

Madilyn Ellis

JMac

Music tech

24 September 2021

1. How are the Sony Walkman & Apple iPod the same?

The Sony Walkman and Apple iPod are the same because they are both portable, small enough to fit in your pocket and they both have headphones.

2. How did they change the music industry?

They changed the music industry because at first it was all big bulky, not really portable things that would play music. Now there small enough to fit into your pocket.

3. What was the target audience for each device's marketing campaign?

The target was to have the iPod to be the smallest, quickest, and longest lasting music player by far. So, people would enjoy having something small and long-lasting music right in their pockets.

4. (Speculate) Future devices will have.....?

I think future devices will have an even better camera than the last, better storage space and a way to make it have better protection from hacking.

5. (Dream Big!) What would you like to see?

I would like to see a better colour scheme than what they have and maybe a better size, so it actually fit in pockets properly.