

The Long Tail

Last Updated Monday, 28 January 2008

Forget squeezing millions from a few megahits at the top of the charts. The future of entertainment is in the millions of niche markets at the shallow end of the bitstream.

The theory of the Long Tail is that our culture and economy is increasingly shifting away from a focus on a relatively small number of "hits" (mainstream products and markets) at the head of the demand curve and toward a huge number of niches in the tail. As the costs of production and distribution fall, especially online, there is now less need to lump products and consumers into one-size-fits-all containers. In an era without the constraints of physical shelf space and other bottlenecks of distribution, narrowly-targeted goods and services can be as economically attractive as mainstream fare.

By Chris Anderson, From Wired Magazine.

Highly recommended reading to understand the changing world of the music industry:

- <http://www.wired.com/wired/archive/12.10/tail.html>
- He also has a blog devoted to this topic. <http://www.longtail.com/>