

## How people purchase their music doesn't matter

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When it was Wax Cylinders or Vinyl or Cassettes or CD's or iTune Downloads or Blondel and his Lyre and Harp in days gone by ("Daddy when is the wandering minstrel coming round next? I want to hear Like A Virgin again")... people bought their music and wanted it and paid for it.

The problem is not how they buy it, it's how they HEAR it.

What we need is great, exciting radio (on or offline). Terrific music TV (NOT American Idol or X Factor please, Simon).

Expose great music and it will sell.

If you build it, they will come.