Amazon Music Career Tour

Quiz

Name _____ Class _____

Directions:

At each stop on the tour, answer all the comprehension questions.

Stop	Comprehension Question	Answer
Music Ingestion  **Watch this Tour Stop in:** Video 1	**1.** Who is usually responsible for sending new, top-secret music files to Amazon Music so they can be prepared for listeners? **2.** Metadata is the extra information that helps listeners find songs. Which of the following is considered metadata? **3.** When a song is ingested into the Amazon Music system, why is the accuracy of its metadata considered a high-priority task?	**1.** **A) Music labels** B) Radio DJs C) Computer hackers D) Local fan clubs **2.** A) The artist's name B) The genre of the song C) The official release date **D) All of the above** **3.** A) To ensure the song's audio file size is compressed enough to save storage on the listener's device **B) To ensure that every person involved in the song is correctly credited and paid** C) To ensure the lyrics of the song are translated into every global language D) To trigger an automatic translation of the artist's biography into every language supported by the app
Risk Management  **Watch this Tour Stop in:** Video 2	**4.** True or False? Amazon Music has to manually listen to every single song ever uploaded to check if it's real or fake. **5.** What is one way people try to take advantage of digital music services to claim fake royalties? **6.** Besides spotting 'bot farms,' what other type of fraudulent activity does Thom mention seeing in his role?	**4.** A) True **B) False** **5.** **A) Using bot farms to stream music thousands of times** B) Sharing songs with their friends for free C) Writing songs that are too long D) Recording music in their bedroom **6.** A) People uploading songs that are too quiet **B) People uploading leaked music without permission** C) Artists using the wrong album artwork D) Fans making their own playlists

Product Management  **Watch this Tour Stop in:** Video 3	**7.** When you ask Alexa to "play something I might like," what is actually happening behind the scenes to make that work? **8.** Ivy's team is responsible for specific parts of the app where fans interact with an artist's work. Which of these areas do they look after? **9.** According to Ivy, which of the following options is key to working in this area of Amazon Music?	**7.** A) A professional radio DJ is manually picking a song just for you **B) Product Managers have built features to make a smart choice** C) The app is playing the most popular song in the world that day D) Alexa makes a guess based on the current time of day **8.** A) Artist Pages B) Album Pages C) Charts **D) All of the above** **9.** **A) You need to really know the industry** B) Having a massive personal following on every social media platform C) Knowing exactly how to write the lyrics for a hit song D) Being naturally talented at singing or playing an instrument
Working with Artists  **Watch this Tour Stop in:** Video 4	**10.** True or False? A major part of working with artists is helping them design unique ways to reach their fans before a song is even released. **11.** Marco and Tafadzwa work together on a project called +44. What is the main goal of this specific project? **12.** When the team is deciding how to help an artist connect with their fans, what is the first thing they consider?	**10.** **A) True (They collaborate on a plan months before the music drops)** B) False (They only start working together once the song is a hit) **11.** A) To teach artists how to use social media **B) To celebrate and promote British Black music** C) To find the best new music from around the world D) To help artists design their own clothing lines **12.** A) Counting exactly how many different musical instruments the artist can play at once B) Tracking the exact number of followers an artist has on their social media **C) Analysing specific audience data and keeping up with current cultural trends** D) Checking which specific city or small town the artist was originally born in

Marketing  **Watch this Tour Stop in:** Video 5	**13.** True or False? Every notification you get from Amazon Music is sent to every single user on the app at the same time. **14.** When the Marketing team 'personalises' an experience, what are they actually trying to do for the listener? **15.** When coordinating a global campaign, what is the most important balance the Marketing team has to maintain?	**13.** A) True (Everyone gets the same news at the exact same time) **B) False (They use data to only send updates to the right fans)** **14.** A) Show every single user the exact same list of songs **B) Show you the specific artists and podcasts you love** C) Send as many notifications as possible during the day to keep you up to date D) Hide the newest music so it only spreads by word of mouth, making it feel exclusive **15.** A) Making sure that every team in every country uses the exact same social media app **B) Keeping a consistent brand message while making it relevant to local fans** C) Ensuring that every artist in the campaign is available to record in the same studio D) Finding a way to translate every single song lyric into every local language

{ Thank you for joining us on an Amazon Future Engineer Career Tour! }