

# 2004

- No YouTube
- No Twitter
- No Facebook
- No Spotify
- No smart phones or tablets
- No BBC iPlayer
- No record industry flapping about the collapse of recorded sales
- No substantial penetration of high-speed broadband
- No recession

# 2005

- Flatscreen TV costs £3,000
- High-speed broadband had very low UK penetration, concentrated in the biggest cities
- iTunes (which launched in 2003) starts downloadable video service, with just five TV shows
- BBC iPlayer launches on Christmas Day, hoping to attract 500,000 users in 6 months. They got 3.5 million in only 3 weeks. The other terrestrial broadcasters then rolled out similar services
- YouTube launched

# 2006

- iTunes starts to offer films for download, with 75 from Disney
- Facebook launches in the UK
- Twitter launches

# 2007

- iTunes now has 500 films
- Facebook has 1.3 million UK users by March
- Twitter takes off at SxSW in Austin TX (interesting article [here](#))
- iPhone arrives, heralding the arrival of a viable mobile online experience

# 2008

- Lovefilm bought by Amazon, becomes the biggest film download/DVD-by-post service in the UK
- In April, BBC iPlayer accounts for around 5% of all UK internet traffic

# 2009

- Skype-to-Skype (which was set up in 2003 and started to gather momentum in 2005) now accounts for 13% of all calls internationally
- Spotify launches in the UK

# 2010

- Apple launches the iPad, other tablets follow
- By May, BBC iPlayer is getting 123 million monthly play requests
- iTunes now has 12,000 films for download
- Spotify has 650 million users
- YouTube announces it's getting 2 billion views daily

# 2011

- 77% of the UK population has high-speed broadband
- The same flatscreen TV is now just £299
- Spotify has 10,000,000 tracks, increasing by 10,000 per day, with 10,000,000 users
- Facebook has almost 800 million users worldwide, with almost half of the UK's population signed up
- We are sending 300 million Tweets per day
- We can now, at our leisure, and for free, find almost any film and almost any piece of music online

# 2012

- YouTube is now getting 1 trillion page views a year. [No, really.](#)
- Okay, you get the idea

# WHAT'S YOUR POINT?

- We're all dicking around online when we could be at a gig. Or, less flippantly: the number of things we could do at home increased massively with the roll-out of high-speed broadband, the introduction of new online communication/social media tools and the invention of multiple devices upon which to conduct these activities. Now, add to this the gradual dovetailing of these two factors:
- A slow collapse of recorded sales leading to labels repositioning themselves as 'music companies' and everyone pouring into the live industry to see how they can make money, not least though the creation of many more festivals than the UK's population can financially support and...
- Arguably the worst financial crisis since the 1930s, [if not in history](#), leading to...
- People staying home with far more (online) options and when they do go out they can choose from any number of free gigs, as pubs/small venues try to attract an audience which, before they go out, might drink at home first, because...
- a bottle of beer in a UK pub can cost as much as six times the price of the same bottle in a supermarket, leading to...
- lower takings for pubs and another increase in the number of free gigs as pubs/small venues try to attract an audience and...
- with the [Live Music Act](#) becoming law in October in England and Wales, many more rooms (not just pubs and bars) will find it easier to host live music, potentially greatly increasing the pressure upon those live venues which charge entrance fees in order to stay in business. The very same venues that each consecutive press article on the subject warns we're in danger of losing