

Will tags-team with Chris 'Long Tail' Anderson

Will worked with the creator and author of the Long Tail concept on this 'comment' article for the Performing Rights Society's

in-house magazine 'M'. The article looked at what the long tail means for music and introduces several new angles not featured in the original book. Since publication, Will's been working on new data from Digital Music Sales which not only shows how long that tail it is, but also how thick it is — suggesting that the 80/20 rule might have been reinforced rather than reversed.

- M Magazine Long Tail Article 250.60 Kb
- Rich Medina Spin Doctor 6.03 Mb