

URL: <https://stvp.stanford.edu/clips/the-freedom-to-create>

Cameron Strang, chairman and CEO of Warner Bros. Records, discusses how the ability for anyone to create and share music benefits the music industry and humanity.



Transcript

In fact, almost everyone can be in the music business, right? Every kid in their bedroom or their garage can put together a band or sit in front of their computer and make music.. What do you think about that? Is that a great thing? Is that a scary thing for a business that used to sort of control the whole process? I think it's a great thing.. I mean, to me, the more people that are engaged with music, the more people that - one of the biggest - I think one of the biggest issues I have in my life and I am sure for a lot of people here is how do you find the time to listen and to engage with music and how are we going to engage people on an ongoing basis.. So the more people are involved, the more they - whether they start out playing an instrument.. I always say for whether it's the artists, the fans or the people that work at our company, 90% of us fell in love with music at some point in our life, usually when we were young with our family or maybe in our high school years or when we are in college or whatever but that's what really drives us at the end of the day.. So the more people that have that passion and the more people that connect to music on an ongoing basis, it's the better as far as I am concerned..