The aim of this research is to discover if social media are the new way to promote pop music in France. In order to examine this, this research tends to highlight the main changes that occurred in certain elements of the marketing mix of the pop music industry in France, but also to show what are the impacts of social media in the pop music industry, to explore how social media are used by music marketers, musicians and the audience to promote and discover pop music in France, and finally, to show if social media are the only way to promote pop music in France.

The research question is: are social media the new way to promote pop music in France? And the research objectives are to: highlight the main changes that occurred in certain elements of the marketing mix of the pop music industry in France; discover what are the impacts of social media in the pop music industry; explore how social media are used by music marketers, musicians and the audience to promote and discover pop music in France; find if social media are the only way to promote pop music in France.

This proposed research seems to be interesting because since 1999, the Internet and new technologies have drastically altered the production, distribution, and consumption of music (Molteleni & Ordanini, 2003 in Vaccaro, V. and Cohn, D., 2004). Indeed, the marketing mix has evolved in the music industry: the product is not physical anymore, physical retail stores are more and more replaced by online distribution services, the price is no longer dictated by record labels, the traditional sales orientation philosophy toward promotion has evolved and companies are more focused on maintaining long-term and profitable customer relationships. In fact, people take a very important place in today's music industry so music companies have to be more focused on the customer. Moreover, according to Dewan and Ramaprasad (2014) ‘social media are increasingly used for sharing information about music albums and songs - and also for the sharing of the music itself’. In fact, it seems that the best way to discover and share music today is on the Internet, so it shows why the promotion part has changed in this sector and why it is now mostly conducted on the Internet. Moreover, the Internet allows music companies to have a unique relationship with the customer (Drubay, D., 2007). People are more and more important and companies should communicate more through the Internet. To put in a nutshell, the Internet has drastically changed the pop music industry, all the marketing mix elements are touched and the promotion part is the one that is the most affected. Plus, the intensive use of social media has changed the way in which the music is diffused and promoted because people discover, listen, consume and share music through those networks. Thus, social media are now mainly used by French music marketers, musicians and the audience to promote or discover pop music, and the part of traditional media has decreased. But there are still limits in conducting music promotion on social media and traditional media are still used for music promotion in France.

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