

# Universal Music Group

Over the past century, there has been a significant transformation in the global music industry. The industry has adjusted to changes in consumer behavior and technological advancements since the early days of vinyl records and radio broadcasts to the rise of digital streaming platforms. Physical sales of records, tapes, and CDs dominated the music industry for a very long time in the middle of the 20th century, and radio was one of the main source of new music discovery. But once digital music and file-sharing services in the late 1990s and early 2000s became big made a big change in the way people listened to and shared music.

One of the biggest music corporations in the world, Universal Music Group (UMG), has been essential to music growth. UMG has played a significant role in influencing the distribution and consumption of music over the years by working with different streaming services and adjusting to technological advancements. As a business, UMG has continuously set the standard for artist development and using digital platforms to spread music worldwide. UMG has a huge roster of artists that includes both modern superstars and historical icons, and the company is present in all of the world's major markets.