

<p>Jim Walker: Good evening. Welcome to another episode of Issues on Screen. I'm your host, Jim Walter. In the modern day it is becoming more and more common for people to have internet. In America 4 out of 5 people have access to the internet. Out of these people 90% access it daily. With the internet, comes websites. With websites comes the third most visited website of all time, YouTube(.com). The most viewed types of video on Youtube are Music Videos. This is what we are going to be discussing today. Well, actually, a more in-depth side of music Videos Product Placement. Most of you watching this by now won't have realised fully that through this whole show so far I have been holding and drinking out of a can of Cocacola. This is what the media industry call 'Product Placement'. Even though you are thinking to yourself right now, "I didn't even notice that!" in reality your brain associates it to be normal for people to be drinking a can of cocacola so next time you are in a store that sells it you have associated drinking the product with normality so you decide to purchase it. So what is Product Placement? And what has it got to do with music videos? To help us answer these questions, we have brought in our expert brainiac of all knowledge, Mr W. Smith.</p>	
Jim:	So Mr Smith, please, tell our viewers what exactly is product placement and what has this got to do with The Internet, Youtube and music videos?
Mr Smith	Hi there Jim and thanks for having me on the show. Well product placement is a form of advertisement, where branded goods or services are placed in a context usually devoid of ads such as movies, the storyline of television shows, or music videos. The product placement is often not disclosed at the time that the good or service is featured. [1]
Jim:	So Mr Smith, basically what you are saying is that this is taking over our media viewing pleasure?
Mr Smith	Yes indeed, though if it is done properly you shouldn't notice it at all. [2]
Jim:	So how common is it for product placement to feature in our current music videos?
Mr Smith:	Well its actually more common than you think. You will mainly find that with product placement in music videos that it seems to be mainly top-selling artists that feature product placement in their music videos, mainly because the companies that pay the artist for their product to be branded on their videos, want to be able to trust that the music video featuring their product[s] is going to be viewed millions of times. They obviously have more trust in past successful artists than new singers that are brand new off the blocks, whose music videos aren't going to be seen all that much. [3]
Jim:	And who are some of the main singers who feature product placement in their music videos?
Mr Smith:	Some of the main singers that seem to feature product placement in their music videos the most are Travis McCoy with his song Billionaire; Lady Gaga with her song Telephone. Christina Aguilera with her song Not Myself tonight. Ke\$ha with her song We R Who We R. Britney Spears with her song Hold it Against Me and Avril Lavigne with her song What the Hell. [4]
Jim:	Wow. So quite a few main artists are being sucked in by this whole product placement idea.
Mr Smith:	Yes Jim that is correct. With the increasing standards of technology around the world, advertisements can be avoided in other forms with a touch of a button. Product placement cannot be avoided, wherever you go, no matter what technology you have.
Jim:	Product placement is really taking off then in music videos! Are there any recurring products that keep coming up again and again in different music videos?
Mr Smith:	Interestingly there are a few that really stand out to be in many music videos, these include the Online Dating website – Plenty of Fish. Apple products and Chevrolet. The other product that seems to be shown, but more generally are different brands of perfumes, often signature ones belonging to the singer of the song. [5]

Jim:	So why are we here discussing product placement with you today? Well we went out onto the street to get some opinions from different people on product placement in music videos.
Maree:	I think that product placement is wrecking the originality of music videos. These products have got nothing to do with what is going on in the actual music videos! Why would a security guard in a prison be on Plenty of Fish, a dating site while on duty at the prison? [6]
Toby:	This shows that all singers care about is money and they don't actually care how good their music video looks to the public. [6]
Denise:	Its kinda fun to spot the products really. I think it's a good way for the music industry to make some money especially as most of us now like to get our music for free off the internet. It'll help keep the music quality good. [6]
Paul:	I think that this can be quite dangerous as I have seen instances of product placement with music videos and even other television shows and movies promoting cigarettes and alcohol – that is not right. [6]
Jim:	There you have it. Most people are not happy with the amount of product placement that is taking place in our music videos in our current day. Can we now say that our entire music industry has been overrun with money? I think so. I think that the artist that are responsible for actually producing the music need to take a long hard look at themselves and think about what they are actually doing to music in general and what they are promoting to our children. I is childish and product placement has got no relevance to what is even going on in the song or video at that time, in one situation a singer even taped out the apple icon on the back of their laptop as Apple refused to pay for product placement in that music video. This is an issue that needs to be addressed. [7]
Mr Smith:	I do agree, Jim. But don't forget that it does help the wheels go around as one of your people on the street said. Nothing in this world come for free – if you want professional music, someone is going to have to pay for it. Maybe advertising is a good way for that to happen. [8]
Jim:	This concludes tonight's programme of 'Issue on Screen". Join us again next week, as we look into the unfair exposure of Llama babies on Albanian Television screen. Until next time I'm Jim Walker. Have a very good evening indeed.