

URL: <https://stvp.stanford.edu/clips/albums-versus-songs>

Singer/songwriter Nate Ruess and Warner Bros. Records Chairman and CEO Cameron Strang discuss the perspectives of artists and industry when it comes thinking of albums versus individual songs.



Transcript

People consume songs these days as well as albums.. Do you think about this? Do you think in terms of developing a whole album, a whole collection or do you think about one hit at a time? I think about - I think strictly about an album.. That's how I was raised with my Dad's record collections.. They got to tell a story.. Right now I'm in the process of making an album and the biggest challenge for me is the cohesiveness, that's what the album is.. It's not about writing a song; that's a little bit easier or it's a lot easier than thinking about tying this whole entire thing together and how it's going to affect someone's life as opposed to just that one little song.. Whereas like in publishing it's a lot different: you are - a lot of it is based just around one song, a lot of the success is based around one song and that - it makes total sense.. I was talking earlier about other songs that I had written and how I might not think that it's - I am not breaking any new ground and a lot of times as a songwriter I will take my name off of the song and put a different name under the song.. And that's just a little fun for me because I like to see how far up the song will get and not be kind of associated with it.. But at the end of the day, I think that it's important people work too hard and it's weird to be judgy..

If - like I try not to formula - to say, call a song out specifically because someone might love it and someone works really hard and they might get into their car after a long day and that - what I consider to be a mindless song might come on and it's inspirational, it's great for them.. Do you think differently about this, the songs vs..? I think Nate had made a good point.. In publishing it's definitely about the songs; we manage the songs individually.. But, yeah, we think about it 24/7 songs, albums and singles.. It's an ongoing discussion and which song, which is the single, which formats at radio, all of those kinds of things.. So we - it's one of the real influences of technology on music is the way people experience and consume the music and that affects how they listen to it, how they engage with it and how we connect artists to fans.. And that's - sometimes it's about whether they listen the whole albums or not or buy whole albums...