A special report on **INTHEBLACK**'s website [intheblack.com](http://intheblack.com) examines five key changes that are coming to a traffic snarl near you. [See the report here](#)

## **THE CONTROVERSIAL VALUE OF BRANDS**

How is it that someone's 'brand' can be valued at *billions* of dollars over someone else, and that this perceived dominant position can then be worth millions (or billions) of dollars in itself? The fact of the matter is that we live in a brand-powered world, and the value of brands is seriously important to a lot of people – and, yes, there are organisations whose job it is to value these brands. It's just that the valuations themselves are hugely contentious – and currently under fire.

For example, Apple is deemed to be the world's most valuable brand. One 'specialist' firm has valued Apple at \$128bn, while another specialist group has placed a price tag of \$170bn, while yet another says the brand is worth \$247bn. That's a difference, of a piffling \$119bn. So who's right and who's wrong – and how on earth do you value a 'brand' anyway?

A special report in leading business publication **INTHEBLACK** explores the high-stakes world of valuing brands, and the mavericks who are daring to challenge both the process and the findings.

*/ See next page for more topics and interview contact details ...*

## **MAD MAXED OUT – ARE WE FINALLY CONSUMING LESS?**

The fear of running out of resources to fuel our future prosperity, including the notion of ‘Peak Oil’, may have been overtaken by a significant new development. Economic growth is currently being achieved in a number of leading economies, even though consumers have started consuming less.

Whether it’s wood to build or heat homes, nitrogen to fertilise crops, oil to fuel cars, electricity to power cities, or cement to pave roads – rich economies like the US are still going forward, but are using fewer resources to do it. It’s been dubbed ‘de-materialisation’ and it may change the way we go about living.

A special report in the latest **INTHEBLACK** explores where these new-found efficiencies have come from, and whether they can sustain us into the healthier future.

## **THE DEATH OF YOUR SIGNATURE & KEEPING YOU PROTECTED**

As individual as a fingerprint, until recently your signature was your safeguard. From your finances to your belongings and from protecting your identity to protecting your eternal wishes – your signature was your lock. Your guarantee. *But things have changed ...*

The latest issue of leading business publication **INTHEBLACK** examines the rise of the so-called digital signature, and how a simple click of a button can now act as your authority.

However, not all systems are equal – and your ‘signature’ may require extra codes and protocols for various transactions. (In fact, some may even require ... your signature.)

## **HOW THE TAX MAN IS ROPING IN THE ‘SHARE’ ECONOMY**

From Uber to Airbnb, the so-called ‘share’ economy has been a classic example of supply meeting demand. The problem is that it hasn’t fit into a lot of current regulation aimed at traditional operators, and governments have been caught scrambling to work out how to ban or regulate the new players. However, the tax man is catching up very quickly.

**INTHEBLACK**’s website [intheblack.com](http://intheblack.com) examines how renting out that spare room, or offering to give someone a lift for an agreed fee, is rapidly turning into a full accounting dilemma. Rather than delivering spare cash, you may find yourself with a pocketful of costly acronyms like GST, BAS and ABNs. It seems the share economy has been rounded up very quickly. [See the report here](#)

## **TO ORGANISE INTERVIEWS:**

- **Mon-Wed & Fri – contact Carly Greenwood on 03-9606 9673 or [carly.greenwood@cpaustralia.com.au](mailto:carly.greenwood@cpaustralia.com.au)**
- **Thursdays – contact Anna Layton on 03-9606 9610 or [anna.layton@cpaustralia.com.au](mailto:anna.layton@cpaustralia.com.au)**